

The Billboard

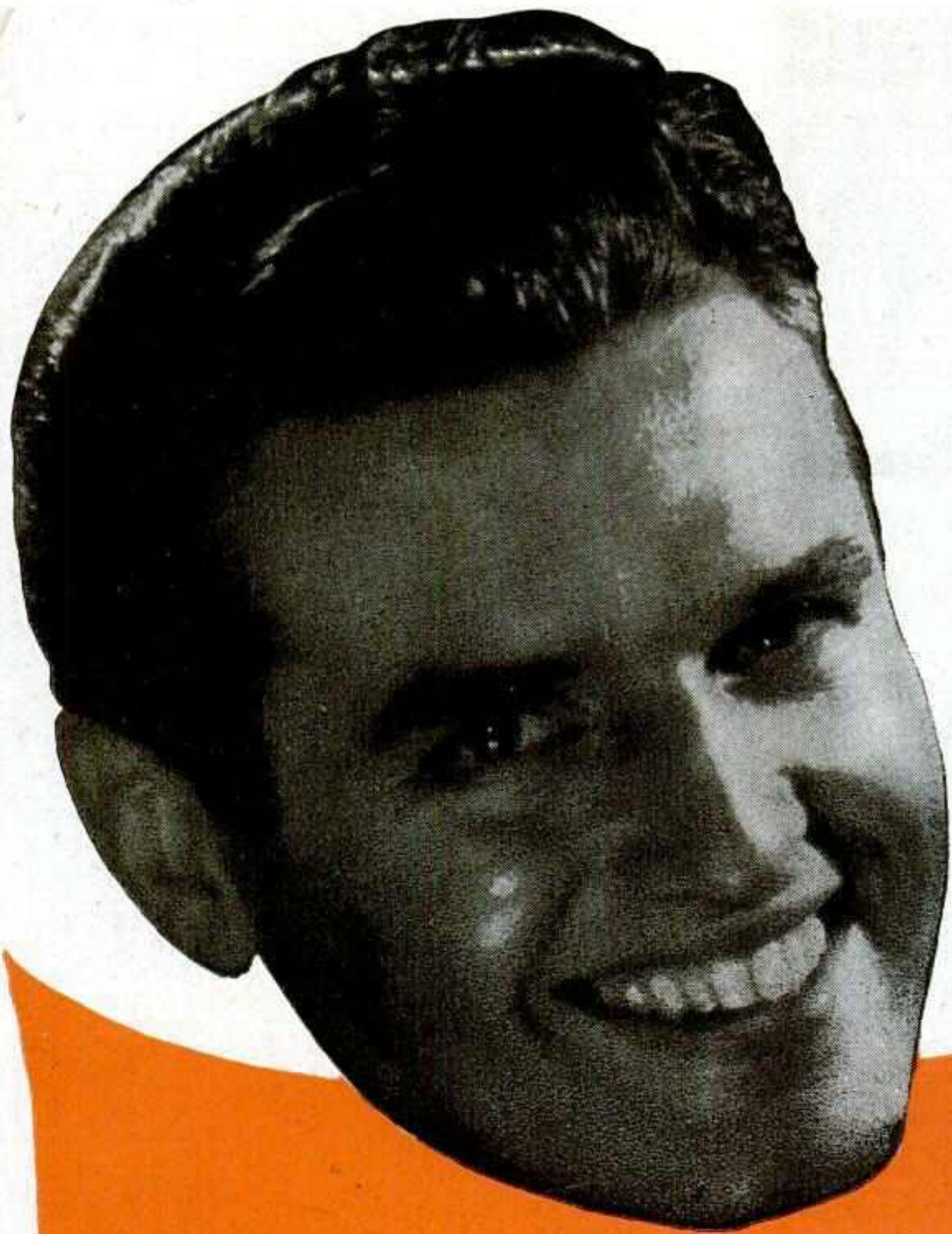


THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

✓✓✓✓✓
MAY 8, 1948



Every year for the past 20, nitery-cafe owners Frank (left) and Walter (Chief) Palumbo (right) take thousands of Philadelphia's kids to the Ringling Bros. and Barnum & Bailey Circus on opening day. This year the operators of the Click, one of the nation's top name work spots, will play host to 10,015 of the mop-pets who'll be carted in 58 busses and via trolleys and automobiles to see the Big One's first Philly show May 24. Clown in the picture is Willie Conrad. And for the statistically minded, 188,034 children have been the Palumbos' big-top companions in the last two decades.



**"that
OXYDOL
SPARKLER"**

The Voice With a Smile

Jack Smith

Sings... ON  **Capitol
RECORDS**

**TEA LEAVES and
HIGHWAYS ARE HAPPY WAYS**
(#15102)

★ ★ ★

HEARTBREAKER and BABY FACE
(#15078)

★ ★ ★

**THE FLOWER SELLER and
TAKING MISS MARY TO THE BALL**
(#15029)

**THE JACK SMITH SHOW
for OXYDOL**

Mondays thru Fridays
7:15 to 7:30 P.M. EDST

**CBS
Coast to Coast**

Management:
CENTURY ARTISTS, Ltd.
NEW YORK • HOLLYWOOD

RADIO PROGRAM TOPPERS

Bus or Plane Only Hope If Rails Strike

No Trains for Showfolk

WASHINGTON, May 1.—Government authorities revealed today that "emergency train crews" are likely to be authorized by organized labor in the event of the nationwide rail strike which has been called for May 11, but Justice Department legalists said this emergency service will definitely not affect traveling showfolk, who face the alternative of switching to overcrowded busses and planes.

According to a Department of Justice spokesman, rail union representatives are willing to allow emergency trains to carry medical supplies, but entertainers and their equipment will be at a standstill so far as the rails are concerned. Sole hope for cancellation of the strike, government officials say, rests in mediation maneuvers now going on in Chicago. It is pointed out that the emergency powers under which President Truman took over the railroads during the 1946 walkout have now expired. The Taft-Hartley Act, which contains provisions for anti-strike injunctions, (See *Bus, Plane Only Hope*, page 24)

Jock, Now a Copper, Shuttters Des Moines Spots at 1 A.M.

DES MOINES, May 1.—Disk jockey Myron Bennett, Des Moines' new safety commissioner, took a crack at his fellow showbizites recently when he ordered all night spots to fold at 1 a.m. and put a ban on serving liquor on Sundays.

The KSO platter spinner's crack-down hit hardest at the ops using floorshows, since they depend on the late shows to draw them in from the taverns which close at 1. The clubs' excuse for staying open later has been the argument that they came under the restaurant rather than the tavern laws.

Added to this headache, booking at the local clubs has reached a topsy-turvy pace, with some clubs now using only single acts. Seven of the local niteries now have shows, and four of these are testing a single-act policy. The Casa Loma has Jayne Walton; Critelli's, Roy Eldridge; De-Philips, Guy Raymond, and the Rhapsody, Richard Gordon.

The three other spots, each using more than one act apiece, are the Pastime, with Marie Lawler and Gil Snyder; the Chesterfield, with Pa and Ma Quackenbush and Mary Ann Drake, and Tony's, with Tom and Gene Carey, plus the op, who sings, and his brother, who does a mimic.

Ops and bookers, therefore, al-

ready trying hard to keep business in the black, are now holding their heads over Bennett's ultimatum.

Ban on Waxing Brings Flood Of Importations

HOLLYWOOD, May 1.—As foreseen by *The Billboard* many months ago, the Petrillo ban in this country has become a major boon for foreign recording companies and artists, particularly those of England. The early prediction that American diskeries would turn to overseas sources of supply for "masters" has been fulfilled and it presents a neat dilemma for James C. and the American Federation of Musicians (AFM). For even as the AFM slashed back at a cappella ban-skirting platters this week (see other story this issue), the number of "canned music" invasions from abroad had swollen to serious proportions. All of which places the AFM in an ironic situation.

The union's own ban, intended to combat "canned music" here and pre-

(See *Transatlantic* on page 21)

890 Entries In 1st Annual Competition

First Results Available

By Jerry Franken

NEW YORK, May 1.—First station winners in *The Billboard's* First Local Program Competition are announced in this issue, with the full line-up of laurel coppers listed on Page 5. The program categories covered are public service and music programming—two out of a total of 12 program types included in this competition—the first effort ever made in the industry to evaluate local programming in all its phases, and covering commercial and sustaining programs.

It was this publication's original intention to announce all winners in (See *Radio Program* on page 7)

Kidisk Boom

Still Soaring; New Pressers

NEW YORK, May 1.—The startling new dimension of the kidisk field with its burst of new labels and new merchandising gimmicks (*The Billboard*, April 30) was enhanced this week as high-speed changes, ranging from new pressing plants to extensive price revisions, heeled over heel in the tot tallow sphere. As more and more buckos turned to the comparatively fertile pickings of the kidisk market, Sun Plastics, New Jersey pressing plant, climbed into the act by setting up production in the seven-inch plastic field. Sun, which has been pressing 10 and 12-inch shellac and unbreakable platters for pop labels, is readying its plant to start operation on the abbreviated disks by May 15, with production capacity claimed at 100,000 weekly. The firm's prexy, Merrill Silvers, asserts he will be able to turn out a vinyl compound (transparent and in color if desired) cheap enough to retail at 19 cents and still be able to stand up under 500 plays. Silvers says he is (See *KIDISK BOOM* on page 24)

G. A. Richards License Held Up

FCC Extends WGAR Only to Sept., Not '51

'Pending Outcome of Probe'

WASHINGTON, May 1.—Awaiting a final report of its investigators probing three radio stations owned by G. A. Richards, the Federal Communications Commission (FCC) announced this week that it is holding off on a permanent three-year license renewal grant for Richards's Station WGAR in Cleveland.

The FCC said that WGAR's license, scheduled to expire today (1), is being given a temporary extension until September 1 "pending outcome of investigation." Richards's other stations are WJR in Detroit and KMPC in Hollywood.

The FCC launched its investigation into the three Richards stations several weeks ago in the wake of a story which appeared exclusively in *The Billboard* March 6 reporting charges made by ex-KMPCers against Richards. They said he directed slanting of news on KMPC. Since then, a formal complaint against Richards has been filed with FCC by the Radio

Legit in Parks Sought in N. Y.

NEW YORK, May 1.—A committee from Actors' Equity will visit City Hall with a view to getting an appropriation from the city for outdoor legit in parks this season as part of the golden jubilee program. The plan originated by James Light was presented to the council of Equity Tuesday (27), and the execs approved it. The fact-finding committee of the legit unions received the idea next and gave their blessing.

Light's scheme calls for building portable stages in about eight different parks scattered thruout the city and presenting revivals to neighborhood audiences at perhaps \$1 top. (See *AE Seeks City* on page 49)

News Club of Los Angeles, while several congressmen and a number of nationally-known organizations, including the Congress of Industrial Organizations (CIO), urged an inquiry.

The commission's investigators have already made first-hand investigations at Richards's three stations. According to commission legalists, the investigators have "virtually completed the report," which in addition to its findings is considered likely to contain recommendations leading to a public airing of the case.

Bill Would Ban Mfrs. and Nets Owning Outlets

WASHINGTON, May 1.—Rep. Harry Sheppard (D., Calif.), who this week introduced a bill to ban networks and radio manufacturers from owning broadcast stations, plans to sit in on the Senate Interstate Commerce Committee's radio probe which is slated for an opening hearing May 12. While the Sheppard bill is not given the ghost of a chance for passage, its author indicated that its very presence in the hopper is likely to be an "added spur" to the Senate committee's inquiry into radio patents, licenses and controls.

Sheppard said he has already had "several satisfactory talks" with Acting Chairman Charles Tobey, of the Senate Interstate Commerce Committee, which at its May 12 hearing will examine the role of the Radio Corporation of America (RCA). Under the Sheppard bill, RCA would be forced to dispose of its interest in the National Broadcasting Company (NBC), which in turn would have to sell stations. The bill proposes that all networks peddle their TV, FM and standard stations and that such firms as DuMont Laboratories, Stromberg-Carlson, General Electric, Philco and Westinghouse likewise drop all broadcast interests, including pending bids.

"Dr. I. Q. Jr." Hits Det. Tele May 15

DETROIT, May 1.—First telecasts of radio's *Dr. I. Q. Jr.* show will be aired over WWJ-TV for seven weeks, starting May 15, using the WWJ studio auditorium here. The program will continue to be sponsored by Mars, Inc., over the video outlet as well, with the Grant Agency handling production.

This will be the first telecast of a radio network show in this area and one of the first to go over video for more than a one-shot schedule.

600,000 New TV Sets in 1948?

Gallup Sees Huge Buying Wave Coming

Finds 225,000 Now in Use

NEW YORK, May 1.—At least 600,000 families are planning to buy home tele receivers during the next year in areas where video stations now are on the air, according to surveys completed this week by Audience Research, Inc. (ARI), the George Gallup organization. Samuel Northcross, ARI chief, pointed out that this sampling, first of its kind by his organization, probably was on the conservative side. Two separate studies were made by ARI, over a two-week period, and covering 15 metropolitan areas.

Factors which may boost receiver sales beyond the levels indicated in these surveys, according to Northcross, are the likelihood of lower set prices, greater availability of receivers and the spreading of video to new localities. In addition, he noted that sizable zones outside the recognized metropolitan areas are within reach of tele signals but were not included in the research.

225,000 in 15 Cities Now

The Gallup projections also assessed the probable current video circulation in television cities, and pointed to a figure of 225,000 home receivers in the 15 localities. Added to the 33,000 sets ARI estimates to be in places of public congregation, such as bars and theaters, the total number of receivers in operation would be approximately 258,000. By April, 1949, it is ARI's prediction that 825,000 receivers will be functioning in these areas, serving a combined metropolitan population of about 34,000,000.

Other influences on future poten-

In This Issue

American Folk Tunes	119
Broadway Showlog	50
Burlesque	52
Carnival	72-89
Circus	65-67
Classified Ads	92-97
Coin Machines	108-148
Fairs and Expositions	70-71
Final Curtain, Births, Marriages	54
General Outdoor	55-64
Honor Roll of Hits	30
Legitimate	49-51
Letter List	98
Magic	52
Merchandise	92-103
Music	20-44
Music as Written	28
Music Machines	117-123
Music Popularity Charts	30-41
Night Clubs	45-48
Parks and Pools	68-69
Pipes for Pitchmen	101-102
Radio	5-19
Repertoire	53
Reviews: Legit	50-51
Night Club	46-47
On the Stand	44
Vaudeville	48
Rinks and Skaters	90-91
Roadshow Films	53
Routes: Carnival	64
Circus	64
Legitimate	51
Miscellaneous	64
Salesboards	104-105
Television	17-19
Vaudeville	45-48
Vending Machines	108-116
Vox Jox	26

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BROADWAY OPENING

INSIDE U. S. A.

(Opened Friday, April 30)

CENTURY THEATER

A revue. Lyrics and music by Howard Dietz and Arthur Schwartz. Sketches by Arnold Auerbach, Moss Hart and Arnold B. Horwitt. Directed by Robert H. Gordon. Settings by Lemuel Ayers. Costumes by Eleanor Goldsmith. Dances by Helen Tamaris. Orchestrations by Robert Russell Bennett. Conductor, Jay Blackstone. Company manager, Abe Cohen. Stage manager, Alan Anderson. Press representatives, Nat Dorfman and Mary Ward. Presented by Arthur Schwartz.

CAST: Beatrice Lillie, Jack Haley, Estelle Loring, Carl Reiner, Jane Lawrence, Lewis Nye, Beverlee Bozeman, William Lemassene, Thelma Carpenter, J. C. McCord, Albert O'Powell, John Tyers, Valerie Bettis, George Reich, Rod Alexander, Herb Shriner, Ray Stephens, Jim Hawthorne, Eric Victor, Jack Cassidy, Alfred Homen, Thomas Rieder, Michael Risk, Raymond Stephens, Tally Beatty, Ricky Ricardi, Michael Charnley, Ronald Chetwood, Robert Hamilton, Pat Horn, Mara Lynn, Joan Mann, Nanon Millis, Betty Nichols, Richard Reed, Boris Tunanin, Dorothy Scott, Gloria Stevens, Royce Wallace, Holly Harris, Hilda Palmer, Court Fleming, Randell Henderson, Mary Lou Boyd, Dorothy MacNeill, Sherry Shadburne, Jaqueline Fisher, John Mooney, Thomas Rieder, Norma Larkin.

When real experts get together to do a musical show and give their best, the result is usually propitious. *Inside U. S. A.* is a shining example of a fast, slick Stem revue, superbly staged, handsomely dressed and charmingly backgrounded and lighted. Plenty of real showbiz sense has gone into its construction. Arthur Schwartz has written a good score with several tunes that have hit probabilities. Howard Dietz's lyrics are mostly sharp and amusing. The sketches, which stem from Arnold Auerbach, Moss Hart and Arnold Horwitt, are sometimes neither too novel nor brilliant, but they have been excellently directed by Robert Gordon and are played to look much better and brighter than they occasionally are. In addition, there are splendid dance patterns contributed by

tials of circulation increases include the amount of programing in an area, with the likelihood that as second and third stations enter cities with only one station now on the air, there will be greater impetus to purchase. The improved quality of programing as know-how develops also is a logical but difficult-to-measure factor.

ARI's next study on ownership and intention to purchase will be made in June. Future surveys will cover types and price levels of sets desired, and reaction toward programs and facilities.

Helen Tamaris. With the material in the hands of such a combination of talent and with such funsters as Beatrice Lillie and Jack Haley in the lead slots, *U. S. A.* just can't miss. It is for the Century as long as it chooses to stay there.

As to what the inimitable Miss Lillie can do with a song or a sketch, no comment is necessary. Let it be reported that she is in top hilarious form, whether she's a bemused director of a civic choral society; an inspiration to Chopin, Liszt, Tschai-kowsky, et al.; a mermaid Lorelei from Massachusetts or a Mardi Gras queen. She has the customers, as usual, in the aisles. Perhaps her best contribution, from this pew, is in a wryly satiric sketch by Moss Hart in which a superstitious maid drives a star to delirium on an opening night. Her maid is a comedy gem.

Jack Haley's congenial clowning is a happy offset for the Lillie brand of fun. Haley, too, is at his best. On his own, he makes a sketch about a tired tourist in a Florida hotel room, devilishly gadgeted for sleep induction, that is vastly funny, and also contrihs another amusing interlude as a professor teaching student waiters how to make customers miserable. Teamed with Miss Lillie, he chants the show's top comedy number as an Indian who won't take the country back in its present demented state. Both of them are better than right in all chores.

Dancewise *U. S. A.* leaves nothing to be desired. There are plenty of stepping interludes to balance the sketches. Tops is a beautifully devised ballet, *Tiger Lily*, in which a Stem newcomer, Valerie Bettis, proves she is something of a dance director's dream, and Eric Victor falls into the same category. Both score handsomely in other numbers and the ensemble is excellent thruout.

John Tyers unveils a fine baritone for the chanting of the Schwartz tunes and gives *Haunted Heart*, one of the more evident hit possibilities, a solid production. Estelle Loring also acquits herself creditably in the chant department in two other likely numbers, with Haley in *Rhode Island Is Famous for You*, and later with Tyers in *My Gal Is Mine Once More*.

U. S. A. has evidently been professionally pruned and trimmed over its road break-in. It arrives superlatively integrated in all departments. Perhaps without a Lillie and a Haley it might be just another handsome revue. But it has 'em, and it's solid all the way thru. Bob Francis.

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*
NATURE BOY by King Cole Trio, Capitol 15054
- 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*
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 30 to 41 in Music Section.

Montreal Giving A Warm Welcome To Yiddish Vaude

MONTREAL, May 1. — Strong possibility for Montreal's becoming a new market for Jewish-English vaude performers is evidenced by the success of an experiment in which the combo of a Yiddish flicker plus three acts of J-E vaudeville has been packing one of the film houses.

According to agent Roy Cooper, who books this house and who has for years had close contact with Yiddish performers, success of the experiment points up the revived interest in Yiddish films and vaudeville.

The house now being used by a private group (never before identified with show business) is the Mount Royal Theater, in the heart of the Yiddish district in the north end of the city. It is owned by the United Theaters chain but is rented out at \$3,000 weekly. Actually, the house is being used for foreign films generally, but the combo of vaude plus a Jewish flicker has been so strong box-office-wise that the ops intend to resume the policy in the fall. The house will shutter in June because it has no air conditioning.

Prices are 75 cents matinee and \$1 evenings, and they are paying off.

It has been an up-and-down story for Jewish performers in Montreal. A couple of years ago, there was a mushrooming of Jewish niteries with strictly Yiddish entertainment, but high talent cost (performers like Jennie Goldstein, Aaron Lebedeff and Leo Fuchs were getting \$1,000 weekly) made most of the ops toss in the towel. Currently there's only one Jewish niterie, using low cost talent.

No Sunday Akron Dancing

AKRON, May 1.—There will be no public Sunday dancing in Akron. The city council, deluged by a flood of letters from church people, changed its tune last week and voted 12 to 1 against the move. Earlier the public welfare committee of the council had recommended the ban on Sunday dancing be lifted. Then the churches put on the pressure and that stopped the reform.

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The Billboard also publishes:
The Billboard Encyclopedia of Music
Vend



FIRST ANNUAL LOCAL PROGRAM COMPETITION

THE WINNERS

PUBLIC SERVICE

50,000 Watts

- FIRST PLACE, **WBBM**, CHICAGO, FOR "REPORT UNCENSORED"
Frank Falknor, Gen. Mgr.; Val Sherman, Prog. Dir.
- FIRST PLACE, **WCAU**, PHILADELPHIA, FOR "CAREER FORUM," "CAVALCADE OF AMERICAN POLITICS" AND "FREEDOM TRAIN"
Leon Levy, Pres. and Gen. Mgr.; Joseph Connolly, Prog. Dir.
- FIRST PLACE, **WCBS**, NEW YORK, FOR "CBS VIEWS THE PRESS"
Arthur Hull Hayes, Gen. Mgr.; G. Richard Swift, Prog. Dir.
- FIRST PLACE, **WNBC**, NEW YORK, FOR "HOUSING—1947"
James M. Gaines, Gen. Mgr.; De Lancy L. Provost, Prog. Dir.
- SECOND PLACE, **WBZ**, BOSTON, FOR "IT'S TOUGH TO BE YOUNG"
J. B. Conley, Gen. Mgr.; W. C. Swartley, Sta. Mgr.; W. Gordon Swan, Prog. Dir.
- SECOND PLACE, **WTOP**, WASHINGTON, FOR "THE UNDISCOVERED"
Earl H. Gammons, V.-P. in Chg.; Richard L. Linkroum, Prog. Dir.
- THIRD PLACE, **WCCO**, MINNEAPOLIS, FOR "NEITHER FREE NOR EQUAL"
Merle S. Jones, Gen. Mgr.; Gene Wilkey, Prog. Dir.
- THIRD PLACE, **WSM**, NASHVILLE, FOR "FREEDOM TRAIN"
Harry Stone, Gen. Mgr.; Jack Stapp, Prog. Dir.
- HONORABLE MENTION, **WCKY**, CINCINNATI, FOR "FOUNTAIN SPEAKS"
L. B. Wilson, Pres. and Gen. Mgr.; Bill Dawes, Prog. Dir.
- HONORABLE MENTION, **WINS**, NEW YORK, FOR "ONE-TENTH OF A NATION"
Eldon A. Park, Gen. Mgr.; John Neal, Prog. Dir.
- HONORABLE MENTION, **WOR**, NEW YORK, FOR "NAME YOUR POISON"
Theodore C. Streitbert, Pres.

5,000 to 20,000 Watts

- FIRST PLACE, **WNEW**, NEW YORK, FOR "LITTLE SONGS ABOUT BIG SUBJECTS" AND OTHER PUBLIC SERVICE PROGRAMS
Bernice Judis, Gen. Mgr.; Ted Cott, V.-P. in Charge of Programs.
- SECOND PLACE, **WKY**, OKLAHOMA CITY, FOR "THE EDITORS SPEAK" AND "CREED, COLOR AND CO-OPERATION"
P. A. Sugg, Gen. and Com'l. Mgr.; Hoyt T. Andres, Prog. Dir.
- THIRD PLACE, **KOIN**, PORTLAND, ORE., FOR "HELL OR HIGH WATER"
Harry Buckendahl, Gen. Mgr.; Ted Cooke, Prog. Dir.
- THIRD PLACE, **WMCA**, NEW YORK, FOR "A HOME TO LIVE IN"
Nathan Straus, Pres.; Charles Stark, Gen. Mgr.
- THIRD PLACE, **WOV**, NEW YORK, FOR "THE AMERICAN FAMILY"
Ralph N. Weil, Gen. Mgr.; Arnold B. Hartley, Prog. Dir.
- THIRD PLACE, **WWJ**, DETROIT, FOR "TO YOUR INDUSTRIAL HEALTH" AND "MEET YOUR CONGRESS"
Harry Bannister, Gen. Mgr.; Melvin C. Wissman, Prog. Dir.
- SPECIAL AWARD (NON-COMMERCIAL STATION), **KUOM**, MINNEAPOLIS, FOR "UNIVERSITY REPORTS TO THE PEOPLE"
Burton Paulu, Gen. Mgr.; Ruth E. Swanson, Prog. Dir.
- HONORABLE MENTION, **KOMO**, SEATTLE, FOR "YOUTH VIEWS THE NEWS"
O. W. Fisher, Pres. and Gen. Mgr.; W. W. Warren, Prog. Dir.
- HONORABLE MENTION, **WOWO**, FORT WAYNE, IND., FOR "A CHILD STANDS ACCUSED"
R. G. Duffield, Sta. Mgr.; C. W. Vandagriff, Prog. Dir.

250 to 1,000 Watts

- FIRST PLACE, **WINX**, WASHINGTON, FOR "IS CONGRESS DOING THE JOB?"
John S. Hayes, Gen. Mgr.; George Creamer, Prog. Dir.
- SECOND PLACE, **KWWL**, WATERLOO, IA., FOR "SCHOOL OF THE AIR"
Ralph J. McElroy, Pres. and Gen. Mgr.; Gene P. Loffler, Prog. Dir.
- THIRD PLACE, **WBNS**, COLUMBUS, O., FOR "JOHN DOE JR."
Richard A. Borel, Gen. Mgr.; Gear Parkinson, Prog. Dir.
- THIRD PLACE, **CKEY**, TORONTO, FOR "HOW TO BE A STATISTIC, TOO!" AND "FOCUS ON '48"
H. E. Cooke, Gen. and Com'l. Mgr.; Don Insley, Prog. Dir.
- HONORABLE MENTION, **KLAC**, LOS ANGELES, FOR "I WITNESS DEATH"
Don J. Fedderson, Gen. Mgr.; Fred Henry, Prog. Dir.
- HONORABLE MENTION, **KTUC**, TUCSON, ARIZ., FOR "A CHILD IS LOST"
Lee Little, Gen. Mgr.; Gerry O'Brien, Prog. Dir.
- HONORABLE MENTION, **WHLI**, HEMPSTEAD, L. I., N. Y., FOR "OPERATION SNAFU"
Eli Godofsky, Pres.; Clifford Evans, V.-P. and Dir. Pub. Affairs.

MUSIC PROGRAMS

50,000 Watts

CLASSICAL AND SEMI-CLASSICAL

- FIRST PLACE, **WOR**, NEW YORK, FOR "CONTEMPORARY MUSIC"
Theodore C. Streitbert, Pres.
- SECOND PLACE, **WCCO**, MINNEAPOLIS, FOR "LET'S LISTEN TO THE CLASSICS"
Merle S. Jones, Gen. Mgr.; Gene Wilkey, Prog. Dir.
- THIRD PLACE, **WENR**, CHICAGO, FOR "HOUSE THAT MUSIC BUILT"
Roy McLaughlin, Gen. Mgr. and Com'l. Mgr.; Harold Stokes, Prog. Dir.

POPULAR

- FIRST PLACE, **WHN**, NEW YORK, FOR "A MOOD IN MUSIC"
Frank Roehrenbeck, Gen. Mgr.; Raymond Katz, Prog. Dir.
- SECOND PLACE, **WJR**, DETROIT, FOR "MAKE WAY FOR YOUTH"
G. A. Richards, Pres.; Worth Kramer, Prog. Dir.
- THIRD PLACE, **WMAQ**, CHICAGO, FOR "ART VAN DAMME QUINTETTE" AND "MANOR HOUSE PARTY"
I. E. Showerman, V.-P. and Gen. Mgr.; Jules Herbeuoux, Prog. Dir.

FOLK AND WESTERN

- FIRST PLACE, **WBT**, CHARLOTTE, N. C., FOR "ARTHUR SMITH AND HIS CRACKERJACKS," "ARTHUR SMITH QUARTET" AND "FUN BY THE FIRESIDE"
Charles H. Crutchfield, V.-P. and Gen. Mgr.; Larry Walker, Prog. Dir.
- SECOND PLACE, **WRVA**, RICHMOND, VA., FOR "OLD DOMINION BARN DANCE"
Calvin T. Lucy, Gen. Mgr.; Sam Carey, Prog. Dir.

5,000 to 20,000 Watts

CLASSICAL AND SEMI-CLASSICAL

- FIRST PLACE, **WTMJ**, MILWAUKEE, FOR "ENCORE ECHOES"
Walter J. Damm, Gen. Mgr.; E. J. Robertson, Prog. Dir.
- SECOND PLACE, **WQXR**, NEW YORK, FOR "WQXR STRING QUARTETTE"
Elliott Sanger, Gen. Mgr.; Eleanor N. Sanger, Prog. Dir.
- THIRD PLACE, **CFRB**, TORONTO, FOR "WISHART CAMPBELL PRESENTS"
Lloyd Moore, Sta. Mgr.; Wes McKnight, Prog. Dir.
- HONORABLE MENTION, **KOMO**, SEATTLE, FOR "TONE PORTRAITS"
O. W. Fisher, Pres. and Gen. Mgr.; W. W. Warren, Prog. Dir.
- HONORABLE MENTION, **KUOM**, MINNEAPOLIS, FOR "MINNEAPOLIS SYMPHONY ORCHESTRA REHEARSAL"
Burton Paulu, Gen. Mgr.; Ruth E. Swanson, Prog. Dir.

DISK JOCKEY

- FIRST PLACE, **WING**, DAYTON, O., FOR "YOUR LONESOME GAL"
F. G. Dykstra, Sta. Mgr.; Arthur H. Martin, Prog. Dir.
- SECOND PLACE, **WNEW**, NEW YORK, FOR "CANADA LEE SHOW"
Bernice Judis, Gen. Mgr.; Ted Cott, V.-P. in Charge of Program.

FOLK AND WESTERN

- FIRST PLACE, **WTMJ**, MILWAUKEE, FOR "THIS IS AMERICA"
Walter J. Damm, Gen. Mgr.; E. J. Robertson, Prog. Dir.
- SECOND PLACE, **KEX**, PORTLAND, ORE., FOR "THE NORTHWESTERNERS"
C. S. Young, Sta. Mgr.; Melvin Bailey, Prog. Dir.

250 to 1,000 Watts

CLASSICAL AND SEMI-CLASSICAL

- FIRST PLACE, **KSD**, ST. LOUIS, FOR "ECHOES OF MUNICIPAL OPERA"
George M. Burbach, Gen. Mgr.
- SECOND PLACE, **KXOL**, FT. WORTH, FOR "PIANORAMA"
Russ N. Lamb, Gen., Com'l. and Prom. Mgr.; Bill Herring, Prog. Dir.
- SPECIAL AWARD (NON-COMMERCIAL STATION), **WNYC**, NEW YORK, FOR "MUSIC FOR THE CONNOISSEUR"
Seymour N. Siegel, Gen. Mgr.
- HONORABLE MENTION, **WGH**, NEWPORT NEWS, VA., FOR "KATHRYN WOOD SINGS"
Edward E. Bishop, Gen. Mgr.; John A. Black, Prog. Dir.
- HONORABLE MENTION, **WGPA**, BETHLEHEM, PA., FOR "HARP STRINGS"
Arthur McCracken, Gen. Mgr.; Stefan George, Prog. Dir.

DISK JOCKEY

- FIRST PLACE, **KLAC**, LOS ANGELES, FOR "570 CLUB"
Don J. Federson, Gen. Mgr.; Fred Henry, Prog. Dir.
- SECOND PLACE, **WSAM**, SAGINAW, MICH., FOR "GRANDPAPPY AND HIS GRAMMYPHONE"
Milton L. Greenebaum, Pres. and Gen. Mgr.; William J. Lofback, Prog. Dir.

FOLK AND WESTERN

- FIRST PLACE, **KECK**, ODESSA, TEX., FOR "CECIL BROWER'S WESTERN BAND"
Jan King, Gen. Mgr.; Bill Chambers, Prog. Dir.
- SECOND PLACE, **KPQ**, WENATCHEE, WASH., FOR "WESTERN MELODIES"
James W. Wallace, V.-P. and Gen. Mgr.; Bill Green, Prog. Dir.
- THIRD PLACE, **CKEY**, TORONTO, FOR "HAYLOFT HO-DOWN"
H. E. Cooke, Gen. Mgr.; Don Insley, Prog. Dir.

CHURCH, DEVOTIONAL AND SPIRITUAL

- FIRST PLACE, **WTCN**, MINNEAPOLIS, FOR "CHURCH MUSIC APPRECIATION HOUR"
F. Van Konynenburg, Gen. Mgr.; Judy Bryson, Prog. Dir.
- SECOND PLACE, **WGKV**, CHARLESTON, W. VA., FOR "EXCELLA JUBILEE SINGERS"
John S. Phillips, Gen. and Com'l. Mgr.; V. P. Vogel Jr, Prog. Dir.
- THIRD PLACE, **WMBM**, MIAMI BEACH, FOR "HARMONY FOUR"
Thomas O. McCullough, Pres., Gen. and Com'l. Mgr.; Calvert A. Carter, Prog. Dir.

Program Competition

FOUR IN 50-KW. PUBSERV TIE

WCBS, WNBC, WBBM, WCAU In Dead Heat

All Programs Are Tops

NEW YORK, May 1.—The public service programs entered in the 50,000-watt power category of *The Billboard's* Local Program Competition, collectively call attention to a milestone in radio, to wit: they offer proof that the industry's most powerful outlets—those which command a great slice of the total listening audience—devote their greatest imaginative efforts and talent to the civic and social requirements of their communities. In other words, radio, criticized for its lack of conscience, herewith demonstrates that it has one and takes it seriously.

So seriously does it take it, in fact, that the competition in this power classification poses almost insuperable obstacles to judges. Many of the entries are top-flight in program conception and execution. This has necessitated naming four stations in a tie for first place—each of these outlets having programs of a caliber the judges felt could not be shunted to a lesser level. A similar condition exists in the race for second and third positions, where two programs in each



KLZ's Sports Editor

GLEN MARTIN

Martin handles KLZ's sports features, edits the Saturday night "Sports Extra" and assists Lowell Watts with his daily "Farm Reporter" program.

KLZ, Denver

slot had to be named.

First place winners are WCBS, New York, for its masterly and courageous *CBS Views the Press*, a show which, for a switch, turns the spotlight on the metropolitan dailies and their foibles in the treatment of news; WNBC, National Broadcasting Company (NBC) flagship in New York, for its hard-hitting, superbly produced documentary, *Housing—1947*, an exhaustive examination of the

(See *Four in 50-kw.* on page 19)

Program Competition

250-1,000 Watter Pubservs Show Grass-Roots Awareness

NEW YORK, May 1.—Low-wattage stations around the country are increasingly integrating their programming with the needs and aspirations of the communities they serve. This is evident from the programs submitted in the public service category by stations in the 250-to-1,000-watt class, and is a conclusion drawn logically not only from the winning programs but from the mass of programs which, while not quite as good as the winners, nevertheless mirrored the civic-minded outlook of their producers. Winner in this low-watt category was WINX, Washington, with a program titled

Is Congress Doing Its Job?, an inquiry into the functioning of the country's lawmaking branch. Second went to KWVL, Waterloo, Ia., for *School of the Air*, a program broadcast daily from schools by the pupils (See *250-1,000 Watter* on page 19)

Honest Hugh

NEW YORK, May 1.—Hugh Terry, general manager of KLZ, Denver, "George Washingtoned" himself smack out of an award in the Local Program Competition. KLZ's show, *The Editor Speaks*, had been reviewed in *The Billboard* and thus was automatically entered in the competition. The judging finally awarded it a second-place laurel for public service and Terry was notified by telegram accordingly, Thursday (29). The next day Terry wired us that Editor has been speaking on KLZ for seven years, which automatically disqualified it, since only shows started on or after January 1, 1947, were eligible.

Which proves that either Terry started the program too soon or we started the competition too late.

HATS OFF!

AMONG the public service programs entered in the program competition were a number which received neither awards nor honorable mentions—but which nevertheless are worthy of recognition. Here are some of them:

IN OUR TOWN, WMAQ, Chicago: A tight little program wherein Cloyd Head tells interesting things about Chicago. Program entry was a trip to the Chi Board of Trade, with Head giving a fascinating account of the trading operations, the history of the board, its make-up, etc.

CONQUEST, KFI, Los Angeles: Dramatizing the fight against disease. Produced in co-operation with health authorities and containing a heartening account of science's progress.

SO YOU KNOW RADIO, KNX, Los Angeles: A clever quiz program enlightening listeners about broadcasting. It is also a clever promotional device, inasmuch as all references are to CBS programs and talent.

MONROE COUNTY Medical Society, over WHAM, Rochester, N. Y.: Presenting data on research developments in medicine; facilities for treatment of different diseases. Clear, non-technical and ably presented.

LIGHTHOUSE, WBNS, Columbus: Done in co-operation with the Columbus Urban League, a Red Feather agency, "Lighthouse" stresses the values of inter-racial amity and democracy.

PULSE of a nation series, WJBK, Detroit: Presented by Wayne University students in co-operation with the Automotive Manufacturers' Association, this series re-enacts social and economic changes in America since the introduction of the automobile.

OPINION UNLIMITED, WKMH, Dearborn, Mich.: A roundtable discussion on race relations, participated in by clergymen and laymen, with examples of methods used to improve race relations.

Program Competition

WNEW Top 5-20-Kw. Pubserver

Ace Execution Of Social Idea Cops Accolade

Many Have Fine Inspiration

By Paul Ackerman

NEW YORK, May 1.—The 5,000 to 20,000-watt division of the public service category of *The Billboard's* Local Program Competition was bitterly contested—the entries being noteworthy on two counts: Program conception and execution. It goes without saying that the basic qualification for an award was the station's awareness of its responsibility in a civic, and social sense. Many of the programs were practically on a par in the matter of public service awareness, and in these cases, the decision went to the station which displayed production know-how—in other words, the station which could best execute its good intentions.

Thus, WNEW, New York indie, was given first prize, an all-over award (See *WNEW Top* on page 19)

Program Competition

3 Win Honorable Mentions In 50-Kw. Pubserv Contest

NEW YORK, May 1.—Among the 50,000-watters in the public service category, three stations were granted honorable mentions for programs which, in the opinion of the judges, deserved kudos even tho they were edged out of the winners' ranks. The mentions went to WCKY, Cincinnati, for *The Fountain Speaks*; to WOR, New York, for *Name Your Poison*, and to WINS, New York, for *One-Tenth of a Nation*. *Fountain* is a good example of a sponsored public service program. Bankrolled by the J. & F. Schroth Packing Company, a meat packing org, this show dramatizes incidents in the city's past, such as *The Great Ice Gorge of 1918*, etc. Technique involves the recreation of the atmosphere of the time—the political, social and entertainment scene—a sort of cavalcade of bygone days in Cincinnati, all designed to promote civic consciousness and pride.

WOR's *Name Your Poison* is a documentary casting light on the subject of sanitation in the handling of food, a subject which has made headlines in local newspapers for several years.

WIN's *One-Tenth of a Nation*, an all-Negro forum, gives voice to the aspirations of a minority group. The series discussed the subject of shopping conditions along 125th Street in Harlem, the role of the Negro in baseball, etc.

Program Competition

CKEY (3 Winners) Tops Canadians

NEW YORK, May 1.—The Canadian station which showed to best advantage in *The Billboard's* Local Program Competition was CKEY, Toronto, which scored with three programs. Two of these, *Focus on '48* and *How to be a Statistic, Too!* won third place in the 250-1,000-watt power category, public service div- (See *CKEY's 3 Winners* on page 19)

RADIO PROGRAM TOPPERS

Art Smith's Guitar Wins for WBT in 50-Kw. Folk Music

NEW YORK, May 1.—One of the brightest talents to come to light in *The Billboard's* First Local Program Competition was Arthur Smith, guitar player extraordinary, whose efforts won first prize in the 50,000-Watt Stations, Folk and Western music category for WBT, Charlotte, N. C. Smith, who plays a hot guitar which all but warps the transcriptions, was (See Art Smith's Guitar on page 15)

HATS OFF!

RESPONSE to *The Billboard's* first local program competition was so overwhelming that many outstanding entries, splendid examples of local music programming, failed to come off with an award. Nevertheless, some of these are deserving of particular commendation, and to the following stations *The Billboard* doffs its beat-up chapeau.

KOIN, PORTLAND, ORE., for "Over the Rainbow," a live music show with an unusual story thread tying the numbers together.

WSB, ATLANTA, for "Music To Remember," in which pianist-organist Bob Van Camp, with the aid of two vocalists, presents a pleasant pop airer.

WHO, DES MOINES, for "Hawkeye Matinee," with a 14-piece staff ork and a choral group with seven members who switch off on vocal solos.

WDBJ, ROANOKE, VA., for "Irving Sharp Entertains," featuring a guy with a real personality who uses a folksy line of patter to set off his novelty singing.

WEAN, PROVIDENCE, R. I., for "Footlight Showcase," which dresses up records of a Broadway musical show with comments on the action, sets and dialog.

WFIL, PHILADELPHIA, for "Melodies To Remember," wherein a chorus of 25 teenage girls and an organist run thru 15 minutes of smooth music.

WDRG, HARTFORD, CONN., for "Flenn's Good Evening," which gears a combination of song and talk around the theme of Americanism.

WKY, OKLAHOMA CITY, for "Show of Promise," an airer of pop tunes which avoids those numbers being played to death by most live and disk stanzas.

WSAM, SAGINAW, MICH., for "Kampus Karnival," an unusual disk jockey opus, with the platter spinner narrating in comic accent not unlike Mortimer Snerd's.

WGPA, BETHLEHEM, PA., for "Jazz Concert," a disk jockey show spotlighting platters from the 5,000 old and rare waxers in jockey Carl Kendzior's collection.

WBEC, PITTSFIELD, MASS., for "Imagination Hall," a full-hour show of classical records done in concert hall style, with recorded applause, fine program notes and distinctive selection of music.

Editorial

Whatever Happened to FM?

In this, the first of *The Billboard's* local program competitions, no awards are being made either in music or public service programming to any FM station. The reasons are that the entries received were far too few to provide either any element of competition or any indication as to the sort of programming being performed in these two fields.

We think this is pretty indicative. It may be partly indicative of a degree of poverty in the FM field, poverty which precludes transcribing shows now on the air, for such a competition. But it certainly is indicative that FM operators blow a chance to focus attention on their stations.

It's all the more important because a lot of FM owners blow gaskets whenever "standard" radio is mentioned, some even presenting continual beefs that they're the victims of conspiracy. They hail FM as being truly the "people's radio," ideally suited to accord a high level of public servicing programming, yet, given an opportunity to display their wares thru a program competition to all of broadcasting and all of advertising, there's barely a spark of action—certainly not enough spark to generate any interference with "moribund" AM.

The Frequency Modulation Association is meeting this week in Washington. They've really something to talk about.

Program Competition

WTMJ Cops 2 Firsts—Folk, Classic—for 5-20,000W. Music

By Sam Chase

NEW YORK, May 1.—WTMJ, Milwaukee, walked off with two first prize awards in the 5,000 to 20,000-watt music categories in *The Billboard's* First Local Program Competition. In the classical and semi-classical division, *The Milwaukee Journal* outlet scored with a live sponsored show titled *Encore Echoes*, which features an excellent orchestra and sterling vocalists, together with a musical flashback into local history. The other blue ribbon taken by WTMJ was in the folk and Western music division, for its *This Is America*, an airer using folk music to illustrate the folk ways of American living, from farm to factory life.

Runner-up in the classical and semi-classical music division was WQXR, New York, for its *WQXR String Quartet*, an outfit which broadcast the world premier of recently discovered music penned by Rachmaninoff. Third prize winner was CFRB, Toronto, for *Wishart Campbell Presents*, a splendid example of how a string orchestra, male and female vocalists and a male quartet can render the semi-classics tunefully and tastefully.

Honorable Mentions For KUOM, KOMO

Honorable mentions went to KUOM, Minneapolis, for its behind-the-scenes airing of *Minneapolis Symphony Orchestra Rehearsals*, and to KOMO, Seattle, for *Tone Portraits*,

in which a string group capably performs semi-classics.

KEX, Portland, Ore., gained second award in the folk-Western field for *The Northwesterners*, a gang which turns out Western music with a decidedly modern twist. The same outfit also is featured on another KEX show, *Neath Western Skies*.

Among other musical shows to attract attention, WQXR was represented with *Much Ado About Music*, a quiz show in which contestants identified melodies, performers and characters in operas and operettas. *Make Friends With Music*, aired by WTAG, Worcester, Mass., utilized records and live piano music in a laudable show which familiarizes moppets with better music.

Program Competition

KSD Tops 250-1,000W. Classical Music; KLAC, Pop; KECK, Folk

NEW YORK, May 1.—Originality and high production quality of small watt stations in classical and semi-classical programming were the outstanding features in the 250 to 1,000-watt stations' music program categories in *The Billboard's* First Annual Local Program Competition. An emphasis on disk jockeys for popular music programming also was obvious, with heavy entries on the waxworks gabbers and a sparsity of other popular music shows. Considerable local programming of folk or Western type shows and of church, devotional or spiritual music also was underlined. First among the classical

in St. Louis. Another brightly handled recorded show with outstanding live commentary was *Pianorama*, heard over KXOL, Fort Worth, which took down second honors for the (See KLAC Jock Wins on page 10)

890 Entries In 1st Annual Competition

First Results Available

(Continued from page 3)

this issue, but the response by stations thruout the United States and Canada was so enormous that to review all of them by the originally set deadline was a physical impossibility. Consequently, pubserv and music programs are announced herewith. Three weeks hence, and fortnightly thereafter, winner in other categories will be announced. It was a question of either faking the enormous reviewing job, or pacing the announcements, as we are doing.

Stations Eager

If one fact is made glaringly clear by this competition, it is that stations are crying for, and deserve, recognition for their programming efforts. The thought, ingenuity, labor and community service reflected in operating "in the public convenience and necessity" shine thru the reports on public service programming, listed elsewhere in the Radio Department this week.

The winners come from all corners of the country, from Washington and Boston, from Minneapolis and Oklahoma City, from New York and Seattle, from Waterloo, Ia., and Columbus, O.; from Hempstead, L. I.; Charlotte, N. C.; Toronto, Dayton, O.; Milwaukee; Bethlehem, Pa.; Saginaw, Mich.; and Wenatchee, Wash. They cover every conceivable phase of public service offering, and every possible type of musical programming.

890 Entries

The judging was an enormous task, made more so by our original and somewhat timorous estimate of 200 or 300 program entries. Instead, there were a total of 890 in all categories, with 160 in pubserv and 133 in music. The average program was a half hour, altho many ran to an hour. It was tough on our playbacks, and tougher on our reviewers.

For the benefit of all concerned, the winners selected so far will be on display, with playback equipment, at *The Billboard's* suite at the National Association of Broadcasters (NAB) convention this month in the Hotel Biltmore, Los Angeles. An "idea digest," capsulizing all programs entered, will be published in our May 22 issue, the NAB convention special. These digests will be published subsequently on every program category in the competition. And when all winners are in, they will be displayed at an open house, to be held in *The Billboard's* New York offices.

Yardstick

NEW YORK, May 1.—Because some stations operate with varying powers, daytime and nighttime, the final yardstick used to determine into which power category stations should fall, was the nighttime power. Thus, KSD, St. Louis, which operates with 5,000 watts power to local sunset and 1,000 watts thereafter, was regarded for the competition as a 1,000-watter.

Reviews of Winning Programs in Billboard's

PUBLIC SERVICE 50,000 Watts

Report Uncensored

First Place—WBBM, Chicago

Producer-Director-Writer: Ben Parks
Narrator: Flahey Flynn
Musical Director: Frank Smith
Announcer: Tony Parrish

This famed series, which did a smash job on the subject of juvenile delinquency, turned its attention to housing in the program submitted for this competition. Using a combination of narration, tape-recorded interviews and dramatizations, the program impressed as powerful documentary broadcasting. Chicagoans were given an all-over picture of the complex problem. Among the pithy sequences were those detailing the misery of families living under an assortment of shocking conditions.

Career Forum

First Place—WCAU, Philadelphia

Producer: Ruth Weir Miller
Executive Director: Robert N. Pryor
Writer: Ruth Weir Miller
Moderator: Norris West

This series is designed to guide high school boys and girls in choosing a career. Each session presents an outstanding man or woman who talks about opportunities in his or her specific line of endeavor. Discussion follows, with students asking questions. WCAU gets top-ranking people for the series, including such names as Gertrude Lawrence heading up a theater discussion; Revelle W. Brown, president of Reading Railroad; Arthur Kaufman, executive head of Gimbel's; Leon Henderson, economist, and others. Truly an ably presented public service feature.

Cavalcade of American Politics

First Place—WCAU, Philadelphia

Producer: John Charest
Writers: John Charest, Joseph Connolly
This interesting program, which traces the heritage of American politics, is particularly timely inasmuch as the Democratic and Republican conventions will be held in Philadelphia this year. The series reviewed portrayed the events leading to the formation of the Continental Congress and the evils of the Federalist
(Continued on page 14)

PUBLIC SERVICE 5,000 to 20,000 Watts

Little Songs About Big Subjects

First Place—WNEW, New York

Produced by Ted Cott
Words and Music by Hy Zaret and Lou Singer
Talent: Roy Ross and Orchestra; the Jesters
Distributed by Institute for Democratic Education

Just one year ago this month WNEW introduced its *Little Songs*, one to three-minute jingles designed to further the cause of tolerance and to fight racial prejudice. It offered a new approach to public service messages, fashioning its appeal on a straight commercial angle. The jingles have been enormously successful in the intervening year, having been aired thousands of times on hundreds of stations—many of them in Jim Crow territory. The stations were furnished the records free by the Institute for Democratic Education.

The Editors Speak

Second Place—WKY, Oklahoma City

Producer: Joe Myers
Writer: Bruce Palmer
Cast: Bob Olson, Joe Myers, Jimmy Byrnes, Bill Burkett, Harry Harber, Bruce Palmer
Music: Ken Wright

A digest of editorial opinion, culled

from Oklahoma dailies and weekies by news chief Bruce Palmer, this program casts great credit on the WKY news room. This is news handling with a touch of production, adding up to very informative listening. The editorial opinions expressed cover a wide range in the national and international arenas, and the interpretations are keen. Each program features a guest editor.

Creed, Color and Co-Operation

Second Place—WKY, Oklahoma City

Producer: Hoyt Andres
Writers: Kenneth Johnson, Hoyt Andres
Cast: Kenneth Johnson, Roy Kerns (guests)
Music: Bobby Howard

This is a dignified program in which Kenneth Johnson tells what is being done in Southern communities to improve race relations. For instance, in Savannah, Ga., the appointment of Negroes as policemen reduced juvenile delinquency and gave the Negroes a lift by entrusting them with an important civic task. Guest speakers also are on the series. The point stressed by the program is that race relations improve when men of good will are entrusted with the guidance of a community.
(Continued on page 14)

PUBLIC SERVICE 250 to 1,000 Watts

Is Congress Doing the Job?

First Place—WINX, Washington

Program Director: George Creamer
Producer-Writer-Interviewer: Ed Hart
Cast: Ed Hart

This program highlights the activities of the legislative branch of the federal government. Put together by Ed Hart, the series brings to Washington listeners a lively discussion of the maneuvering on Capitol Hill. One of the programs in the series, for instance, was a question-and-answer session between Hart and Dr. Edward U. Condon, director of the Bureau of Standards, apropos charges leveled against him by the House Committee on Un-American Activities. Condon was given the opportunity to rebut charges that he represented a "weak link" in U. S. atomic security. Aside from the question of innocence or guilt, the importance of the program is obvious. It represents an exercise in democracy and it keeps listeners informed of what the lawmakers are doing. Hart also did splendid programs on the Howard Hughes hearings.

School of the Air

Second Place—KWVL, Waterloo, Ia.

Program Director: Gene P. Loffler
Sponsor: Iowa Public Service Company
Agency: Weston Barnett
Producer: Dick Nehlsen
Cast: Waterloo School Students

School of the Air may lack production finesse, but it is nevertheless a fine community program. Broadcast daily from school rooms, it draws attention to educational and youth problems. Youngsters of school age do the broadcasting—a student announcer, student newscaster, school band, et al. It is obvious that this type of show would be a pushover to catch the ears of adults at home, who would be partial to the voices of their youngsters no matter how lacking they might be in voice technique. All schools in the station's area participate, including grade, junior and senior high and Catholic schools. Saturday broadcasts are devoted to out-of-town schools, many of which used the broadcasts in classrooms. Civic organizations, too, use the pro-
(Continued on page 14)

MUSIC, CLASSICAL AND SEMI-CLASSICAL 50,000 Watts

Contemporary Music

First Place—WOR, New York

Executive Producer: James Sheldon
Producer: Frank McCarthy
Writer: Keith Thompson
Cast: Sylvan Levin and orchestra

This is an unusual program series in which WOR Music Director Sylvan Levin conducts the house orchestra in classical works by composers of today. Each program is dedicated to a different composer or school of composers. Represented on the show submitted were works of three newspaper music critics: Arthur Berger, of *The New York Herald-Tribune*; Mark Schubart, of *The New York Times*, and Carter Harmon, also of *The Times*. Works were varied and interesting and performed with authority. Other shows on the series have spotlighted works of Shostakovich, Douglas Moore, David Diamond, Charles Edward Ives, and American women composers, among others. This is a program which is certain to encourage latter-day creative talent.

Let's Listen to the Classics

Second Place—WCCO, Minneapolis

Promotion Manager: Carl L. Ward
Producer: Jerry Nelson
Writer-Announcer: Ed Viehman

Here is a refreshing way of presenting a recorded classical music program. Disk jockey Ed Viehman uses the modern idiom in spinning longhair disks, without becoming brash or smart-alecky. Viehman stays within the bounds of good taste, yet has a marked appeal for the younger set in his chatter about disks, compositions and composers. The program notes explain the meaning of the works in everyday terminology, certainly an original approach.

The House That Music Built

Third Place—WENR, Chicago

Sales Promotion Manager: Karl R. Sutphin
Sponsor: Lyon & Healy (Direct)
Producer: Hunter Reynolds
Writer: Bill Adams
Announcer: Jack Lester
Music: Rex Mauphin and orchestra, George Barnes's instrumental octet; Bill Moss, pianist; Marie Ferguson, organist; Russ Crandall, harpist.

Quality and good taste are represented on this live show without a lapse into the stodgy or abstruse. Music, continuity and sales messages are of the foremost quality, and range from classics by Handel and Mozart to lighter semi-classics by Arensky and Victor Herbert. A large and talented cast is involved in the smoothly flowing production, featuring an 18-piece orchestra, and instrumental octet and solos by a pianist, organist and harpist.

MUSIC, POPULAR 50,000 Watts

A Mood in Music

First Place—WHN, New York

Program Director: Raymond Katz
Producer: Raymond Katz
Director: Milton D. Kaye
Cast: Joel Herron (Pianist) and Orchestra

Few local stations can boast a batoneer and station ork of the quality and versatility of Joel Herron and the WHN tootlers. Herron and his men, aired across the board at an early evening time, match and surpass many a network show's ensemble. Tunes played are mainly standards, but are turned into outstanding productions as a result of Herron's sensitive pianistics, featured in each, with smooth strings and muted brass

blended warmly behind him. The title of the program expresses well the feeling of the show, with more emphasis placed upon mood and arrangement than upon spark and drive.

Make Way for Youth

Second Place—WJR, Detroit

Educational Director: Mark L. Hass
Producer: Eric Howlett
Writer: Jane Morris
Orchestral Conductor: Paul Lavoie
Vocal Director: Don Large

Choral work on this ailer, which features teen-age youth from Detroit high schools, is outstanding and may be compared with the best of professional choruses for arrangements, delivery and enunciation. The orchestra is quite capable, and soloists are of excellent quality. WJR is to be especially commended for the concept of this show, intended originally as part of an anti-delinquency drive. From mere good intentions, a program of real stature was set up which has acquired considerable local note as well as drawn the cream of local teen-age talent into the operation with great enthusiasm. It was originally a local show, but now network.

Art Van Damme Quintet

Third Place—WMAQ, Chicago

Promotion Manager: Harold A. Smith
Producers: Bert Whaley, Dolph Nelson
Writer: Bob Carmen
Cast: Art Van Damme, Chuch Calzaretta, Max Mariash, Lou Skalinder, Claude Scheiner, Lucio Garcia
Announcer: Klevé Kirby

This is a noontime pop music show aired three times weekly and makes for excellent, tho rather expensive, daytime programing. Announcer Klevé Kirby reads wry scripts penned by Bob Carmen which are reminiscent of those used on the late *Lower Basin Street* show of fond memory. These sometimes profess to tell the story of an "opera" from which the ensemble is supposed to play tunes, which, of course, turn out to be standard favorites. Their music is out of the top drawer, but the script bogs down at times trying to be worthy of it.

Latin tenor Lucio Garcia tries hard to help.

Manor House Party

Third Place—WMAQ, Chicago

Sponsor: W. F. McLaughlin
Agency: Sherman Marquette, Inc.
Producer: Parker Gibbs
Writer: Bob Carmen
Announcer: Bill Evans
Cast: Skip Farrell, Fred Aune, Bob Acri, Earle Backus, Ed Gilbert

Blending of a fine small jazz ensemble and the baritone warbling of Skip Farrell make this show a neat live music package. It's a well-rounded show, with the music capable of sustaining full interest. The program is aired across the board, and contains a letter-writing contest by the sponsor in which listeners ask Farrell to sing a fave number and tell why they want their songs rendered.

MUSIC, FOLK AND WESTERN 50,000 Watts

Arthur Smith Quartet

First Place—WBT, Charlotte, N. C.

Sponsor: Wonder Rice
Producer: Kenneth Tredwell
Writer: Dorothy Janssen
Cast: Arthur, Sonny and Ralph Smith; Roy Lear
Announcer: Dave Campbell

The head man of this musical group, Arthur Smith, is a whiz on the guitar and as a composer for string instruments. On the ailer submitted, he did a solo turn on *Guitar Boogie*, which he composed
(Continued on page 15)

First Annual Local Program Competition

MUSIC, CLASSICAL AND SEMI-CLASSICAL 5,000 to 20,000 Watts

Encore Echoes First Place—WTMJ, Milwaukee

Producer-Writer: Marvin Lemkuhl
Music Directors: John Anello, Irving Brykczynski

Splendid orchestral and vocal renditions of well-known semi-classics. Clever touches include vocalizing on pop tunes swiped from the classics, with follow-up playing of the original number. For Milwaukee's large foreign-born population, old world semi-classics and folk numbers are rendered appealingly. Another original touch is the inclusion of a musical flashback into Wisconsin history. On the show submitted, story concerned the Milwaukeean who composed *After the Ball Is Over*, replete with place names and local incidents which would be highly entertaining to the home-town listeners.

WQXR String Quartette Second Place—WQXR, New York

Program Director: Mrs. Eleanor N. Sanger
Producer: Philip Stahl
Writer: David Sherrill
Cast: Harry Glickman, Hugo Fiorato, Jack Braunstein, Harvey Shapiro.

This show offers an exceptional string quartette performing not only the usual program fare, but such notable items as the world premiere of two recently discovered unfinished Rachmaninoff numbers. Capabilities of the performers are unquestionably high, and they and the station are doing an impressive job in making available performances of such works as the Rachmaninoff material.

Wishart Campbell Presents Third Place—CFRB, Toronto

Promotion Director: Ken Marsden
Producer-Writer: Wishart Campbell
Cast: String orchestra, male vocalist, guests

Take a talented string orchestra, add a solid male vocalist, toss in a chanteuse, mix with an unusually able male quartet and the result is likely to be a sprightly offering. That's what Canadian audiences are getting from CFRB, Toronto, in a show presided over by emcee Wishart Campbell. Accent is on the semi-classics, with an occasional show tune to garnish the dish. Good live programming.

MUSIC, DISK JOCKEYS 5,000 to 20,000 Watts

Your Lonesome Gal First Place—WING, Dayton, O.

Producer-Writer-Announcer: Jeanne King

A smart idea done to a turn is this fem disk jockey show aired by WING, Dayton. The 30-minute program's platter-spinner is known to audiences only as *Your Lonesome Gal*, and her identity has been kept a deep mystery even to the point of having her wear a mask at public appearances. After listening to the show, you gather the reason for this is as much the protection of the damsel as the promotion value of the gimmick. The gal, whose name is Jeanne King, addresses her remarks directly at the individual male listener, and her tender, wistful, romantic and frequently potent comments are apt to make the hair on the neck of said listener stand right up. The personal approach is utilized here with complete success, and undoubtedly draws masculine listeners to the airer by droves.

Canada Lee Show Second Place—WNEW, New York

Producer-Director: Ted Cott
Writer: Jeff Selden
Cast: Canada Lee, Phil Kraus (drums), Walter Yost (bass)

The station which, perhaps more than any other, is responsible for the coming of the disk jockey era, also has developed, in this, one of the more unusual shows of the type. Its big advantage is in a clever production gimmick, a throbbing sort of a script and Lee's husky voice. There aren't many platter shows which leave any lasting impression, but this one does, even as an hour of tom-toms does. Lee uses a live rhythm combo behind his spiels, pitched in the same barrel-house tempo as the platter, virtually all of which are of Negro bands or groups. The script, in a sort of second-person stream-of-consciousness pattern, is intensely atmospheric, junglewise. Lee, a success as a fighter, musician and actor, has found another forte.

MUSIC, FOLK AND WESTERN 5,000 to 20,000 Watts

This Is America First Place—WTMJ, Milwaukee

Assistant Manager: Bruce Wallace
Producer: Frank Bignell
Writer: Frank Hart
Narrator-Singer: Norman Clayton

In this weekly series, with each show built around a different phase of Americana, -WTMJ scores solidly. Folk tunes are used to tell stories as far apart as the growth of the automobile industry and the heritage of folkways America has inherited from England. The latter was the theme of the show submitted, and it disclosed, in song, items like development of mutual respect of husband and wife instead of the old time male dominance practice, how respect for the law became accepted, etc. It's amazing, but the WTMJ staff seems to have found a folk song to fit every idea or situation.

The Northwesterns Second Place—KEX, Portland, Ore.

Sponsor: Groves Laboratories
Agency: Duane Jones Co., Inc.
Writer: Val Linder
Announcer: Ben Hunter
Cast: Roy Jackson and Band

A lively outfit with a lot of zest, Roy Jackson and His Little Band produce a daily 15-minute show with a load of bounce and good humor which dashes along at breakneck speed. There's nothing hillbilly about the show this gang puts on. It's Western music with a decidedly modern twist, such as swingish backings to vocals on traditional cowpoke ballads, with accordion and fiddle obligatos enlivening the proceedings. Good humored banter lends additional flavor, with a one-minute comic adventure strip also helping break up the musical portion of the show.

MUSIC, CLASSICAL AND SEMI-CLASSICAL 250 to 1,000 Watts

Echoes of the Municipal Opera First Place—KSD, St. Louis

General Manager: George M. Burbach
Sponsor: St. Louis Public Service
Agency: Gardner
Producer-Writer: Ernest W. Whitney
Narrator: Frank Eschen
Announcer: Carl McIntire

Here's something different in a musical show, which is assembled and broadcast in conjunction with a major community organization, the St. Louis Municipal Opera. The half-hour show consists of numbers from shows
(Continued on page 15)

MUSIC, NON-COMMERCIAL-CLASSICAL 250 to 1,000 Watts

Music for the Connoisseur Special Award—WNYC, New York

Producer - Writer - Narrator: David Randolph

For a record show featuring classical music off the beaten path, this is it. David Randolph, who handles the commentary, points up the recordings with pertinent comments. His remarks have bite and zing and Randolph is not afraid to take a position concerning a piece of music of the school from which it stems. Selections are not the war horses commonly aired, but more exotic offerings less likely to be listened to with a feeling of bored abstraction. Choice is in top taste.

MUSIC, DISK JOCKEYS 250 to 1,000 Watts

570 Club

First Place—K .AC, Los Angeles

Producer-Announcer: Bob McLaughlin

Bob McLaughlin uses a clever and tricky succession of recorded interviews and comments by top disk names and tosses them into the show as tho the personalities involved actually were present in the studio. Some of these plugs are so spaced and worded that McLaughlin's comments, between them, take on the feeling of a mass interview and discussion with the stellar folk. Other jocks have tried similar gimmicks, but with considerably less imagination and elaborateness. It adds multitudes of name appeal and listenability and makes the stanza a standout.

Grandpappy and His Grammyphone Second Place—WSAM, Saginaw, Mich.

Program Director: Jack D. Parker
Producer-Writer-Announcer: Robert J. Liggett

A disk jockey show with a novel and amusing twist, not overdone altho it could easily have been worked to death. Platter spinner Robert J. Liggett, who writes and produces, does his commentary with a corny hayseed accent that sounds exaggerated just enough to make it funny and effective. The records used are mainly jazz in the old-time style. Liggett also has been able to inject some clever patter and phraseology to buttress his vocal efforts.

MUSIC, FOLK AND WESTERN 250 to 1,000 Watts

Cecil Brower's Western Band First Place—KECK, Odessa, Tex.

Program Director: Bill Chambers
Sponsor: Holsum Baking Company
Producer-Writer: Tom Magowan
Director: Bill Chambers
Announcer: Johnny Vacca
Cast: Cecil Brower and Band

A very lively and capable six-piece ensemble is this band, which makes the kilocycles jump out West Texas way. They go far beyond the usual cowpoke melodies, taking on all sorts of tunes with a Western flavor and beating them out with a real swing. On top of this, the boys even pen their own melodies, and right good ones they are, too. At the head of the class for this type of combo.

Western Melodies Second Place—KPO, Wenatchee, Wash.

Program Manager: W. M. Green
Sponsor: Whiteman Fuel Company
Producer-Writer: Irving Smith

This is a record show conducted by Irving Smith, who goes by the pseu-

donym of Colonel Flapdoodle. While Smith might be regarded as a disk jockey, the program was classified in the Western music division, since that is the sole type of offering rendered, and listeners to the airer would be drawn by that factor. Smith's selections of platters is especially commended. Not only are they of the open plains variety, but invariably they proved to be on the novelty side or with some humorous or unusual feature. Smith himself performs well, adopting a rustic delivery, and, between records, tosses in gags which have tumbleweed growing out of them.

Hayloft Ho-Down Third Place—CKEY, Toronto

Publicity Director: Harry Walton
Producer: Ed Houston
Technical Director: Roy Little
Cast: Frank Perri and band, O'Leary Sisters, Don MacFarlane, Pete the Prairie Boy, Freddy Waller, Tommy Renzetti

A wide-awake show turning out natty renditions of standard cowpoke ballads, plus a hefty collection of reels and calls—something apt to be widely desired among the Canadian listeners to this show. The hay seems to sprout right out of the speaker as Frank Perri and His Rambling Cowboys wrestled the steers two falls out of three. Soloists all do capable jobs, too, making this a nimble hour's entertainment.

MUSIC, CHURCH-DEVOTIONAL AND SPIRITUAL 250 to 1,000 Watts

Church Music Appreciation Hour First Place—WTCN, Minneapolis

Production Manager: Max Karl
Sponsor: St. Paul Dispatch-Pioneer Press
Producer-Writer: Grace Bremer

Even to the listener whose tastes do not run, ordinarily, toward sacred music, this show is a standout. It features choral work by church groups of exceptional quality for amateur singers, with organ backing. Broadcasts come direct from the respective churches. Not only are standard hymns on the programs, but also such more difficult numbers as excerpts from Brahms's *Requiem*. The show, sponsored by a local daily newspaper, uses different church groups for each airing.

Excella Jubilee Singers Second Place—WGKV, Charleston, W. Va.

Program Director: C. P. Vogel Jr.
Producer-Writer-Announcer: Stuart Ritchie

This would be a top group for a station of any size. The spiritual vocalizers utilize the a capella style, with the arrangements entirely their own. Tho they show to advantage on well-known spirituals, they are even more exciting to listen to on lesser-known numbers.

The Harmony Four Third Place—WMBM, Miami Beach, Fla.

Program Director: Calvert A. Carter
Cast: Melvin Grace (narrator), Alexander Davis, Samuel Lowe, Floyd Edgcomb

A distinctive style combined with real talent mark the efforts of this Negro quartet, which specializes in spirituals and other numbers of a religious or semi-religious nature. The show airs live with one of the four singers handling between-numbers narration. Skillful and always interesting blending of voices.

Program Competition**No 50-Kw. Jockey Wins; Here's Why**

NEW YORK, May 1.—There was no award in the disk jockey classification among the 50,000-watt stations in *The Billboard's* First Local Program Competition. The reason is that the most impressive entries all turned out to be ineligible, mainly because they had been airing prior to the January 1, 1947, date which the regulations set as the earliest starting date. Eliminated by this rule was such a standout show as Dave Garroway, of WMAQ, Chicago, whose literate, expressive and analytical chatter was buttressed by intelligent selections or disks. Another top-ranking platter turner who also was taken out of the play by the time limitation was Kurt Webster, who conducts the *Midnight Dancing Party* over WBT, Charlotte, N. C., and, as the "night mayor," rings in safe driving propaganda along with a good variety of records.

Among the eligible disk jockeys rated highly by the judges but not sufficiently well to earn an award were three aired over WOR, New York: Jack Les-coulie, who uses a smooth, soothing delivery; Kate Smith, who chats with Ted Collins prior to introducing platters of her own making, and George Hogan, who utilizes a nostalgic approach in his chatter, which prefaces use mainly of sentimental ballads.

Program Competition**6 Outlets Cop Multiple Awards; WTMJ, 5-20-Kw., Hits 2 Firsts**

NEW YORK, May 1.—Six stations competing in *The Billboard's* First Local Program Competition came out as multiple winners, each grabbing laurels in both the music and public service program categories.

Of these, only one station, WTMJ, Walter Damm's Milwaukee operation, had the rare distinction of winning two first places. Both were in music, (5,000 to 20,000-watt categories), one for classical and semi-classical music, the other for folk music. The latter, however, is not the the hillbilly type of folk music; rather it is the musical

lore of the nation, recounted via programs themed about various phases of American life and industry.

WCCO, Minneapolis, copped itself a public service third place and a second in music. It's a 50,000 watter. WOR, New York, with like strength, nabbed first in classical music and an honorable mention in pubserv. Another New York outlet, indie WNEW, walked off with a first in public service, pegged on its widely praised and widely used tolerance jingles, as well as on several other programs. The same station also had a second in music, for its Canada Lee disk jockey stanza.

Toronto's CKEY garnered two third places, one in pubserv and one in music, while KLAC, Los Angeles, led the disk jockey parade in the 250 to 1,000-watt class and an honorable mention in pubserv.

Winners' Scrolls

Stations winning in the first two categories of the First Local Program Competition, will be presented with their scrolls at the conclusion of the management session at the National Association of Broadcasters' (NAB) forthcoming convention. That closing date is Wednesday, May 19. Until that time, the scrolls will be on display at *The Billboard's* suite at L. A.'s Hotel Biltmore. Also on display—with play-back facilities available—will be transcriptions of the winning programs.

This, then, is a warm invitation to all attending the convention to come up to *The Billboard's* suite for a gander, a listen—and a potton.

KLAC Jock Wins; WSAM's Second

(Continued from page 7)

sprightly program notes by a girl-boy team on classical piano records played. Ranking highest among the other entries were two live shows: *Kathryn Wood Sings*, aired by WGH, Norfolk, and *Harp Strings*, heard over WPGA, Bethlehem, Pa. The former is built around a coloratura, a violinist and a pianist who concentrate on the semi-classics and classics, while *Harp Strings* has Betty Fry plucking the strings of a harp and also singing to her own accompaniment, certainly an unusual program for a station of this size.

A special first prize award for a non-commercial station was made to WNYC, New York City's municipal station, for its *Music for the Connoisseur*, in which announcer David Randolph supplied an adult, critical commentary on the off-the-beaten-path classical music presented by recordings.

In the disk jockey category the winner was KLAC, Los Angeles, whose disk jockey Bob McLaughlin showed highly imaginative use of recorded interviews with top platter stars whose disks he spins. Second prize went to WSAM, Saginaw, Mich., for Robert J. Liggett's unusual ailer, *Grandpappy and His Grammyphone*, in which Liggett used a barefoot drawl in introducing old-time jazz records.

KECK, Odessa, Tex., took first award in the Folk and Western music category for Cecil Brower's *Western Band* in which a six-piece string band did a top job on hayloft tunes. For its *Western Melodies With Colonel Flapdoodle*, KPQ, Wenatchee, Wash., took second prize, with the stanza utilizing novel rustic records following humorous patter by staffer Irving Smith. Third prize went north of the border, to CKEY, Toronto, for *Hayloft Ho-Down*, which showed that Canadians, too, know their way around a barn dance.

For its *Church Music Appreciation Hour*, WTCN, Minneapolis, captured first prize for church, devotional or spiritual music, featuring exceptional local church choruses, the program uses, besides standard hymns, more difficult classical numbers of a religious nature. Two honorable mentions went to WMBM, Miami Beach, Fla., for *The Harmony Four* and to WGKV, Charleston, S. C., for the *Excelsa Jubilee Singers*, spiritual-type groups.

Program Competition**5-20 Outlets Imaginative in Music Shows****Lonesome Gal WING Winner**

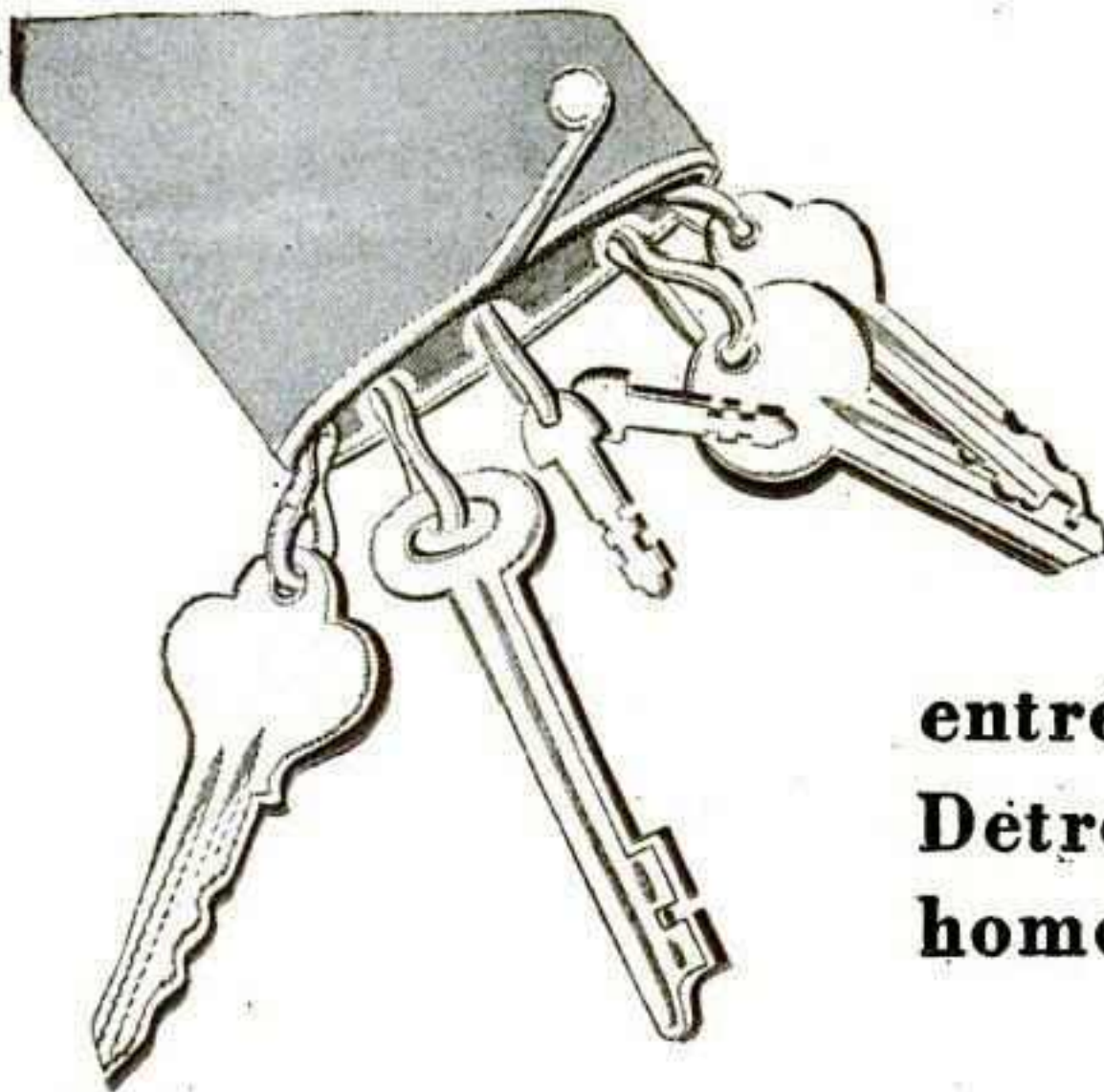
NEW YORK, May 1.—The unorthodox in disk jockey shows featured the heated music competition of 5,000 to 20,000-watt stations in *The Billboard's* First Annual Local Program Competition. As in the other power categories, the classical and semi-classical division also was contested closely, with some highly original entries. Sparsity of good popular music shows was the most glaring weakness of stations in this power bracket, however, with entries generally of uneven quality. On the Folk and Western music side an extraordinary conception for a show copped the top award. In toto, stations of this wattage section showed perhaps the greatest initiative in experimenting with musical shows of a "different" nature.

For example, WING, Dayton, O., entered a disk jockey ailer known locally as *Your Lonesome Gal*. The program stars a gal jockey named Jeanne King, whose husky-voiced, intimate and endearing expressions, aimed directly at the individual male listener, earned the show a sizable audience. Second place among the disk shows went to Canada Lee, of WNEW, New York, who used a live rhythm section behind his atmospheric comments. Third honors went to Jose Alvarado, of KLOK, San Jose, Calif., for his *Happy Neighbor* show, which admonishes multi-racial listeners in the area with messages of friendship. Other platter spinners out of the usual groove included two from WQXR, New York: Jacques Fray on classical disks, and Emery Deutsch, with gypsy waxings. Adrian (Spec) Munzell, of WTMA, Charleston, S. C., was a prime example of the zany-type jockey.

Program Competition**50-Kw. Longhairs Are High Quality; WOR Cops Crown**

NEW YORK, May 1.—Classical and semi-classical music programs locally produced by 50,000-watt stations apparently are fewer in number than popular music shows, but generally seemed on higher imaginative and qualitative levels. This was one of the major observations growing out of *The Billboard's* First Local Program Competition. The champion among the giant-power stations in this realm was the *Contemporary Music* series of WOR, New York, which featured live presentation of current composers' works by a house orchestra under the baton of Sylvan Levin. This show specialized in such unusual programs as works of music critics on local newspapers and delivered the works in first-class style.

Second prize award went to WCCO, Minneapolis, for its *Let's Listen to the Classics* record series, in which announcer Ed Viehman proved that the shorthair disk jockey technique can be applied successfully to the handling of classical music shows. The vernacular turned out to be as suitable for describing works of Beethoven as for those of Dizzy Gillespie. The third award was given to WENR, Chicago, for *The House That Music Built*, a commercial show which contained an admirable blend of classical and semi-classical music. Copyrighted material



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BROADCASTERS PUT UP DUKES

Com'l Airers Parry Blows Of Educators

Many Pass Up Institute

By Cy Wagner

COLUMBUS, O., May 3.—Commercial broadcasters are tired of the beating they have been taking from educators, educational broadcasters and civic and social welfare groups, and the commercial broadcasters are fighting back. That was the theme of the 18th Ohio State University Institute for Education by Radio.

Commercial radio's fight with the educators took two forms at this perennial institute in the Deshler-Wallick Hotel here, April 30 thru May 3. First, in session after session, the few commercial broadcasters on hand made it clear that they were tired of being on the defensive, of hearing their industry taken to task every time they attended an Ohio State Institute, and that they were going to begin talking back. They pointed out that there are many good things about the industry.

Nets, Stations Stay Away

Secondly, industry opposition to the Institute, and other groups like it, could be seen from the way in which only a few commercial broadcasters were on hand. Many who had attended in the past stayed away this year. Network attendance was cut at least 50 per cent in comparison to last year's. (See story in other column.)

The station attendance was cut about 40 per cent, the networks by 50 per cent. Even Dr. I. Keith Tyler, head of the Institute and radio director for Ohio State University, admitted that commercial attendance was off "about 20 per cent," but an analysis of registration showed his figure was low. Also significant was the fact that the National Association of Broadcasters, which always has sent brass to the Institute, did not have one topnotcher on hand this year. Even Ed Kobak, president of MBS and practically an Institute fixture in the past, was not on hand this year.

Likes Pat on Back

All of that does not mean, however, that the industry is going to ignore education or public service from now on. The fact that the industry is interested in educational programing and likes to get rewards (See COM'L AIRERS, opposite page)

Broadcasters Play Hookey

COLUMBUS, O., May 3.—Another indication of the commercial broadcasters' fight against the educators of Ohio State University's Radio Institute was the notable lack of registration this year from that field. Based on actual comparisons of registrations of this year and last, the conclusion is that educators outnumbered industry by more than two to one.

Following the commercials' lead (a late Saturday night count indicated about 75), other registrations also fell off, and total attendance figures will undoubtedly show a drop to about two-thirds of last year's final figure of 1,238.

Based on a Saturday night (1) pre-closing total of 676, representatives of high school and college radio departments and college stations headed the class with a high score of 198 delegates. Passing grade went to educational service groups, community organizations and listener councils for an attendance of 111. Comparative figures for these same groups at last year's session were 314 and 195 respectively. Local stations scored a tie with service groups for 121 students as compared with 172 last year. But the networks played hookey, sending a measly 10 as against 21 in 1947. Remainder of this year's class consisted of 146 agency reps, free lance writers and producers, and other interested persons not in education or public welfare and 44 unclassified.

Pubserv Groups Can't Expect Same Deal From Tele as Radio

COLUMBUS, O., May 3.—Possibility that telecasters and public service organizations might get into future hassels similar to those which marked the relationship between these organizations and radio years ago was seen here Friday at the only Ohio State Institute session devoted to television. At that meeting Bill Wiseman, promotion manager of WOW, Omaha, which expects to start operation of a video station in a few months, made the suggestion that because video production costs are so high, public service orgs can't expect in television the same treatment they are getting in radio.

Wiseman; Martin Gosch, New York video producer, and others who took this position maintained that when a radio station gives its facilities for

public service it usually gives little more than time, but in television more than time would have to be given. That "more," they maintained, is cost of large staffs, which could amount to \$350 to \$500 per program.

Those taking the opposing view stated, "Here we go again; just like radio 20 years ago when it had to be forced to do public service programing." They pictured the likely repercussions in the press, government and elsewhere if telecasters take such a stand while licensed to operate in the public interest, convenience and necessity. They said the industry would be condemned.

The pro-public service set also stated that video stations, especially in initial stages of operation, would be foolish to make such policies because they would need programing material supplied by public service orgs and that this programing would not be forthcoming if orgs, most of which could not afford it, had to pay expensive production costs.

Proponents of the suggestion countered by saying, "Okay, so a cry will be raised if we charge for production costs. Don't forget two things: Many orgs are just out to do a public relations job for their membership (the American Medical Association was quoted as being in this category) and we're not going to finance public service campaigns unless society in general benefits. Secondly, what if we can't afford it?"

Tele Cops Beat On Radio--Park

COLUMBUS, O., May 3.—Criticising those in the industry who are saying that television will be ready to take radio's place in the American home in a few years, Ben Park, writer-producer of the WBBM, Chicago, show, *Report Uncensored*, winner of this year's Peabody and DuPont awards, today claimed during an Ohio State Institute session on documentary programing that radio production had not yet been brought to its peak, and thus tele might have an advantage it didn't deserve.

"All of a sudden," said Park, "we are asked which is better, radio or television? The answer is that radio

Gripes Ring Rafters Over Dupe Meets

Multiple Sessions Overlap

COLUMBUS, O., May 3.—Despite the objections of the industry and others who attended the Ohio State Institute in past years, Dr. I. Keith Tyler, institute head, persisted this year in booking a multiple number of overlapping sessions in the section meeting and work-study group categories, giving impetus to plenty of gripes in the institute halls.

Saturday afternoon work-study sessions marked the high point in conflicts, with 11 simultaneous meetings.

Delegates interested in children's programs found themselves particularly handicapped by this duplication process. Also annoying was the fact that on several occasions, almost identical subjects were covered by different speakers at different sessions. Saturday afternoon, for example, "The Radio Critic and the Public" was part of the agenda of the radio council's work-study group. A few hours later, an entire evening panel was devoted to "A Critical Look at Radio Criticism." A similar instance occurred Sunday afternoon when part of the discussion of the religious broadcasts panel was concerned with the need for FCC supervision of program content. This followed by two hours a special session origination of a Columbus Town Meeting broadcast on the subject, "Should the Federal Communications Commission Have Any Control Over Programs?"

Another aspect of the duplication process lay in the appearance of the same people on more than one panel. At the opening general session on "Building and Producing Effective Programs," for example, two panel members, Mitchell Grayson, of the Radio Directors' Guild, and Eugene King, program director of WCOP, Boston, referred their listeners to section meetings which each was to conduct the following day.

In addition to duplications within this year's Columbus program, a comparison with the 1947 schedule shows a high percentage of repetition in subject matter. Of this year's 33 work-study groups and section meetings, 18 carried exactly the same titles as did their predecessors; nine showed slight alteration in title wording but comparatively little change in content, and six presented relatively new angles on familiar themes.

All of this caused many in attendance to say that if Dr. Tyler did not change matters next year they would be back at home when institute proceedings got under way.

has failed to establish itself as an indigenous literary medium. The radio industry, in the main, has resisted assuming the responsibility inherent in accepting the facts of radio's enormous potential."

At another point he said: "Insofar as radio is trying to be an apologetic second best for the various forms of visual entertainment, the critics are right. But," he concluded, "if we had been developing an indigenous radio literature that stemmed from the basic limitations and potentialities of the medium, we should not have found ourselves in this sorry state."

Segs Showcasing Union Talent Set For Bow on WNYC

COLUMBUS, O., May 3.—New York and possibly other cities soon will begin presenting special programs showcasing talent of the Radio Writers' Guild, American Federation of Radio Artists and the Radio Directors' Guild, it was decided in a meeting here last night between representatives of the unions and Seymour Siegel, director of programs for WNYC, New York.

Necessity for such shows stems from a condition in many cities—New York and Chicago especially—where many radio union members never have a chance to show their talent. These showcase programs, which Siegel compares to the stage's experimental theater, are planned to correct this situation and present opportunities.

At the meeting between Siegel; Earle McGill, president of RDG; Erik Barnouw, president of the RWG, and Nelson Case, president of the New York AFRA chapter, it was decided to put the plan in action for the first time at WNYC within a couple of months. Station will air a one-hour showcase program each week and experience gathered during this series is to be passed on to other radio talent union chapters in other cities with the suggestion that similar shows be started elsewhere.



Tele's Sluff At Ohio Meet Brings Beefs

COLUMBUS, O., May 3.—Plenty of comment about the lack of sessions devoted to television was noted here at the 18th Institute for Education by Radio. Comment noted that there was only one complete session on television, which was held Friday afternoon before many registrants had arrived, and that other sessions in which television should definitely have had a part ignored the medium almost completely. Martin Gosch, New York video producer, summed it up by saying that "as far as tele was concerned, this was an ostrich session."

Gripe was that television definitely had come of age and needed attention in an institute devoted to general industry and educational problems. Particularly noted was that sessions devoted to adult education via radio should have included television and that sessions devoted to industry training courses in universities and colleges should have treated training of television as well as radio personnel. A number of the few video people on hand stated that if more special sessions were not devoted to television next year, or if television were not considered in sports, where it belonged, they would not return.

Dr. I. Keith Tyler, head of the institute, was asked about reasons for not having more television. He explained that committees which set up program for the institute apparently did not think it was necessary to discuss television extensively this year. He stated, however, that recommendations had been made that next year the title of the institute be "Institute for Education by Radio and Television" and that there would be consideration of this proposal. After Tyler made this statement some at the institute noted that if the word television were included in the title, video subject matter obviously would have to be included.

Free Air Requests Pose Big Problem

COLUMBUS, O., May 3.—National and local welfare organizations are developing into large-sized problems for both network and local stations, according to the *National Organizations and Radio* panel held at the Ohio State Institute Saturday afternoon (1). Requests for free air time are reaching new highs, and local stations in particular are seeking some means of meeting the demand, stemming the tide and achieving some kind of reasonable working arrangements with local radio chairmen, most of whom are volunteers and radio amateurs. A 50-kw. station in a large metropolitan center may receive as many as 15 to 20 requests per day, said E. W. Ziebarth, production manager of WCCO, Minneapolis.

In addition to Ziebarth, panel consisted of Edythe J. Meserand, assistant director, news and special features, WOR, New York, and Leslie T. Harris, assistant to the vice-president in charge of radio, Benton & Bowles, New York. Prepared speeches dealt primarily with the general subject of how to get an organization message on the air.

Program director, WNYC, New York, defended the right of organizations to station co-operation on major campaigns in line with FCC regulations, but pointed out that, in a recent two-week period, WNYC had handled 73 such drives, and that it had rolled up a total of 630 individual fund-raising campaigns last year.

12th American Exhibition of Educational Radio Programs

(Sponsored by the 18th Annual Institute for Education by Radio, Ohio State University, Columbus)

Columbia Broadcasting System practically ran away with first awards at Ohio State judging, getting six firsts to far outdistance its nearest rival, National Broadcasting Company, which got two firsts.

American Broadcasting Company, which won last year with five firsts, this year dropped to a poor fourth, with only one first, and no honorable mention.

Hewing to the educational line, the judges awarded no first in the net cultural music division, saying net music is highly entertaining but not contributing to "education in the field of music."

CLASSIFICATION I—NATIONAL NETWORK PROGRAMS			
Class	Program	Network	Award
Religious	The Eternal Light	NBC	First
	Greatest Story Ever Told	ABC	First
	Family Theater	MBS	First
Agricultural	The Garden Gate	CBS	First
	National Farm and Home Hour	NBC	First
Cultural	General CBS Is There	CBS	First
	State 48	CBC	Hon. Mention
Cultural	Quiet, Please	MBS	Hon. Mention
	Musie		No First Award
Public Affairs	NBC Symphony Orchestra	NBC	Hon. Mention
	Orchestra of the Nation	NBC	Hon. Mention
	Doorway to Life	CBS	First
	Documentary Unit Series	CBS	First
Children's Programs	Documentary Programs	MBS	Hon. Mention
	Howard K. Smith From London	CBS	Special Citation
	United Nations Today	Special Net	Special Citation
	Magic Adventures	CBC	First
One-Time Broadcasts	Melody Theater	MBS	First
	Tales of Adventure	CBS	Hon. Mention
	Let's Pretend	CBS	Hon. Mention
	The Story to Order	NBC	Hon. Mention
	Adventure Parade	MBS	Hon. Mention
	The Friend and Peter Stuyvesant	CBS	First
	Son of Man	CBS	First
	Murder in the Cathedral	CBC	First
	Case Against Cancer	CBC	First
	Ghost and the Bell	NBC	Hon. Mention
CLASSIFICATION II—REGIONAL NETWORKS, REGIONAL ORGANIZATIONS AND REGIONAL AND CLEAR-CHANNEL STATIONS			
Religious	World Over Playhouse	WNBC, New York	First
Agricultural	Regimental Raindrops	WOW, Omaha	First
	Farm Safety	WKY, Oklahoma City	Hon. Mention
Cultural	Women's Music for Marmaduke	WOWO, Fort Wayne	No Award
	The Spoken Word	WNEW, New York	First
Personal and Social Problems	Divorce	KLZ, Denver	First
	New World A-Comin'	WMCA, New York	First
Presenting Public Issues	Author Speaks His Mind	WNEW, New York	Hon. Mention
	Report Uncensored	WBBM, Chicago	Special Award
	Housing—1947	WNBC, New York	First
	Breaking the Traffic Jam	WNEW, New York	First
News Interpretation	A Home To Live In	WMCA, New York	Hon. Mention
	CBS Views the Press	WCBS, New York	First
Furthering International Understanding	An American University—Princeton	WOR, New York	First
	Nations on Parade	WILL, Urbana, Ill.	Hon. Mention
	UN News Reel	WQXR, New York	Hon. Mention
Special One-Time Broadcasts	Menace in White	CBS, Pacific Net	First
	Safety in Water	CKEY, Toronto	Hon. Mention
	All the King's Men	KUOM, Minneapolis	Hon. Mention
	Hell or High Water	KOIN, Portland, Ore.	Hon. Mention
Children's Out-of-School Listening	American Heritage	WNEW, New York	First
	Fun Time	WHA, Madison	First
Primary Grades	Up and Down the Scales	KSL, Denver	Hon. Mention
	Children's Corner	WIRE, Indianapolis	Hon. Mention
	Radioland Express	WFIL, Philadelphia	First
	Story Period for Junior	CBL, Toronto	Hon. Mention
CLASSIFICATION III—LOCAL ORGANIZATIONS AND LOCAL STATIONS			
Religious	The Eastern Liturgies	WEW, St. Louis	First
Cultural	Music for the Connoisseur	WNYC, New York	First
	People Unlimited	WNYC, New York	First
Personal and Social Problems	It's Tough To Be Young	WBZ, Boston	First
	Transit Hearings	WNYC, New York	First
Public Issues	International Quis	WPEN, New York	First
	United Nations Sessions	WNYC, New York	First
One-Time Broadcasts	I Witness Death	KLAC, Hollywood	First
	One Hundred Fold	WNYC, New York	Hon. Mention
Children's Out of School Broadcasts	Saturday Morning Children's Story	WNYC, New York	First
	Fair Leather Breeches	KNOW, Austin	First
Primary Grades	Health Parade	WBOE, Cleveland	First
	Drama Time	WNYC, New York	First
High Schools	Assignment UN	WNYC, New York	First
	Forum	WNYC, New York	Hon. Mention

Com'l Airers Put Up Fight Against Slams

(Continued from opposite page)
for good efforts was seen in the fact that this year more than 580 programs were submitted for judging, whereas in the past about 200 has been considered a good total.

But, desiring awards or not, the industry is tired of being pushed around and is ready to make its displeasure heard. Practically a keynote of the entire conference and a synthesis of commercial broadcasters' viewpoints was the speech made by Ted Cott, vice-president and program director of WNEW, New York, when he presided at the official opening session of the Institute Friday night.

Cott Waxes Hot

Striking out at the educators, Cott said that commercial radio "is constantly on the defensive, a position it takes more by courtesy than by the necessities of the facts. Radio broadcasters, more and more, must establish a beachhead on the land of facts. It is time the educators became educated. They are mired in the false syllogisms of the actual facts and are basing their attacks on false claims. They are substituting philology for philosophy. The fact remains that the greatest degree of incompetence in the American system of broadcasting rests with the educational groups. The pressure groups get the headlines and the broadcasters the footnotes."

Then warming up, Cott continued: "Too many educators have not used radio as a tool but as a football. If half the energy expended on attacking radio's bad points were channeled into promoting radio's good features, the natural evolution of better things would come to the air. . . . I challenge the pressure groups. I challenge their claims to presenting programs in the public interest. They have abused the intent of public service and have wound up behind the eight ball of failure. They do not serve the public because they are surrounded by pompousness and clothed in snobbery."

Novik Answers Cott

Such words did not go unchallenged. Morris Novik, veteran educational broadcaster, and other educational broadcasters took Cott to task for "protesting too much" and for praising radio when a lot of improvement still had to be seen.

But whatever the pro and the con, the point remains that commercial radio is getting back at the educators. The Ohio State Institute was founded many years ago to bring harmony between commercial broadcasters and educators. If this year's meeting can be taken as a criterion, that harmony is on the verge of being destroyed and the site where a peace treaty was once signed might have become the battleground of the first campaign in a new war.

AER Installs Officers

COLUMBUS, O., May 3.—Association for Education by Radio (AER) installed new officers for a year's term at the Ohio State Institute here.

George Jennings, director of the Board of Education Radio Council in Chicago and former treasurer of AER, was elected president. Betty T. Girling, Minnesota School of the Air, was elected first vice-president. Second vice-presidency was won by Allen Miller, Rocky Mountain Radio Council, while Gertrude G. Broderick was re-elected secretary and Blanche Young, Indianapolis public schools, was elected treasurer.

Winning Programs in Local Competition

PUBLIC SERVICE 50,000 Watts

(Continued from page 8)

regime. The program is shot thru with incidents pointing up the democratic tradition, and considerable production excellence is entailed in the dramatization of colonial life. The series, which started February 8, is produced in co-operation with the University of Pennsylvania, Temple University and the Committee of 70.

Freedom Train
First Place—WCAU, Philadelphia
Producer-Writer: John Charest
Supervisor: Joseph Connolly
Narrator: Robert Pryor

WCAU's *Freedom Train* shaped up as a well-produced public service venture dramatizing the ideals of democracy. Inasmuch as the *Freedom Train* began its tour in Philadelphia, the station was able to tie in with the promotion accruing from that event. Top talent made up the cast, with Roger Pryor handling the narrator's spot. Outstanding musical talent, the Robin Hood Dell Choir with soloists Andrew Gainey and David Lloyd, contributed to the stirring sequences. This rededication of American ideals included dramatic scenes from the days of Patrick Henry, Thomas Jefferson, Abraham Lincoln and other patriots. The concluding portion was an actual visit to the train, the impressions taken with wire recorder.

CBS Views the Press
First Place—WCBS, New York
Program Director: G. Richard Swift
Writer-Commentator: Don Hollenbeck
Announcer: George Bryan

Turnabout is fair play, but when radio pulls the switch on the press it's more than that; it's a milestone. The first instance of a network-owned outlet embarking on such a risky venture, this show is handled by Don Hollenbeck, who writes and reads the commentaries. A former newspaperman, Hollenbeck devoted his initial efforts to the dailies' treatment of the recent investigation of families on the city's relief rolls. A program of this type means that radio actually is taking a stand; that radio is squaring off and asserting its birthright. That is no small event in radio programing or radio-press relations.

Housing—1947
First Place—WNBC, New York
General Manager: James M. Gaines
Program Director: DeLancy Provost
Producer: Thomas B. McFadden
Director: Clay Daniel
Research: Fred Heyward
Writer: Agnes Eckhardt

A series of four broadcasts on the housing problem, this documentary tapped virtually all facets of industry, labor and government connected with the subject. Much of the material for the program was obtained via wire-recorded interviews made by Fred Heyward, news and special events chief. As a final fillip, WNBC commissioned the Pulse of New York to do a special poll on effects of the housing shortage, where lies the blame et al. The poll, combined with expert opinion, offered listeners a tremendously comprehensive analysis of the housing situation—its whys, wherefores, its possible solution, pros and cons of government versus private housing, the Taft-Ellender bill and an inquiry into building methods. Production under the direction of Thomas B. McFadden was superb.

It's Tough To Be Young
Second Place—WBZ, Boston
Production Manager: Stephen J. Burke
Producer-Directors: Gene Kilham, John McLean
Writer: Ralph Giffen
Produced in Co-Operation With the Lowell Institute

Done in connection with the Lowell Institute's Broadcasting Council, *It's Tough To Be Young* is one of the most authoritative treatments of juvenile problems, including delinquency. The program includes a dramatization of a specific incident illustrating a problem, with the remaining time devoted to a discussion of the particular case by local experts associated with juvenile courts, colleges and various agencies dealing with children and adolescents. Typical subjects examined are "The Overbearing Parent," "Children in the Wrong Type of School" and "Undiscovered Health Defects."

The Undiscovered
Second Place—WTOP, Washington
Director Public Service: Mrs. Hazel Kenyon Markel
Producer: Larry Beckerman
Writer: Gunnar Back

Produced in co-operation with the U. S. Public Health Service, *The Undiscovered* is an arresting and courageous attack on venereal disease. The title refers to the thousands of victims of VD who go without treatment, thereby causing themselves and others great harm. Broadcasts include explanatory comment by physicians and continually points up the fact that cures are available for those afflicted. In fact this note of hope is one of the moving qualities of the program. Some sequences, especially those taken in hospitals via wire recorder, are startlingly dramatic and pathetic. These, together with the persuasive verbiage, are likely to materially cut down VD in the nation's capital. The program might very well be used as a model by broadcasters serving other communities.

Neither Free Nor Equal
Third Place—WCCO, Minneapolis
Producer: Sig Mickelson
Writers: Ralph Andrist, Ralph Backlund
Director: Bob Sutton

Racial prejudice militates against democracy, feeds upon its own flesh and finally devours itself. That is the story implicit in *Neither Free Nor Equal*, a dramatic attack against intolerance. This program ranges far and wide, considering the plight of various minorities and showing how these people are, in effect, neither free nor equal. The production technique involved the use of a series of incidents, each of them showing the face of prejudice as affecting one minority or another. It's courageous stuff, laden with punch, and carrying a message of topmost importance to the Northwest.

The Freedom Train
Third Place—WSM, Nashville
Producer-Director: Jack Stapp
Assistant Producer-Director: Tom Stewart
Writer: Saul Carson
Cast: Eddy Arnold, Roy Acuff, Bradley Kincaid, Snooky Lanson
Music: Fisk University Choir, WSM Staff Orchestra

Aired in the heart of the South, this documentary, hailing the arrival of the *Freedom Train* in Nashville, proved exciting, courageous radio fare. The forthright calls for equality of rights and opportunity were done in ballad form and by the station's regular talent. This made the appeals all the more effective. The dialogue bridge between songs was carried on between Bradley Kincaid and Snooky Lanson, with Lanson using music to answer doubts posed by Kincaid. The latter, ultimately, was convinced, offering his own share of music in affirmation. WSM, with this show, translated a key message in popular terms, and more effectively than any number of editorials could have done.

PUBLIC SERVICE 5,000 to 20,000 Watts

(Continued from page 8)

The American Family
Third Place—WOV, New York
Producer - Director - Writer: Virginia Momand
Panel Members: Dr. Leland Wood, Miss Frances Taussig, Mrs. Marian Hernandez
Cast: Sylvia Davis, Whit Vernon, Janet Tyler, Louise Barclay, Bill Lipton, Max Cole

It is to the great credit of WOV, primarily an Italian language station, that it took upon itself an examination of perhaps the most pressing problems current in American society: Divorce, sex education, illegitimacy and allied subjects. By bringing these long-tabooed topics into the open and by presenting a painstaking analysis of divorce, sexual maladjustment and other social ills, *The American Family* series reflects radio's adult stature. Courage, responsibility and maturity are implicit in this series.

A Home To Live In
Third Place—WMCA, New York
Writer: Michael Sklar
Director: Mitchell Grayson
Music: John Gart
Narrator: Jackson Beck
Cast: Joan Shea, Charlotte Lawrence, Bill Griffiths, Bryon McGrath, Sanford Bickert, Louis Neistadt

Courage is the outstanding ingredient of *A Home To Live In*, a scathing examination of the housing crisis in New York. Outstanding sequences in this show were in the form of an open letter to a high city official (Bob Moses), probing the causes which led to the housing problem. Skillfully produced, this program is credited with clearing the way for a solution of the problem thru the release of a fund earmarked for the construction of housing units.

Hell or High Water
Third Place—KOIN, Portland, Ore.
Writer-Producer: Willard Mears
Music: Owen Dunning

This is a dramatic documentary on the country's greatest economic asset—the land. The script touches upon different historical periods of the world, telling how improper use of the land wrecked civilizations. In our own time and our own country there were the dust storms and floods, all brought on by improper land conservation. The concept is difficult for city dwellers to grasp, but the program makes clear that agriculture is the cornerstone of a nation's economy. In other words, how one treats the soil may be the difference between a prosperous world and a dying one. The program illustrates this forcibly, and considers the matter of a soil conservation program.

To Your Industrial Health
Third Place—WWJ, Detroit
Writer: Earl Gormaine
Producer-Director: Burton Wright
Music: Ole Foerch
Sound: Selwyn Touber

Programs of this series dramatize the dangers of occupational hazards and stress the necessity of following the rules of safety in specific industries. The series also demonstrates that disabilities, such as deafness, are not necessarily a handicap in some occupations, and employers are urged to give people thus afflicted a chance. They can often do a better job than others. This show, produced in co-operation with the Health Institute of the UAW-CIO, is fresher in format than the usual health program and scores on educational and public service grounds.

Meet Your Congress
Third Place—WWJ, Detroit
Moderator: Blair Moody
This program is an evaluation of

the work of Congress. WWJ runs a special line for the pick-up from Washington, and airs outstanding congressmen. A smoothly run, intelligent program.

University Reports to the People
Special Award—KUOM, Minneapolis
Writer-Producer: Northrop Dawson Jr.
Cast: Robert Boyle, Ray Christensen, Roy Norquist, Harry Boranian, Lorne Paynter, Dr. George Schwartz, Dr. Edward Davis

Organized in connection with University of Minnesota Week, this program is indicative of close integration between the university's station, KUOM, and the community. The reports were on such subjects as new developments in mining, new sources of iron ore, a new dairy industry—all of them pertinent subjects to the people of Minnesota. KUOM is a non-commercial educational outlet owned by the university.

PUBLIC SERVICE 250 to 1,000 Watts

(Continued from page 8)

gram to promote safety. Plugs are kept to a minimum by the sponsor.

John Doe Jr.
Third Place—WBNS, Columbus, O.
Producer-Narrator: Irwin A. Johnson
Writer: Jacki Nicholson
Cast: Irwin Johnson, Jacki Nicholson, High School Students, Guests

Irwin A. Johnson, public service director of WBNS, has put together a curiously interesting program dedicated to teen-agers. He chats with them informally about their clubs, interests, what they do in and out of school. It's all ad lib, and Johnson's manner is such that he really makes the youngsters tell what's in their minds and hearts. There's an occasional bit of music on the show, a record representing the top request on the high school hit parade. The program is simple in production and definite in appeal.

How To Be a Statistic, Too!
Third Place—CKEY, Toronto
Writer-Producer: Ross McLean
Announcer: Bill Reid
Cast: Don Inasley, John Walker, Phyllis Walter

There are unusual touches to this program, which is a dramatized holiday warning anent safety on the water. The first few minutes on the script is written in teasing fashion, with the listener not quite knowing what it is about. Rapidly thereafter, however, the story line presents a housewife admonishing her husband to take adequate precautions while on a vacation trip. The repetition of the safety slogans, with the female voice chiming in immediately after the male voice, are particularly effective against a background of suitable music.

Focus on '48
Third Place—CKEY, Toronto
Writer-Producer-Announcer: Ross McLean
Cast: Melwyn Breen, Gloria Newson, R. R. Robertson, James Reaney, Gene Hallman, Andrew Bell, Duncan Robertson, E. G. Graham, Robert Weaver, Percy Saltzman, John Walker, Harold Town, Dez Kearney, Phyllis Walters, Jack Kelly

This is an interesting program in format and content. Different analysts consider current aspects of literature, music, the stage, screen and sciences. The discourses are illuminating, educational, rarely dull and occasionally very courageous—an example of the latter being a consideration of the Kinsey report. The technique of the Canadians on talk programs is often superior to that of U. S. producers, and this show is one instance of that fact.

**MUSIC, FOLK AND WESTERN
50,000 Watts**

(Continued from page 8)

and which has developed a hefty sales as a record. The ensemble also turns out some heated fiddling with some fancy hot licks on the Western-type numbers, plus a gal vocalist who handles the lyrics as tho they were a bronco. For a local musical show, this one rings a good-size bell.

Fun by the Fireside
First Place—WBT, Charlotte, N. C.
Sponsor: Jefferson Standard Life Ins. Co.
Producer-Writer: Kenneth Tredwell
Cast: Arthur Smith, Larry Walker, Pat Walker, Johnson Family Singers with Betty Johnson, Donny Malone, Clarence Etters
Announcer: Joe Given

This is a family-type musical show, aired 30 minutes live, and featuring folksy introductions of the numerous cast members, who took solo turns while the others sang behind them. Voices proved of better than average quality, while the effect of the "family" technique was a warming one. Instrumentally, there's a trio of piano, organ and guitar which does better than all right, with guitarist Arthur Smith making things hum with his spirited and dexterous renditions.

Arthur Smith and His Crackerjacks
First Place—WBT, Charlotte, N. C.
Sponsor: The Southern Farmer
Producer-Director: Kenneth Tredwell
Writer: Patsy Snook
Cast: Arthur, Sonny and Ralph Smith; Roy Lear

The fabulous Arthur Smith, cutting loose on his hot guitar, his hot fiddle and his hot vocalizing. The man of many talents really has this sponsored stanza jumping from start to finish, and even ripping loose with humorous renditions of songs. Pace, talent and selections are all of the highest quality.

Old Dominion Barn Dance
Second Place—WRVA, Richmond, Va.
Program Service Manager: Sam Carey
Sponsor: Southland Coffee
Producer: Scott Jarrett
Announcer: Alden Aaroe
Cast: Sunshine Sue and 15 hillbilly artists

When it comes to live presentations of barn-dance type music, WRVA is one of the better-known and more adept stations. This is one of the shows it airs from its own theater, with a cast of about 15. Hillbilly stuff is fensed by a gal named Sunshine Sue, and she does better than just all right. It's a good-humored, neatly tailored 30 minutes of sponsored listening.

**MUSIC, CLASSICAL AND SEMI-CLASSICAL
250 to 1,000 Watts**

(Continued from page 9)

which had been done in previous years by the local troupe, with the commentary including tidbits such as date the show was given locally, cast members who became famous, etc. It also ties in with shows to be given later this season, with one number included from a show skedded but not previously seen in St. Louis. The music itself is tasteful and appealing and served up in a manner adding extra special local appeal. The music is taken from records and transcribed onto a disk about two weeks before each broadcast.

Pianorama
Second Place—KXOL, Ft. Worth
Program Director: Bill Herring
Sponsor: Oliver H. Ross Piano Company (Direct)
Writers: Bill Herring, Jim Hancock

A program featuring recordings of classical recordings of piano music exclusively, handled with exceptional intelligence. Commentary by the boy-girl team of Bill Herring and Jim

**Art Smith's Guitar
Winner for WBT**

(Continued from page 7)

featured on three shows entered by the station in this music division. On each of the programs, it was Smith's digital dexterity which stood out, altho the shows were of considerable quality otherwise. Smith's *Guitar Boogie* was a hit record a year ago.

A show titled *Arthur Smith and His Crackerjacks* concentrated on Western numbers, with Smith showing he has vocal and violin abilities, too. The *Arthur Smith Quartet* airtel basically was a folk music show. *Fun by the Fireside* was a family-type of concert program, in which all the cast members took turns soloing, with Smith again shining.

Second prize in the Folk-Western music category was awarded to WRVA, Richmond, Va., for its *Old Dominion Barn Dance*. This was a lively show, with a large and talented cast running thru some top hayloft antics.

An unusual stanza which attracted attention was one which featured a mixture of live hillbilly music and transcribed classics. This hybrid entry was titled, appropriately enough, *Concert or Corn?* and was entered by KMOX, St. Louis. Purpose of the show was ambitious enough—to interest lovers of one type of music in the other.

Hancock, covers briefly the backgrounds of the number performed, the composer and the recording artist. The Herring-Hancock team does its own research and the result makes good sense and good listening. A neat twist for a record show, which is sponsored by a local piano merchant.

**Wolfe Sells 2 Shows,
"Hilltop," "Partners"**

NEW YORK, May 1. — Ed Wolfe, owner of *Break the Bank*, sold two more properties this week. One is *Hilltop House*, a five-a-week quarter-hour soap opera which will start as a sustainer May 17 over the Columbia Broadcasting System (CBS) in the 10:30 a.m. slot.

The other, an audience participation show, is titled *Lucky Partners* and has been sold to the Mutual Broadcasting System. It is scheduled to start May 20, 8:30-9 p.m.

**Monroe Shifted
To 10:30 Monday**

NEW YORK, May 1.—Dissatisfaction with the current 9:30 p.m. Saturday slot on Columbia Broadcasting System (CBS) for its Vaughn Monroe show has culminated in cancellation of the period by R. J. Reynolds Tobacco Company (Camels). Monroe, with whom the sponsor is completely happy, will move into the 10:30 p.m. Monday slot now occupied by Camels' *Screen Guild* airtel when that show takes its hiatus after the June 28 outing.

Camels and CBS both hope to be able to set Monroe into a new period which will be satisfactory to all for the fall. William Esty is the agency involved.

NEW YORK, May 1.—*What Makes You Tick?*, new audience-participation show being produced by Addison Smith, will summer-replace *Quick as a Flash* for Helbros watches on the Mutual Broadcasting System. It starts June 6.

The Weintraub Agency handles the account.

IT'S WOR'S 6:00 PM NEWS!

**almost 2,000,000
people hear it
every week!**

**IT'S PRICED LOW
FOR SALE—FAST!**

PEOPLE in 861,980 homes listen to WOR's famous 6 o'clock news in an average week. Figuring on the lean side—two to a family—it means that nearly 2,000,000 people listen. The majority of them can be tapped on the shoulders and made to trot into stores shouting "Gimme! Gimme!" for your product or service.

WOR's 6:00 PM news is open Tuesday, Thursday and Saturday. It won't be for long; not at the price for which we're offering it, not with the reputation it has for making things move off the shelves.

NOTE: Another great news buy on WOR is the 12:30 PM news strip. It's the second highest-rated local daytime news show available. It can be had on Tuesdays, Thursdays, Saturdays and Sundays. That is, if you dash for it.

Grab one or the other, or both, fast. The number is LOnagacre 4-8000. Ask for "Sales".

WOR

—heard by the most people
mutual where the most people are

FCC, NAB PITCH WOO AGAIN

Coy, Miller Not To Clash At NAB Meet

All Is Peace—As of Now

By Ben Atlas

WASHINGTON, May 1.—The strongest chance in a decade for harmony between the radio industry and government is ripening in talks now being prepared by Justin Miller, president of the National Association of Broadcasters (NAB), and Wayne Coy, chairman of the Federal Communications Commission (FCC) for delivery at NAB's Los Angeles convention this month.

The *Billboard* has learned that altho Miller and Coy are not deliberately planning a love-feast between industry and government at the convention, both major speakers intend to tread common ground in emphasizing radio broadcasting's status in serving the nation. Miller will stress broadcasting as a major profession calling for high ethics. Coy will deliver a sort of "state of the nation" talk on radio in which the FCC chairman will call attention to radio's coming of age. And neither, as matters stand now, will attack the other. In the past, FCC and NAB spokesmen have used the convention as arenas in which they could—and did—stage slugging matches.

Miller No Harold Ryan

Miller's emphasis on radio's "professional" status nevertheless will represent sharp departure from views often expressed by his immediate predecessor, J. Harold Ryan. Ryan became a controversial figure because of his insistence that radio broadcasting was a bread-and-butter business like the corner drugstore, grocery and gas station. That view was considered chiefly responsible for friction which was at its highest point between the NAB and FCC during Ryan's regime.

Miller, however, will be unyielding in a stand he has already taken on radio's right to exercise its freedom without government interference. It is not expected that he will invite argument specifically on the FCC's controversial Mayflower decision unless the commission announces a pre-convention ruling which in any way supports the FCC's ban on editorializing on the air. Since a clarifying ruling is due from the FCC as the result of recent hearings on the Mayflower ban, the former judge of the Federal Circuit Court of Appeals is expected to stick to his customary judicial policy of

(See FCC and NAB on page 18)

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BRIDGEPORT 8, CONN.

Radio News Digest

NEW YORK, May 1.—Two quarter-hour periods of *Stop the Music*, American Broadcasting Company's (ABC) full hour Sunday night show, were sold yesterday to two sponsors, whose identities were withheld pending assignment of periods. The web also was nearing the inking stage with two other bankrollers, one of whom was reported hot to purchase the entire remaining 30 minutes.

NEW YORK, May 1.—Lassie, Hollywood's glamor hound, this week switched kennels from ABC to National Broadcasting Company (NBC), effective June 5. The canine star's *Lassie Show* had been using ABC for the past year under sponsorship of John Morrell & Company's Red Heart Dog Food. Henri, Hurst & McDonald, Inc., of Chicago, is the agency.

NEW YORK, May 1.—The *New York Daily News* plans no appeal of its turn-down by the Federal Communications Commission (FCC) for an FM license.

NEW YORK, May 1.—Following the death this week of Tom Breneman, the emcee's role on ABC's *Breakfast in Hollywood* show has been assigned to Garry Moore, who cut a transcription here today (1) for the Monday (3) broadcast. Moore, who will continue as quiz master on *Take It Or Leave It*, will fly to Hollywood tonight and begin airing the *Breakfast* show live Tuesday.

NEW YORK, May 1.—The agency of LaRoche & Ellis, Inc., this week changed its name to C. J. LaRoche & Company, Inc. William R. Stuhler, veepee, continues to head the radio and television department.

NEW YORK, May 1.—ABC's gross time sales in the first quarter of 1948 hit \$11,857,194—highest for the period in the web's career. It was a rise of 14.2 per cent for the same period in 1947, when ABC grossed \$10,387,004.

DETROIT, May 1.—Detroit was left without a foreign language outlet this week when the State Supreme Court upheld an earlier ruling refusing a temporary or other injunction against WJLB's dropping of non-English shows. The suit was brought by interested foreign language groups and some actual or alleged employees of the station. WJBK dropped foreign shows last fall, altho Detroit has a large foreign speaking population.

CHICAGO, May 1.—George A. Bolas, one of the top figures in the advertising agency field here, will leave the local office of Foote, Cone & Belding early this month to join the Tatham-Laird Agency of this city.

CHICAGO, May 1.—The radio industry will have another radio institute to attend, or contend with, July 29-30, when Indiana University holds its second annual conference on radio in education on the university's campus in Bloomington, it was announced this week. Theme of the conference, according to George C. Johnson, director of educational radio at the university, and chairman of the conference, will be "Radio and Education for the Democratic Way of Life."

NEW YORK, May 1.—National Broadcasting Company will use the Slapsie Maxie Rosenbloom show as summer replacement for *The Aldrich Family*.

NEW YORK, May 1.—Summer replacement for the *Prudential Family Hour*, Sunday evening, 6-6:30 p.m. over Columbia Broadcasting System (CBS), will be Earl Wrightson, Dudley King's orchestra, a fem guest and choir. Wrightson will also emcee. Joan Edwards, once believed in negotiation for the show, will not be in it.

NEW YORK, May 1.—Lead role in *Meet Miss Brooks*, new Columbia Broadcasting System package, is again open. It was first intended for Shirley Booth and then for Joan Blondell, but the latter pulled out of the deal because of plans for film work.

NEW YORK, May 1.—A number of summer replacements were set this week. *The Seafest Village Store* on NBC will be replaced by the sponsor with a show headed by Ray Noble and 30-piece ork. Also included are Ileen Wood, a chorus, and guest male vocalist. Dates are July 1 thru August 9.

The Cities Service show on NBC will be replaced by the Cities Service Band of America, a brass outfit, under the baton of Paul Lavallo. The latter is the regular maestro, too. Dates are June 4 thru August 27, and possibly to September 3. Origination, New York.

On CBS, *Try and Stop Me*, the Bill Todman-Mark Goodson CBS package, will move into the *Corliss Archer* spot beginning Sunday (9) with Bill Cullen as emcee. There will be a minimum jackpot of \$1,000 worth of merchandise.

HOLLYWOOD, May 1.—National Broadcasting Company's (NBC) annual meeting of regional affiliates will be held May 12-14 at Hollywood's Roosevelt Hotel, with reps from stations in 11 Western States slated for a confab immediately preceding the National Association of Broadcasters (NBC) convention. Meetings will be divided into four major sessions, including panels on programing, public affairs, advertising, promotion, publicity and engineering.

Blocking of NAB Code Is Sought

Breen Seeks Change

FORT DODGE, Ia., May 1.—A move to amend the by-laws and certificate of incorporation of the National Association of Broadcasters (NAB), so that NAB board of directors may no longer have the authority to enact a code, has been started by Ed Breen, of KVFD, Fort Dodge. Breen, a newly elected NAB director himself, is now circulating a petition to force the issue to a referendum.

Breen, who has been opposed to the proposed code ever since it was introduced at NAB's Atlantic City convention last year, charges in a letter accompanying his petition form that the code is still prejudicial in favor of network and larger stations. He stated that altho the NAB members do not actually want the code, the board has it "by the tail and can't let go."

Submit to Referendum

NAB by-laws provide that they may be amended by a majority referendum vote and that the board must call for a referendum when 5 per cent or more of the membership petition accordingly. Breen's original petition calls for the board to submit to a referendum the question of whether it should retain its code-passing powers. Breen is also proposing a change in the certificate of incorporation giving the board this same power. He charges that the pertinent clause in the incorporation documents were added only last year and states in his letter "that it took some mighty fancy footwork to get them in." He also pointed out that last year he and Ralph Atlas, of Chicago, polled stations on their reactions to the code and 678 voted against it; 47 for it.

This is the second move in recent weeks to revamp the NAB by-laws. The other, since withdrawn, pending the forthcoming convention, sought to change the make-up of the board so that independent stations would be required to have at least two representatives among the directors.

The press of copy in connection with the Local Program Competition has forced the omission, this week, of Radio-Television Department news stories and features. Many of them, however, have been reduced to essentials and are offered in the form of news digests thruout the two departments.

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TRANSATLANTIC BOOMERANG

Col'bia Aims For Collectors' Market Biz

Revives American Catalog

NEW YORK, May 1.—Columbia Records is gunning for the collectors' market by exhuming the old American Record Corporation catalog, the original purchase of which in the mid-'30s launched the Columbia firm in the disk biz.

Pressing from American masters will be made for a new series to be tabbed *Special Editions*, consisting mainly of hot jazz and name personality items made in the '20s and early '30s. Waxings will retail at \$1 each, and will include samplings by Russ Columbo, Al Jolson, Helen Morgan, Johnny Mercer, Hoagy Carmichael, Louis Prima, the Mills Brothers, Teddy Wilson, Bunny Berigan, Louis Armstrong, Duke Ellington, Chick Webb and a number of others.

Orders of 4 a Month

Special Editions will be released at the rate of four platters a month. A special ordering system will be used. Retailers will be restricted to one order a month, and disks will be shipped fully insured, c. o. d. Minimum orders of 10 per record will be required, at a cost to the dealer of 60 cents each. Under this modus operandi the diskery will press only the number of records ordered, and will not foot the usual breakage and returns allowance of 5 per cent.

George Avakian, Columbia's collector specialist, is heading the *Special Editions* operation. Columbia has essayed similar ventures in the past, marketing collectors' disks under the heading of an archive series, and many of the American catalog's jazz items in its hot jazz classics album series.

First releases of the new series will be made in May, and will include a previously unissued Columbo record, *Too Beautiful for Words* and *I See Two Lovers*.

Edwards Plans Countersuit Vs. Biltmore on 'True'

NEW YORK, May 1.—The Edwards Music firm said this week that a countersuit will be leveled against Biltmore Music, publisher of *You Can't Be True, Dear*, alleging unfair trade practices. Biltmore's Dave Dreyer, says Edwards, has attempted to intimidate music dealers by writing them letters threatening suit should they carry Edwards' tune titled *You Can't Be True*. This came after Biltmore filed suit last week against Edwards for alleged copyright infringement.

Both the Edwards and the Biltmore ditties stem from the old German waltz tune, *Du Kannst Nicht Treu Sein*. Biltmore holds prior exclusive rights on any new arrangement of the ditty from the Alien Property Custodian for a six-month period expiring September 2; Edwards was granted a license March 19 to reproduce the original music and write

Reciprocity

NEW YORK, May 1.—For the convenience of traders *The Billboard* below briefly explains the various reciprocal deals currently existing between American and English diskers:

Electric Musical Industries (EMI) maintains the widest biz connections here via its five subsidiary diskeries—(1) Gramophone Company, Ltd. (which produces the HMV label), co-operates with RCA Victor in an exclusive reciprocal masters deal; (2) Columbia Gramophone Company has a similar tie-up with Columbia Records over here; (3) English MGM label (created to handle American MGM disks) is recording in England and these masters are available to the diskery here; (4) Parlophone Record Company's disks and masters are accessible to American Decca under an agreement of several years' standing thru which Parlophone has access to American Decca wax for the entire world except England and the United States and (5) Regal-Zonophone, a two-shilling label which has seen limited use since the beginning of the war but is still active.

Other Deals

EMI also has deals with Musicraft and the Irving Mills Royal Record Company (which represents a number of small American diskers) thru which the British outlet receives masters for world-wide pressing and distribution. No reciprocity has been worked out yet, but it is believed that Musicraft may soon work out a deal for certain of the EMI masters.

English Decca, the other major disk group in England, has a deal with American Decca to press and distribute latter's disks in England under the Brunswick label. In return American Decca has access to the British diskery's longhair line for importation and distribution in the United States with its deal for the firm's pop line now expired. The English firm's pop line is made available in the U. S. via the recently formed London firm.

English Decca also has a working agreement with Mercury records to press and distribute the diskery's American-made classical line which it inherited from the Keynote diskery when the latter was absorbed by Mercury. No reciprocity exists between these labels as yet. Mercury has a royalty deal with the Czech government for pressing and distributing the Czech wax industry's longhair, folk and jazz output in the U. S.

new lyrics if desired.

As reported in last week's *Billboard*, Dreyer contends that Edwards did not adhere to the original music, using a new intro and relocating the verse and chorus. Biltmore filed in Federal Court for an injunction to stop Edwards from publishing *True*, plus damages.

Edwards emphatically denies that it has infringed on Biltmore's rights to *You Can't Be True, Dear*, claiming that its version of the tune is an exact musical replica of the original.

Petrillo's Ban on Waxing Brings Flood of Imports, Leaves AFM in Dilemma

Yank and English Diskeries in Reciprocal Deals

(Continued from page 3)

serve employment for American musicians, has enabled English and continental labels to scoop bigger dips of the American disk buying gravy. In turn, the overseas artist hopes to wallow in the returns of wax exploitation heretofore curtailed by the simple fact that American mechanical companies had no need for him.

EMI Upsurge

Most significant development on top of the long-established London Records splurge in American wax channels is the upsurge of new disk produce obtained from the Electric Musical Industries (EMI) in England, largest of the British platter companies. Only other major British firm is E. R. Lewis' English Decca which owns and operates the London Records venture in America.

EMI spokesmen (such as Wally Moody, artists and repertoire director for the company who is now in this country) carefully claim that EMI is making available to American firms only those masters which would ordinarily be proffered thru long-established reciprocal agreements with American firms. No direct evasion of the Petrillo ban thru deliberate coverage of American new hit tunes is intended, they claim. Nonetheless, the rising rate of English "master" deals indicate that American firms are counting on overseas co-operation in combating the ban.

"Tree in the Meadow"

Reflecting the gathering "usage" of English wax and talent is the forthcoming Shapiro-Bernstein plug tune, *Tree in the Meadow*. Actually S-B is acting as sole selling agent for the ditty published by Campbell Connelly, Inc. It must be pointed out fairly, too, that the tune was a 16-week best-seller in England with "a plug" in this country representing an ordinary reciprocal development. However, where in pre-ban days such English tune-exchanges would have brought on American diskeries "coverage" thru their own resources, something new has been added. Outside of Decca, every major label in this country will be releasing *Tree*, all with British-imported "masters" and artists. Decca cut the ditty pre-ban with Monica Lewis. Other companies line up as follows. Columbia is set to put out the Billy Reid-Dorothy Squires disk sent over by EMI. A Joe Loss disk (the English maestro's *Manana* and *Teresa* are being distributed here currently by Victor) is set for the RCA label here. MGM has the Paul Feneley ork platter on tap. London here is using the Sam Browne version with another tentatively due by Cyril Stapleton. Meanwhile, two other platters in the EMI store (the Bill Johnson-Monte Rey side and a Geraldo orchestra version) may be made available to Capitol, Musicraft, etc.

EMI master-servicing to U. S. companies can be expected to mushroom during, and possibly after, the ban. Sir Ernest Fisk's vast diskery-group has some home problems to

face, it is understood here. EMI talent has eyed the London Records invasion here jealously; E. R. Lewis's gathering American dollar power has developed competitive interest, and EMI itself is seen as being quite anxious to expand its own business potential in the American markets on a normal long-term basis.

"Shoemaker Serenade"

The EMI foothold, thanks to the ban, has not been confined to *Tree in the Meadow*. Currently, Columbia Records has completed negotiations to release the EMI-made radio reveler version of *Shoemaker Serenade*, British hit published in this country by Jack Robbins. At the same time a full batch of standard disks etched by Peter Yorke will be brought over to supplement Columbia's standard catalog. Meanwhile, EMI deals to service the Musicraft Company here with platters will be implemented shortly, it is reported.

Along with the EMI stakes in the "foreign masters" game, the parade of American firms into outside-USA recording fields has stepped along merrily. Not only has Jerry King's Standard Transcriptions Company openly announced intentions to record in Mexico, as have a host of small record firms on the Coast, but they have declared intentions to use Mexican recording studios and talent.

Overseas Treks

Meanwhile on a larger scale such companies as Mercury and Signature have trekked to overseas recording studios to maintain their instrumental coverage of "hits" despite Petrillo. Mercury is known to have recently completed a series of recording sessions abroad which consisted of musical backgrounds for new pops, including the soaring *Nature Boy* tune. These have been brought back to America where vocal dub-ins will be made with Mercury's own artists.

The Signature firm has one of its own record artists, singing songwriter Hugh Martin, recording for the Victory label in France. Much of Martin's etchings consist of new American pop-song material which will be made available to Signature

High School Tootlers Heard On Dana Disk

NEW YORK, May 1.—Dick Charles is one songwriter who believes in direct action, the Petrillo ban notwithstanding. Charles took matters into his own hands by recording his own tune, *Man on the Carousel* (published by Bob Miller) in his own living room, using a bunch of high school musicians—strictly non-union. He then sold the master to Walt Dana, of Dana Records, who promptly proceeded to press.

Jocks already have been whirling *Carousel*, and copies are due on retail shelves sometime this week.

PETRILLO CRACKS A CAPPELLAS

Nixes Vocal Waxings by AFM Members

"Nature" Starts Fireworks

By Alan Fischler

HOLLYWOOD, May 1.—American Federation of Musicians' (AFM) prexy, James C. Petrillo, cracked down on a cappella waxings by banning further vocal arranging or conducting work by AFM card holders, it was learned this week. Word was passed down thru the locals warning AFM members that future vocal diskings would place them in scab category and jeopardize union membership. Move was held highly significant in the trade, in view of the fact that Petrillo thus reversed a previous nod given individual members who asked his okay to do a cappella waxings.

Behind the Petrillo turn-about is said to be the *Nature Boy* waxing by Frank Sinatra for Columbia Records, with Jeff Alexander's choir providing background music. According to Local 47 sources, Alexander asked for permission to arrange and conduct the vocal background for diskings without identifying the session. Petrillo okayed the date under the impression that the cutting was to be so-called "non-competitive" diskings, i.e., religious or choral sides. When the AFM chieftain heard the finished etching and discovered the date was with Sinatra, he immediately wired Alexander and withdrew his previous blessings.

Tradesters close to AFM sources discounted official union explanation that Petrillo had okayed a cappella diskings in error. General belief was that the quality of the few a cappella waxings attempted since the ban has been good enough to worry the union chief. It was held that if present diskings quality is sustained unchecked, volume of a cappella etchings would mount to such an extent that entire effectiveness of the ban would be voided. Sales of a cappella sides in retail stores are reportedly mounting, giving AFM additional headaches.

Another interesting sidelight in the a cappella picture is Bing Crosby's recent cancellation of a Decca date, also on *Nature Boy*. Here again the Alexander choral group was to provide backing with the understanding that AFM would okay the session so long as vocalizers did not attempt to imitate sounds of instruments. Crosby asked for Petrillo's personal okay prior to the date, didn't hear from musicians' topper, and subsequently canceled the session. Der Bingle, it is understood, didn't want to go against the AFM head in view of Petrillo's co-operation in permitting Crosby to continue transcribing his Philco air show after the ban went into effect.

Local 47 execs took the view that vocal groups who cut sessions during life of the ban are in effect cutting the throats of recording musicians. If chorus arrangers, conductors or members happen to hold AFM cards, it would be an easy matter to discipline violators. The door is open, however, to continued waxing of non-union choral groups, a move the union is helpless to prevent.

AFM, Nets Reach Tootler-TV Interim-Pay Rate Arrangement

NEW YORK, May 1.—James C. Petrillo, American Federation of Musicians' (AFM) prexy, and the representatives of network broadcasters this week revealed the final details of the interim-pay rate arrangements for the use of musicians on television.

The agreement will be in effect for a six-month period beginning today (1) instead of the previously announced three-month period, and will be reconsidered in October to cover developments in video between now and then.

The agreement, which has been reported in *The Billboard* in part in the past few issues, states that AM tootlers may be used on tele shows to fill out unworked AM hours at the regular AM radio scales. Video staffmen may be assigned to AM work but they must be paid the pro-rated difference for each day of AM work.

Rate Arrangements

Rates agreed to are as follows:
Local tele rates will be two-thirds of the applicable major station local AM rates, both on a weekly and single

engagement performance basis. Network video rates will be three-fourths of the applicable radio rates in each case. In the event of AM-tele duplication, allowed under terms of the agreement, the tootlers will receive in addition to the applicable AM rate, \$7.50 for each sponsored show and \$3.75 for each sustaining show. Tootlers called in for costuming or make-up will receive an additional \$3 for this service. Auditions will be paid at the comparable local AM audition rate. No wage will be paid to musickers who show on remote video pick-ups where music is incidental (such as sporting events, parades, conventions, etc.).

Broadcasters and the union are continuing discussions to determine the uses of film in video. The agreement specifies that filmed programs may be made at regular telecast rates but can be used for no more than a single playing over any station which is affiliated with the tele network at the time of the making of the film. Film shows may also be made for file purposes.

Towers of London Follows 'Near You' With 'Sabre Dance'

NEW YORK, May 1.—Towers of London, independent British diskery which recently completed a deal to distrib the *Bullet* diskings of *Near You* in England, this week bought the English pressing rights to Signature Records' waxing of *Sabre Dance* (backed by *Minuet in G*) as conducted by Ray Bloch. Towers is represented in this country by Oliver Nichol, at one time associated with the now defunct Cosmo Records. The English firm also made a deal for Rainbow Records' diskings of *Jungle Fantasy* by Esy Morales.

The *Bullet* recording of Francis Craig's *Near You* currently is enjoying a best selling spot on the English market. It was released on the Brunswick label (controlled by English Decca) under arrangements set by Harry Towers, who runs the Towers of London outfit for Decca.

Raeburn Inks 6-Wk. Commodore Deal

NEW YORK, May 1.—Boyd Raeburn's newly reorganized ork this week landed a six-week engagement at the Century Room of the Hotel Commodore here, beginning May 18. Raeburn will follow the Woody Herman ork, now completing the second week of a four-week stretch. Raeburn is booked by Willard Alexander, who is also music director for the Hotel Commodore.

Summer plans for the Century Room still are not decided, according to Alexander. The room is mulling the possibility of putting in a concert ork for dinner for the summer trade and closing down for supper hours.

Ban-Skirting Rush Centers On "Leaves"

Cut a Cappella Disks

NEW YORK, May 1.—New recording and ban-skirting "master" buys maintained a lively pace this week with the center of a cappella action revolving around the tune *Tea Leaves*. Decca, Capitol and Signature cut new renditions of the song, while Columbia bought the original *Tea Leaves* waxing issued by the Algene diskery of Philadelphia. Emil Cote's Serenaders are featured on the Algene platter which created the initial stir in the Philly area and drew attention to the song.

Decca held its third a cappella session yesterday (30) to cover the *Tea Leaves* ditty, with Ella Fitzgerald chirping against backgrounds by the Song Spinners. Included in the date was the *My Happiness* "sleeper" which has been attracting sales via the Jon and Sondra Steele Damon waxing. The pairing is set for an immediate special release.

Capitol Uses Smith

Capitol ran off its second Jack Smith ban date last week for the *Leaves* tune. Smith, as on the date which produced *Heartbreaker* and *Baby Face*, was aided by the Clark Sisters, a vocal group and harmonicas. For the disk's backing, Smith cut *Highways Are Happyways When They Lead to Home Sweet Home*.

Signature held one date this week with Alan Dale (accompanied by vocal and harmonica groups) cutting four sides including *Leaves*. The diskery has two more dates set for next week, with Dale skedded for one and a vocal quartet skedded for the other. One of the tunes due for waxing is *Time Out for Tears*.

MGM Records got into the new records act last week when it acquired an alleged pre-ban master of *Toolie Oolie Doolie* from Roy Horton, brother of Vaughn Horton who co-authored and recorded the tune originally for Continental. Disk will be put out in a special release, which also will include recently acquired masters of *Fiddle Faddle* and the English made *Tree in the Meadow* by the Paul Feneley (formerly Fenoulet) ork.

Allah Gators!

NEW YORK, May 1.—The Moslems have taken over bop!

In Harlem, a group of bop specialists known as *The Messengers* have turned Mohammedan. In dead earnest, both as to their religion and their music, they wear turbans on and off the stand, play in the prescribed Moslem fashion and read the Koran faithfully.

They've even adopted Moslem names. Walter Bishop, pianist of the group, has changed his name to Ibrahim Ibn Ismail. Art Blakey, the drummer, is now Abdullah Buhaina.

On an ultra-bop kick the bunch has a brace of sides cut for Blue Note, to be released soon. These include *Musa's Vision* and *The Thin Man*.

Mills Obtains Czech Catalog

NEW YORK, May 1.—Jack Mills, of Mills Music, has obtained the American rights to the catalog of R. A. Dvorsky, one of Czechoslovakia's largest music pubberies, the Mills office announced today.

The catalog includes some 500 compositions, many of them written and recorded by Dvorsky for the Ultraphone and Esta labels. Dvorsky, who bills himself as the "Paul Whiteman of Europe," reportedly owns the Esta firm. The rest of the book consists of pops, instrumentals, piano pieces and some swing a la Czech. Some of the works of Jaromir Vejooda, penner of *Beer Barrel Polka*, are represented (*Beer Barrel* is not in the deal). The Dvorsky catalog has been published on the Continent and in England.

The Mills deal holds extra interest to American publishers because it demonstrates that such arrangements can still be negotiated between this country and eastern European nations, despite complications afforded by the Soviet Union nationalization of many industries in those areas.

AMPAS Distribs Ballots

HOLLYWOOD, May 1.—Academy of Motion Picture Arts and Sciences will distribute today (Saturday) ballots to its members to elect 10 new members to its board of governors, representing academy's various branches. Nominees for the music classification are: Leo Robin, Harry Warren, Ned Washington, Meredith Willson, Victor Young; public relations: George Brown, Alex Elove, William Hebert, Lou Smith, Gabe York; short subjects: George Bilson, Will Cowan, Jerry Fairbanks, Walter Lantz, Harry Poppe, Edward Selzer, Ralph Staub; sound: Philip E. Brigandi, Kenneth Lambert, John Livadary, Gordon Sawyer; writers: Valentine Davies, Emmet Lavery, Mary C. McCall Jr., Seton I. Miller, Jane Murnfin, George Seaton, Sidney Sheldon.

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Jeepers... All Those Sleepers

Universal Pulls A Sleeper With "Hearts Win"

NEW YORK, May 1.—Out of the home of the bean and the cod comes the newest of disk "sleepers." Up in Boston an oldie, *Hearts Win, You Lose*, broke out some weeks ago on the small Back Bay disk label. Featuring a trio waxing in Gay '90s piano-roll vogue, the disk offered a new lyric supplied by one Jack Clifford.

With sales of the disk in three weeks topping 25,000 copies, various larger labels reached out for the Boston plum, with Bill Putnam's Universal diskery coming up with the original master on a pressing-distribution deal with Back Bay.

Background of the *Hearts* song reveals that the ditty is a pre-1909 affair which presumably clears it temporarily from the liability of mechanical royalties. The original song was penned by one Andrew B. Sterling and was copyrighted by Leo Feist in 1903. At press time info had it that no renewal rights had been secured on the tune, which may explain Clifford's new lyric adaptation and the fact that he is publishing the ditty with a February, 1948, copyright.

De Luxe Version

The saga of the Boston sleeper doesn't end here. By a remarkable "coincidence" allegedly, De Luxe diskery in New Jersey has come out with its own *Hearts Win, You Lose* version. The coincidence being what it is, De Luxe's platter features a trio, with two pianos combining to achieve the same piano-roll effect as the Back Bay disking. According to Dave Braun, De Luxe prexy, the diskery owned an instrumental master of the tune for some time, and when the fuss started in Boston the waxery had warbler Bruce Hayes dub in a vocal, lyrics of which are the same as those used by the Petty trio. Braun stated that he had applied for a license to the Leo Feist Company and learned that it was a pre-1909 copyright with no renewal recorded by the pub. De Luxe then applied and obtained a release from the American Society of Composers, Authors and Publishers (ASCAP), he asserted, knowing nothing of the Clifford copyright claim.

Putnam in Chicago, however, claims it would have been impossible for any company to "just happen" to have an old master of *Hearts Win* made before the ban, especially with an arrangement so similar to the Back Bay record. The latter platter, he claims, was made pre-ban but created absolutely no attention until long after Petrillo's edict was announced.

BUS, PLANE ONLY HOPE

(Continued from page 3)

does not apply to rail disputes, a Department of Justice spokesman explained.

All rail union matters, according to the Justice Department, come under the Railway Labor Act, which provides for arbitration thru the National Railway Mediation Board, as well as a waiting period before strike-call. The union has complied with these requirements. President Truman said at his regular news conference this week that he still hoped the strike could be averted by mediation.

Selvin, "You Darlin'," Says Columbia Disks

BALTIMORE, May 1.—What may prove to be one of the best sleepers in months was uncovered recently by Marvin Ellin, leading disk jockey at WCAO here.

Moving to new studios a short time ago, Ellin dug deep in the files and came across a Columbia platter made some 20 years ago: *You Darlin'* backed by *Kiss Me With Your Eyes* by Ben Selvin and his orchestra. Selvin now heads the popular artists bureau of the Columbia diskery.

Ellin threw in the platter on a show as a novelty and the results have been astounding. He has the only copy that has been found around up to this time, and all of the local spinners are clamoring for copies. The station has been besieged by phone calls and several hundred letters are pouring in daily demanding the disk from both local and out-of-State listeners in Delaware and Pennsylvania.

Tune is a bouncy Weems-style fox trot, and thanks to Ellins, persistent plugging may push Selvin into a Francis Craig role.

NEW YORK, May 1.—According to Manie Sacks, veepee and artists and repertoire director of Columbia Records, tests are being pulled of the Selvin platter, *You Darlin'* and *Kiss Me With Your Eyes*. If they prove satisfactory, they will be earmarked for general release.

Kidisk Boom Soars Away, With New Pressing Plants And Reductions in Prices

Sun Plastics Plunges Into 7-Inch Field

(Continued from page 3)

now negotiating with various labels to press their catalogs.

\$1 10-Inch Vinylites

Lowering of prices on 10-inch vinylite to the dollar level was extended to include two tot tallow firms this week. Adventure Records dropped to a 98-cent line consisting of 10 titles in the nursery and fairy tale groove. The diskery intends marketing the new series about June 14. The other label to slash the retail price is Mayfair, cutting a \$1.29 tag to 99 cents, with albums dropping from \$2.89 to \$2.36. Mayfair's ability to cut its tariff stems from the platter's plans to establish its own pressing plant in New Jersey, which should trim its production costs. The diskery's first 99-cent release will be a single 10-incher of traditional barn dance tunes arranged for kiddies.

One of the "hottest" gimmicks in tot waxings has been racked up lately by two new indie labels, Animal and Bandwagon. The firms take top pop tunes of the day (*Baby Face, Beg Your Pardon, Civilization, etc.*) and dress them in animal voices, noises, whistles and sound effects. The Animal label, owned by Stepletón Industries in Cleveland, currently operates with a 10-inch shellac disk retailing for \$1.05. The company, however, will blossom forth with 10-inch

Famous Grabs "Blossoms" in Sleeper Race

NEW YORK, May 1.—And still another "sleeper!" A ditty called *When the Apple Blossoms Fall* (disk activity stirred by the Tempo and Skating Rhythms small-label versions) developed a fast-flying publisher race this week, with Famous-Paramount pubbery winding up with the coveted copyright.

The *Blossoms* hubbub started when word leaked out of sheet music jobber offices this week that heavy calls were coming in for a little-known ditty. Investigation uncovered the Tempo and Skating Rhythms platters, with the owners of the tune said to be two women in Toledo. Famous-Paramount reputedly reached the ladies first and came home with the bacon.

The appeal of the Skating Rhythms and Tempo instrumental platters (the former cut by organ and the latter as an organ-novachord duet by Herb Kern and Lloyd Sloop) is seen as likened to the original Rondo label disking of *You Can't Be True, Dear*. Evidently deciding to cover themselves with a vocal should other labels hop on the bandwagon, Tempo is releasing a second version of *Blossoms*, done by Chirp Anita Boyer, with harmonica background.

McGreevy-Howard New Distrib Firm

CHICAGO, May 1.—Remco, Inc., a new distributing org handling records, phonographs and radio and television appliances, has been formed here by two well-known music industry execs, Raymond E. McGreevy and R. R. Howard. McGreevy, who was chief executive for Chicago Majestic, distributing branch of Majestic Record & Television Corporation, will be president of the new company, which will occupy the five-story building here sold by Majestic as part of its recent reorganization procedure. Before joining Majestic McGreevy was head of the Zenith Distributing Corporation.

Howard, vice-president and treasurer of Remco, formerly was president of RCA Distributing Corporation and after that vice-president and general manager of Capitol Records. More recently he was president of Allied Service & Engineering, Inc.

Under terms of its organization, Remco will handle products formerly represented by Chicago Majestic and Allied.

Ahlert Named ASCAP Prexy Officially

Rest of Slate Repeats

NEW YORK, May 1.—As per music biz expectations, the board of the American Society of Composers, Authors and Publishers (ASCAP) named Fred E. Ahlert prexy of the Society last Thursday (29). Ahlert, the fourth president in ASCAP's 34 years, replaces Deems Taylor, who held the post since 1941.

The rest of the slate were repeats. Gus Schirmer and Oscar Hammerstein were renamed veepees. George W. Meyer continued as secretary, Louis Bernstein as treasurer, Donald Gray as assistant secretary and Frank Connor as assistant treasurer.

Ahlert, 56, is a native New Yorker and a CCNY grad. After several years at Fordham law, he left school to enter the music biz, beginning as arranger for vocal and ork groups. Holder of the top double-a classification, he clefted the score of Marion Davies' first talkie, *Marianne*. Among his compositions are *I'll Get By, Mean to Me, I Don't Know Why, Love, You Funny Thing, The Moon Was Yellow, I'm Gonna Sit Right Down and Write Myself a Letter, Sing an Old Fashioned Song, Blue of the Night* and many other top hits.

tribution handled nationally by distributing outfits. To date, Miller has put forth two vinyls, both adaptations of *Grimm's Fairy Tales*. Altho new with his own label, Miller is not unknown to the tot tallow field, having pressed the *Musette* seven-inchers for the past two years at his Long Island City plant. *Musette*, in addition to seven-inch biscuits, has been putting out a five-incher which retails for a quarter.

Rounding out the week's kiddie-platter activity is the announced joint-marketing operation undertaken by Vox and Paul Puner's Allegro firm. Allegro is using the Vox sales force in New York, Chicago and Los Angeles to push both its classical and kiddy platters in key market areas.

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- ART MOONEY—MGM 10204
- ROY ROGERS—Sons of Pioneers
—Vic. 20-2780
- ANDY RUSSELL—Cap. 15063

PECOS BILL

- DICK JURGENS—Col. 38177
- SAMMY KAYE—Vic. 20-2786
- KINGS MEN—MGM 10178
- TEX RITTER—
Cap. Americana 40106
- ROY ROGERS—Sons of
Pioneers—Vic. 20-2780
- CAPT. STUBBY—
Majestic 1254

MELODY TIME

- BUDDY CLARK—Col. 38170
- HAL DERWIN—Cap. 15071
- VAUGHN MONROE—
Vic. 20-2785
- ALAN GERARD TRIO—
National 7023
- LAWRENCE WELK—
Decca 24416

LITTLE TOOT

- SAMMY KAYE—
Vic. 20-2786
- KINGS MEN—
MGM 10178

ADDITIONAL HIT
APPLE SONG
 DENNIS DAY—Victor

SANTLY JOY Inc.

1619 Broadway, New York
 EDDIE JOY, Gen. Prof. Mgr.

VOX JOX

A National Accounting of Disk Jockey Activities

EASTERN BEAT . . . WKBR's Dick Hill in Manchester, N. H., says, "Don't call me, I'll call you." Turning his turntables on the public, Hill phones "stay-up-lates" and asks them what they would like to hear on his *Night Hawk* show. . . . News for Petrillo: Live music replaces records on WKBW. Bob Glacy, disk jockey on *Glacy's Basement* show, now emcees 45 minutes of live music featuring Bobbie Nicholson and his Hep-Septette. . . . Jangling along at WTIC, Hartford, Conn., is Ross Miller, who now goes daily, garnishing his 1:45 p.m. slot with original jingles and (scripted) ad libs. . . . Alix Blake is using those RCA Victor transcribed interview platters happily, he says. No Art Ford he (Wake and Blake, WENT, Gloversville, N. Y.), Blake has gone thru Vaughn Monroe and Larry Clinton, with his latest e.t. guest being Laura Leslie, of the Sammy Kaye ork. . . . Robert Snyder, of WROW, Albany, N. Y., went for four weeks of promotion with Walter Thornton and Jerry Cooper on the latter's disking of *Get a Pin-Up Girl*. The Pin-Up crew spent two days in Albany to make Snyder's show, three regional remotes and a p.a. for Snyder's sponsor, Standard Furniture Company in Schenectady, N. Y.

KISS AND TELL . . . Don Bell of KRNT, Des Moines, amuses his early morning audiences with . . . a transcribed kiss. Bell, who makes it a practice to buss "unkissed housewives" on his show, decided he had a problem. How to slip some lip to husbands neglected by sleepy wives. The solution: The only transcribed off-to-work kiss in radio today, Bell believes! He requested and received from Monica Lewis the waxing of a resounding, long-lasting smack with a sexy "good morning" accompanying the canned osculation.

MIDWEST MAKE-HAY . . . Graeme Zimmer, WCSI promotion director and jock conclave supporter, gives Pinky Herman a break on his tune, *Seven Days a Week*. Zimmer set aside the week of May 10 to plug the ditty, clefied by the *Radio Daily* scribe, with a tie-line that says, "Seven days a week it pays to listen to WCSI." . . . Joe Neidig, KVGB, Great Bend, Kan., is getting a hand from the young set with his *Penny Juke Box* half-hour seg (a penny postcard gets you a request) which features original satires on commercials (done by the gabber) as well as the usual giveaways (celebrity photos, personal cartoons, disks, etc.). . . . Jimmie Harper, WJPF, Herrin, Ill., uses singing song titles on *The Anniversary Club* program to honor nothing but requests for birthdays, anniversaries, weddings, etc. Sample handling: For birthdays—Kay Kyser's *I Can't Remember To Forget*; for anniversaries—Blue Barron's *We're the Couple in the Castle*; for weddings—Sammy Kaye's *Promises*. Within the *A. Club* idea, a kiddie-baiter, *Little Birthday Club*, is incorporated. The latter uses singing titles and a club roster to help keep the mail count soaring.

SOUTHERN DRAWL . . . Tommy Dorsey (an Atlantan by recent marriage, at any rate, and an e.t. national jock in his own right) entertained 25 Atlanta jox at lunch in Veale's restaurant in the Georgia city. The day before, TD lined the front rows of the Atlanta Fox Theater (where he was playing) with the same jox. Result: RCA Victor's Tommy D. was plugged liberally on almost every show in the Southern capital. . . . Steve Briar left KENT, Shreveport, La., to take over KPAB, Laredo, Tex., as owner and general manager. . . . Gal spinner, Dee Deering, of WDUK, Durham, N. C., caught the label error on initial copies of Count Basie's *Robbins Nest* (Victor had shipped some 5,000 platters with the title spelled "Robbins Nest." Wags claim the company probably doubted that a song could be dedicated to a Columbia Record Shop star (spinner Freddie Robbins) and has probably stimulated a collector-item stir. The Deering gal, a songwriter and vocalist who has done some p.a.'s in Gotham, drags mail from nearby collegians at U. N. C., N. C. State, and Duke universities.

THEME SONGS . . . Walter Kay, popular WJW, Cleveland, jock, says, "Would like to see band leader provide disk jocks with an essential theme service. My suggestion: Prepare a special platter of themes by various bands, providing approximately a two-minute open and close. When o & c are the same, one will do, altho an extra dub will help allow for wear. Columbia Records partially covered this in their album of *Theme Songs*, but a special platter of say, five-bands-per-side (33 rpm) would make for easy filing and simpler handling."

TUNE TOUTING . . . George Carroll, WEEU, Reading Pa.: "Altho *You Can't Be True, Dear* is already commonly known to be headed toward hidom . . . I've been doing it for months. . . . It'll be in No. 1 spot, wanna bet?" . . . Robert Conrad, WXGI, Richmond: "Record dealers pat us on the back for 'making' three hits in this town: *Civilization*, *Les Paul's Brazil and Lover* and *Nat Cole's Nature Boy*. Right now I'm vigorously campaigning for *Donna Belle* on MGM by Buddy Kaye Quintet." . . . Alix Blake, WENT, Gloversville, N. Y.: "Laura Leslie's disking of *I Wouldn't Be Surprised* with Don Cornell (Sammy Kaye, RCA Victor platter) doing big business here." . . . Johnny Rose, WHK, Cleveland: For the out-on-a-limb-department he sticks with *He'll Understand and Say Well Done*, by the Four Knights; Perry Como's *Haunted Heart* and Henri Rene's *Every Little Movement*. And for non-plugged oldies deserving of a come-back, says Rose, how 'bout *Abe Lyman's Help Me*, *Sarah Vaughan's You're Blase* and the Gershwin ditty, *They Can't Take That Away From Me*. . . . Kris Martin, WACE, Chicopee, Mass.: "Just for kicks I gave Jan Peerce's *Bluebird of Happiness* (12-inch RCA Victor) a few spins recently. The response was terrific."

COMPLAINT DEPT. . . . Ed Boyle, WBUY, Lexington, N. C., writes: "I second, echo and sanction Jack M. Combes, of WFUN, Huntsville, Ala., on giving the little jock a break. The big boys have theirs made. They don't need the push we little fries do. How's for more publicity for the small jocks to help them win their spurs? Yeah, an anuddah thing: How's for more info on current and coming hits from pluggers, including disks to plug, of course?" . . . "Decca will probably disagree with what I say," (Ed. Note—Probably.) says Anne Davis, WJHO, Ophelia, Ala., "but I wish Decca

quality would improve. The artists are okay but they sound as if they all have strep throat on those scratchy Decca platters."

SWITCHES . . . Doc Daugherty, former jock with WORK, now program manager for WNOW, York, Pa., . . . Famous Ballroom, Baltimore, presented Marvin Ellin, WCAO spinner, the plaque for winning local disk jockey popularity poll. . . . Ed Morris, WHAP, Monroe, N. C., puts in a round of applause for Jim Wylie, promotional rep for local Columbia disk distrib: "He's really good to the d. j.'s in this area." . . . Ken Kribbs, WGAP, Martinsville, Tex., used Joe Luther's Capitol disk, *No Name Boogie*, to stage a contest—finding a name for the no-name item. . . . Wheeling's Jim Whitaker getting an original trademark theme titled *Cactus Jim*, authored by songsmiths Alex Kramer and Joan Whitney. Whitaker, the town's Sunday-night city manager, has been named publicity director for a new national rat-control organization, The Pied Pipers of America. To take his job seriously he bought a cat and calls it Dizzy, after D. Gillespie, because "he's a real cat." . . . Bob Clayton pegged an audience contest stunt around Vaughn Monroe's *Matinee* platter, asking listeners how many people perform on the disk, how many times the word "matinee" is used and how many disks Monroe has recorded for Victor. Prizes include a Victor radio-phono (natch) plus an evening at the Meadows, nitery co-owned by Monroe and his handlers.

GOTHAM GABBING . . . Bill Williams, of WOV, heads a committee of jox to participate in a Madison Square Garden pageant of the George Washington Legion, May 13, under sponsorship of the American League for a Free Palestine. Out-of-town spinners are being organized under Steve Allison, WLAW, Boston, to broadcast via remote control to the Garden and to report the event. . . . Paul Brenner, WAAT turntable ace, running a contest seeking best definition of a disk jockey. Winner will be picked by Paul Denis, *New York Post* radio columnist. Charles Barclay's new WGYN stint, *What's New*, stresses the fresh side—new records, new songs, new performers. The show airs at 7 p.m. daily except Saturday, with Friday night devoted to flesh artists. Producer is Bob Brummer; Newark Electric Company picks up the tab.

NEW ENGLAND WHIRL . . . WOTW, Nashua, N. H., has started two new daytime shows; Bob Huse is handling a daily morning hour-long show while Dave Felder and Joe Ross collaborate on an afternoon spin session which is tabbed *Mid-Day Merry-Go-Round*. . . . Bud Hohensee, WLNH (Laconia, N. H.) morning *Rose and Shine* spinner, makes use of a special disk on his show which is designed to help mothers feed their children. . . . Norwich, Conn., disk jockeys were recipients of toy dickey birds last week as part of the local ballyhoo for the evening of the flicker *Three Daring Daughters* (in which *Dickey Bird* song is featured) at the local Loew's Poli Theater. . . . Mitchell Betters is back at his spinner stand at WTHT, Hartford, Conn., after completing a trip thru the Southland and the baseball training camps.

COAST CUTTINGS . . . Al Jarvis, in a tie-in with the local Biltmore florists, is giving away six orchid corsages daily on his KLAC-aired *Make Believe Ballroom*. Orchids are awarded to listeners sending in the best letters on their pet peeves for Jarvis's *Honest Opinion* seg on his show. Sponsor is Honest John, bigtime local used car dealer. . . . KFWB jockey Bill Anson and his tune-cleffing partner have three new songs on the way. They are *The Loveliness of You*, which was plattered by Vaughn Monroe plus *How Could We Have Ever Been Strangers?* and *Some Things Will Never Change*. . . . Martin Block has been set by Paramount for a top spot in a musical short based on the life of singer Monica Lewis to be produced in New York. Block was responsible for giving Miss Lewis her first break over his platter-spinning show.

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

The NADJ constitution has been drafted and is ready for submission to the membership for approval and adoption. Final adoption of the constitution and the completion of the formation of the several new NADJ chapters now being organized in a number of cities will precede the first national NADJ elections.

Disk Jockeys in Syracuse are organizing an NADJ chapter. Graeme Zimmer, Columbus, Ind., disk jockey, is active in the Midwest and is trying to start a NADJ chapter in his territory.

The New York chapter of NADJ will meet next Wednesday to hold nominations for the local's first elections. Also on the agenda for the New York meeting is a discussion for building up a chapter plan for obtaining sick and health benefits for the membership of the chapter. The group has been investigating the cost of installing such benefits and the results of the investigation will be presented and discussed. The New York chapter will receive a citation from the Greater New York Fund at a luncheon next week as a token of gratitude for the group's efforts on the fund's behalf in its recent drive.

Mercury Pacts Czech Masters

NEW YORK, May 1—John Hammond, Mercury diskery veepee, and David Hall, label's longhair director, have finalized arrangements for the shipment of about 40 masters per week from the Czech Recording Industries. Hammond and Hall re-

turned to the U. S. this week following a trip to London and Prague to check on Mercury's Continental longhair disk deals. The deals originally were set by Hammond for Keynote Records but reverted to Mercury when the latter firm absorbed Keynote some months ago.

Mercury's first longhair release will be ready for shipment on or around May 10. The highlight will be a waxing of Khatchaturian's *Violin Concerto* featuring David Oistrach as the soloist.

The Number One Recording of

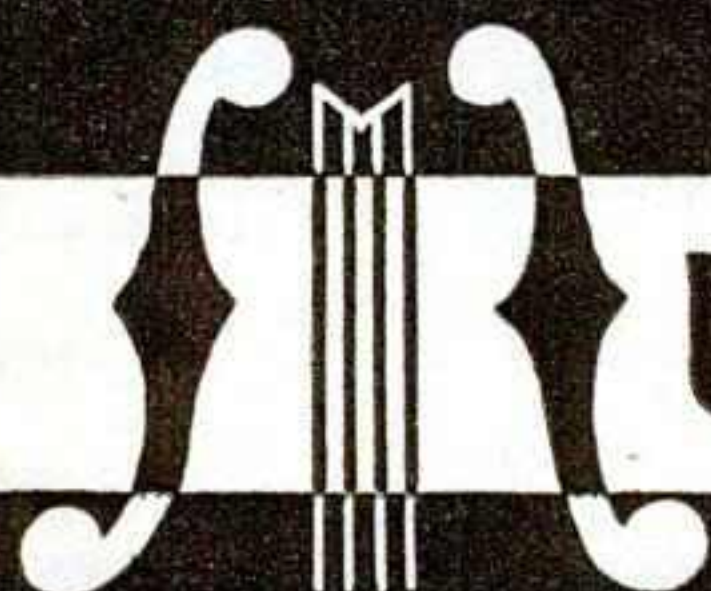
NATURE BOY

and I'M GLAD THERE IS YOU

Record No. 567

IT'S YOU OR NO ONE ★ IT'S MAGIC

Record No. 557



MUSICRAFT RECORDS

The Velvet Fog's inimitable rendition

LITTLE WHITE LIES

and GONE WITH THE WIND

Record No. 558

DO IT AGAIN ★ MAKIN' WHOOPEE

Record No. 534

with HAL MOONEY'S ORCHESTRA



MUSIC—AS WRITTEN

New York:

Wally Moody, English artist and repertoire director for Electrical Musical Industries (BMI), left Gotham for the Coast late last week. . . . Sid Ascher Associates dropped London Records account. . . . George Towne ork switching back to General Artists Corporation effective May 15.

Mel Torme signed to do four weeks at the Latin Quarter nitery here beginning August 22. . . . Jimmy Palmer's ork and the Harmonicats have been set in a one-nighter package to play dances in Midwestern ballrooms during the last of April and first three weeks of May; Mus-Art Agency setting the tour. . . . Count Basie's ork skedded for one week at Buffalo's Town Casino beginning May 24.

Bary-saxist Leo Parker has left the Illinois Jacquet crew and formed a five-piece combo of his own for clubs and theaters. Associated Booking is handling his booking. . . . Shorty Warren and his hillbilly ork move into the Adams Theater, Newark, for a week, May 29. . . . Chris Weston, former warbler with Vincent Lopez, has been added to the Frankie Carle ork as guitarist and vocalist. Carle crew now has three male pipers, Gregg Larwence, Billy Williams and Weston. Marjorie Hughes, well on the road to recovery, rejoins poppa Carle May 9.

The Bartolo rumba ork goes into Ben Maksik's Roadside June 8 for an indefinite run. . . . Stripper Ann Corio and Ina Ray Hutton and her ork are being offered as a package for theater dates. The gals opened at the RKO Theater, Boston, Friday (23). . . . George Simon pubbery will pub the score of the new Danny Kaye flick, *A Song Was Born*, produced by Samuel Goldwyn. . . . Dancer Bill Robinson will be featured on the Fats Waller memorial program May 21 at Carnegie Hall.

Chirp Helen Humes opens a week's stand at Copacabana, Pittsburgh, May 24. . . . The Bob Wyatt-Billy Taylor organ-piano duo is set for the Billie Holiday legiter at the Mansfield Theater here Tuesday (27). . . . Tunessmiths Ervin Drake and Jimmy Shirl have clefted *Texas, Brooklyn and Heaven*, which will be featured in the Golden flick of the same name.

Buddy Greco and His Three Sharps have been booked into the Dome Theater Lounge in Minneapolis for four weeks, beginning June 1. . . . Sy Oliver and Dick Jacobs banded together to set up an arranging office, doing everything from be-bop to special material. . . . Chirp Virginia Maxey draws a shot on the Bob Hope atrer May 11. . . . Henry Jerome's ork into the Arcadia Ballroom May 6 for three weeks, replacing the current Shorty Sherock. . . . Enoch Light will reorganize an ork to work at the new Tavern-on-the-Green, beginning May 12; he also is set as summer replacement for Vincent Lopez at the Hotel Taft here.

Teddy Black departed the Bourne pubbery scene. . . . Trumpet tootler Leo Fortin rounding out 20 years with the Lawrence Welk ork. . . . Pianist Art Tatum and the Loumel Morgan Trio launch a four-week run at the Famous Door, Friday (7). . . . Cats and the Fiddle move into the Cotton Club, Philly, for two weeks, starting May 10. . . . Duke Ellington skedded for Carnegie Hall concerts on successive nights, November 12 and 13. . . . Cherio-Rytvoc's Deanna Bartlett recovering from an auto accident.

Longhair Conductor-Composer Leonard Bernstein signed to writer contract by G. Schirmer. . . . Exclusive diskery distrib additions include Farr-Wood Distributors of Rhode Island, and State Record Distributors of Massachusetts for Rhode Island, Massachusetts and parts of Connecticut. . . . Modern plattery "presented" its Chinatown-Hindustan platter to the mayor of Chinatown, Shavvey Lee. . . . Guitarist Carl Kress (chirp Helen Carrol's hubby) operating his own Long Island eatery. . . . Edwards Music, local pubbery, has taken over the tune *If I Could Steal You From Someone Else*, originally assigned to Leeds by Grimes Music in Philly. Sapphire label, which waxed the ditty, has sold the master to Gem diskery.

Mickey Addy, well-known music man and erstwhile staffer at the defunct Mood Music pubbery, now in charge of standard exploitation at the parent plant, Shapiro-Bernstein. . . . A trio of ASCAP writer brass hats, Paul Cunningham, Stanley Adams and George Meyer, have knocked out a rhythm ballad, *That Five o'Clock Feeling*. . . . The Al Castellanos crew a holdover at the Belmont Plaza's Glass Hat, which makes it their sixth straight month there. . . . Andrews Sisters are Britain bound. After a June stint at the Roxy, the trio takes off for an August 2 opening in London.

John Thomas Music has swung a promotional tie-up with the Popsicle people for the novelty ditty *Tony Spumoni, the Ice Cream Man*. Popsicle is grooving a one-minute spot a.t. using the Monica Lewis Signature disk of Tony. . . . Orkster Bert Mann's option picked up at Buffalo's Sheraton Hotel. . . . Ralston Ayres band opened at the Tybee Hotel, Savannah, Ga.

Johnny Costas Quartet has gone into the De Witt Clinton Hotel, Albany, after a five-month run at the Ten Eyck Hotel in the same city. . . . Hillbilly combo, Melody Riders, open indefinite stand at the Village Barn Wednesday (5). . . . Mercury releasing *Little White Lies* waxed by Steve Gibson's Red Caps. . . . Marion Reed, formerly with Pan-American diskery, named manager of the Detroit office of King Records.

The Orchid Lounge, Springfield, Ill., has booked Joe Mooney's Quartet for two weeks, starting May 11, following with Raymond Scott's Quintet, May 25, also for two weeks. . . . Mills Music has annexed two unpubbed ditties among the Sunny Dunham masters turned over to Embassy diskery last week. . . . Dan Qualey, impresario of the Solo Art boogie woogie disks, due in New York from the Coast to negotiate sales of his masters.

Sacasas Rumba Ork follows Noro Morales into Young's Gap Hotel this summer. . . . Boston Pops Ork launches its 63d season of concerts and 19th under baton of Arthur Fiedler this week. . . . Jose Moran closes at Pelham Heath Inn, May 30.

English orkster Bert Ambrose arrived in New York April 28 to sample the American music scene—and chow. . . . BMI upped Bob Sour to director of production, Henry Katzman to ditto of television research. . . . Tex Williams begins a tour of the Midwest May 21; heads into Newark's Adams

Theater June 24. . . . Irving Berlin will guest on the Kay Kyser show Saturday (8) on the Coast and then hurry on back to the Apple for a Thursday appearance on Don McNeill's *Breakfast Club*.

Duke Ellington definitely set for a four-week date at the Palladium Theater, London, as a single at a reported \$10,000 per week, beginning June 21. He may take singers Muriel Smith and Kay Davis to England with him to share in a bill which will also include Pearl Bailey, the Deep River Boys and the Nicholas Brothers. . . . Russ Fachine, Mus-Art Agency prexy, in town. . . . G & S Distributing, St. Paul, to handle the Apollo disk line in its territory, thus raising the waxery's independent distrib network to 30.

ASCAP will follow its usual practice by sending a representative to sit in at the Berne convention, tho the Society is not a member. Meet is being held this year at Brussels beginning June 5. . . . Benny Goodman due in town next week to round out the personnel of his sextet for Carnegie Hall concert and Click nitery engagement.

Alvy West last week signed a management paper with the Music Corporation of America with the proviso that the agency clinch an air show for the small ork, now at the Hotel Edison here. . . . Eddie Heywood's hand ailment appears licked after a six-month lay-off. The pianist-leader currently is rehearsing a new trio under aegis of General Artists Corporation. . . . Art Ward replaced Chuck Newton in the advance slot with the Stan Kenton organization.

Cincinnati:

Barney Rapp Agency has just set eight dates with Don Dazey, manager of LeSourdesville Park, Middletown, O., calling for Barney Rapp's New Englanders, May 22, 23 and 31 and June 19 and 27; Sammy Leeds, May 30; Jimmy Wilbur, June 5, and Ches Wahle, June 13. . . . Corkie Robbins, portly piano walloper, winds up four weeks at Lookout House, Covington, Ky., May 9. . . . Claude Thornhill ork played the College of Pharmacy dance at Castle Farm Thursday (29). . . . Selden Jordan heads a four-man crew at the New Look Club, Newport, Ky., which made its bow Friday (30). . . . Deke Moffitt heads up an all-new combo to beat out the show and dance melodies at Beverly Hills Country Club, Newport, Ky. . . . Jack Terrell has entered his second year with his band in the Patio, 'neath Carew Tower.

Wayne King's ork and revue gave 'em a solid show at Taft Theater last Wednesday (28) but drew only a meager 500 patrons, with ducats scaled at \$1.20 to \$3. Simultaneous billing and advertising with Stan Kenton's appearance for two shows at the same house this Wednesday (5) is believed to have crabbled the King box office. Both concerts were set by Milt Magel, Castle Farm bossman, who also has Horace Heidt set for Memorial Hall, Springfield, O., May 5, and the high school auditorium at Lima, O., May 13. . . . Ray McKinley set for June 11 week at Coney Island, replacing Ray Anthony, originally booked in for that date but later inked for the Paramount, New York. . . . Elliot Lawrence inked for a June 11 appearance at the University of Toledo. . . . Johnny Long tabbed for Oberlin College, Oberlin, O., May 15, and Franklin College, Franklin, Ind., May 21.

Hollywood:

Harry A. Leader Enterprises, Oakland, Calif., record brokers, signed to handle national distribution of Castle Records. Indie diskery also signed with a special promotion merchandising association for giveaway tie-ups. . . . Preview Music bought Benny Carter-Adeline Hanson ditty, *Ain't Gonna Wait Too Long*. . . . Larry Shayne is returning to New York May 22 to straighten out personal business details prior to his settling here as Coast general manager for Famous-Paramount music pub interests.

Membership of Local 47, American Federation of Musicians (AFM), voted AFM Prexy James C. Petrillo an honorary member of the local, with appropriate gold membership card to be awarded union chief. . . . Local 47 Prexy Spike Wallace, long in ill health, disclosed he would not run for office at next election. Hottest contender for Wallace's berth is John T. Groen, present veepee of the local. . . . Robert M. Adams, New York marketing expert, named assistant director of marketing research by Capitol Records. . . . Jesse Kaye, MGM Records Coast topper, treks to New York next week for annual home office visit. . . . Balladier David Street and film star Mary Beth Hughes spliced last week.

Artie Wayne and personal manager Jack Beekman called it quits last week. . . . MGM disk of *If I Had a Great Long Pistol*, cut by hillbilly Jerry Irby, soon to be released. . . . Wally Moody, head of England's Electrical Musical Industries, in Hollywood for confabs with Irving Mills on record exploitation. . . . Jules Stein to Louisville for running of Kentucky Derby. . . . Jimmy McHugh will be honored May 19 at Coconut Grove in celebration of his 25th year in clefting biz. . . . Tempo Records will release a second version of *Where the Apple Blossoms Fall*.

Philadelphia:

Nick D'Amico takes over the Hotel Warwick bandstand. . . . Elliot Lawrence, University of Pennsylvania grad, comes home May 14 to play Penn's traditional Ivy Ball. . . . Eric Langer makes his local bow at the Drake Hotel with Ruth Landi for the lyricizing. . . . Aqua String Band waxed Gus Troy's *When I Fell In Love With You*. . . . Cavalier Recording Company, with Jimmy Loughran at the helm, makes for the latest diskng firm in town.

Filat Record label gets Larry Fotine's waxing of *Angel*. . . . Pepper Music Company, local pubbery, putting out *Hello*, theme song of the Ferko String Band. . . . Harry Ranch moves his *Kernels of Korn* from the Click to 86 Club, Geneva, N. Y. . . . Accordionist Tony De Simone and Fiddler Lorne Monroe join Clarence Fahrman's band at KYW.

BMI Pin Up SHEET

HIT Tunes for May

On Records

A BED OF ROSES (Johnstone-Monte)
Sammy Kaye—Vic. 20-2601 • Denny Dennis—London 142

A FEW MORE KISSES (Patmar)
Dennis Day—Vic. 20-2737

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

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481 • Snooky Lanson—Merc. 5124
Harry Roy—London 225

FOOL THAT I AM (Hill & Range—Mutual)
Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470
Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104
Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
The Ravens—Nat. 9040

IT'S EASY WHEN YOU KNOW HOW (Pemora)
Joan Edwards—Vita. 932 • John Paris—Vic. 26-9027
Buddy Clark—Xavier Cugat—Col. 38135 • Blue Barron—MGM*

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Dinah Washington—Mercury 8082

I WOULDN'T BE SURPRISED (Republic)
Harry Cool—Merc. 5080 • Sammy Kaye—Vic. 20-2761

LONG AFTER TONIGHT (BMI)
Kate Smith—MGM 10157 • Andy Russell—Cap. 15055
Betty Rhodes—Vic. 20-2735 • Snooky Lanson—Merc. 5095
Yvette—Vitaoustic 919

LOVE IS SO TERRIFIC (Mellin)
Les Brown—Col. 38060 • Art Lund—MGM 10126
Helen Carroll & Satisfiers—Vic. 20-2672
Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

SOMEONE CARES (Campbell-Porgie)
Vaughn Monroe—Vic. 20-2671 • Art Lund—MGM 10170
Frankie Carle—Col. 38130 • Mills Brothers—Dec. 24409

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

TROUBLE IS A MAN (Regent)
Sarah Vaughn—Music 533 • Hall Sisters—Vic. 20-2386
Martha Davis—Dec. 24383 • Mary Ann McCall—Col. 38131
Ginny Powell—Atlantic 860 • Peggy Lee—Cap.*

WHO PUT THAT DREAM IN YOUR EYES (Stuart)
Mark Warnow—Coast 8026 • Ray Carter—Rep. 122
Chuck Foster—Merc. 5125 • Jack McLean—Coast 8015

YOU'RE GONNA GET MY LETTER (London)
Mary Osborne—Dec. 24308 • Guy Lombardo—Dec.*
Adrian Rollini—Bullet 1023

*Soon to be released.

BMI

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

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 30

TRADE SERVICE FEATURE

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. NOW IS THE HOUR** By Maewa Kaihau, Clement Scott and Dorothy Stewart
Published by Leeds (ASCAP) **1**
Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth.
- 2. MANANA** By Dave Barbour and Peggy Lee
Published by Barbour-Lee (ASCAP) **2**
Records available: Peggy Lee, Capitol 15022; Mills Brothers, Decca 24333; Edmundo Ross Ork, London 187; J. Loss Ork, Victor 20-2619; The Woodland Serenaders, Bandwagon 401.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. NATURE BOY** By Eden Ahbez
Published by Burke-Van Heusen (ASCAP) **10**
Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 4. YOU CAN'T BE TRUE, DEAR** Based on a composition by Hans Otten and Gerhard Ebeler
Published by Biltmore (ASCAP) **4**
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-26004; R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)** By Vaughn Horton and Arthur Beul
Published by Chas. K. Harris (ASCAP) **7**
Records Available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 6. SABRE DANCE** By Khachaturian
Published by Leeds (ASCAP) **8**
Records Available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427.
Electrical transcription libraries: Freddy Martin, Standard; Rene Savard, Standard; Music of Manhattan Ork, NBC Thesaurus.
- 7. BABY FACE** By Benny Davis and Harry Akst
Published by Remick (ASCAP) **3**
Records Available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15078; The Woodland Serenaders, Bandwagon 402.
Electrical transcription libraries: D'Artega, Lang-Worth.
- 8. THE DICKEY-BIRD SONG** By Howard Dietz and Sammy Fain
Published by Robbins (ASCAP) **9**
From the MGM film, "Three Daring Daughters."
Records Available: Blue Barron, MGM 10138; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.
Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard.
- 9. LITTLE WHITE LIES** By Walter Donaldson
Published by Bregman-Vocco-Conn (ASCAP) **5**
Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114.
Electrical transcription libraries: Les Brown, World.
- 10. I'M LOOKING OVER A FOUR LEAF CLOVER** By Mort Dixon and Harry Wood
Published by Remick (ASCAP) **5**
Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24310; Alvino Rey, 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 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.
Electrical transcription libraries: Russ Morgan, World; Lawrence Welk, Standard.

THIS WEEK'S RCA VICTOR RELEASE

TEX BENEKE
A Lovely Rainy Afternoon

Has the pull of "Moonlight Serenade." Garry Stevens gives the vocal that romantic, dreamy routine. Swell for cocktail loc's ... for sweet platter shows.

Ramblin' Around

Tex chants it, adds a whistling interpolation. Loaded with tempo and color, like "Chattanooga Choo Choo."

RCA Victor 20-2837



THE THREE SUNS
**A Boy from Texas—
A Girl from Tennessee**

A light bounce that sounds like a hillbilly "On the Alamol!" Sparkling instrumentalizing by the boys... a catchy vocal by Artie Dunn and the Sun Maids.

I'm In Love—Can't You Tell

This one has the nostalgic appeal of "Peg o' My Heart!" Echo-chamber guitar work and a lazy vocal by Artie Dunn and The Sun Maids.

RCA Victor 20-2838



"SMASH HITS FROM BROADWAY"

Album P-205

MARION BELL, star of *Brigadoon*, sings:

If I Loved You—*Carousel*

and **Almost Like Being in Love**—*Brigadoon*

RCA Victor 20-2802

How Are Things in Glocca Morra—*Finian's Rainbow*

and **People Will Say We're in Love**—*Oklahoma*

RCA Victor 20-2803

Strange Music—*Song of Norway*

and **I Still Get Jealous**—*High Button Shoes*

RCA Victor 20-2804

They Say It's Wonderful—*Annie Get Your Gun*

and **So Far**—*Allegro*

RCA Victor 20-2805

TOMMY DORSEY
On the Painted Desert

A slow Fox Trot with the flavor of "Red Sails in the Sunset." Tee Dee's trombone is mellow as ever... Audrey Young puts a lot of appeal into the lyrics.

Mississippi Mud

The brasses sound off... the drums really beat it out in this oldie. Gordon Polk on the vocal.

RCA Victor 20-2852



EARL HINES

vocals by

BILLY ECKSTINE

"STORMY MONDAY BLUES"

Album P-212

Stormy Monday Blues'

and

I Got It Bad and That Ain't Good

RCA Victor 20-2894

Jelly, Jelly

and

Somehow

RCA Victor 20-2895

You Don't Know What Love Is and I'm Falling For You

RCA Victor 20-2896

Water Boy and Skylark

RCA Victor 20-2897



WATCH THESE "CLIMBERS"!

VAUGHN MONROE

A Little Imagination

RCA Victor 20-2811

RAY MCKINLEY

Tambourine

RCA Victor 20-2768

EDDY ARNOLD

Texarkana Baby

RCA Victor 20-2806

ARBEE STIDHAM

My Heart Belongs to You

RCA Victor 20-2572

WILL GLAHE

You Can't Be True

RCA Victor 25-1117

THE EDDIE HEYWOOD TRIO

Plymouth Rock

and

Chillicothe, Ohio

RCA Victor 20-2839

4 Hits from Disney's "Melody Time!"

SAMMY KAYE

Little Toot

and

Pecos Bill

RCA Victor 20-2786

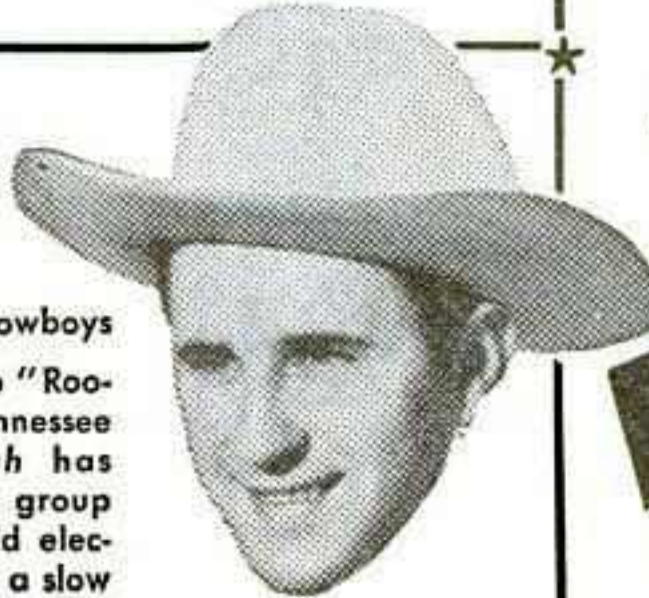
VAUGHN MONROE

Melody Time

and

Blue Shadows on the Trail

RCA Victor 20-2785



PEE WEE KING

and his Golden West Cowboys

Two swell follow-ups to "Roo-tie Tootie" and "Tennessee Waltz." *Oh! Mo'nah* has Redd Stewart's vocal, group singing, and some solid electric banjo work. "B" is a slow hillbilly blues.

Oh! Mo'nah

and

Juke Box Blues

RCA Victor 20-2841

2 NEW TERRIFIC "BLUES"

EDDIE "SUGARMAN" PENIGAR

and his Band

Yes, That's A Woman and

Please Stop Your Low Down Ways

RCA Victor 20-2775

TAMPA RED (With guitar and rhythm group)

You Better Woo Your Baby and

Blue and All Alone

RCA Victor 20-2849

JENNY LOU CARSON

and her Tumbleweed Troubadours

Gonna Give You Back to the Indians

and

Too Good to be True

RCA Victor 20-2842

HARMONEERS QUARTET

Well Done My Child

and

I'll Fly Home

RCA Victor 20-2773

DUDE MARTIN and his Roundup Gang

Smooch

and

Don't Come Cryin' to Me

RCA Victor 20-2843

IRVING FIELDS

at the Piano with The Campos Trio

Two more money-makers! "A" is based on the Jewish folk melody, "Raisins and Almonds." On the flip is catchy rumba. Betty Harris and "The Three-O-Niners" vocalize on both numbers.

The Wedding Song—Bolero

and

Pedro Piper—Rumba

RCA Victor 26-9035



A SURE HIT!

VAUGHN MONROE

It's the Sentimental Thing to Do

RCA Victor 20-2748

THE STARS WHO MAKE THE HITS ARE ON



TWO FOR THE MONEY

ART LUND

Orchestra conducted by Johnny Thompson

IT ONLY HAPPENS WHEN I DANCE WITH YOU
(From the M-G-M Picture "Easter Parade")

MAY I STILL HOLD YOU
(WHEN THE DANCE IS OVER)
M-G-M 10184

THE JACKIE PARIS TRIO

I'VE GOT A WAY WITH WOMEN
I'VE GOT A CRUSH ON YOU
(From "Strike Up The Band")
Both vocals by Jackie Paris

M-G-M 10186

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending April 30



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
16	1	1	NOW IS THE HOUR (R)	Leeds
7	4	2	THE DICKEY-BIRD SONG (F) (R)	Robbins
4	6	3	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
14	2	4	MANANA (R)	Barbour-Lee
4	8	5	TOOLIE OOLIE DOOLIE (R)	Chas. K. Harris
16	3	6	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
5	5	7	BABY FACE (R)	Remick
2	9	8	NATURE BOY (R)	Burke-Van Heusen
16	7	9	BEG YOUR PARDON (R)	Robbins
2	11	10	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
3	10	11	HAUNTED HEART (M) (R)	Williamson
12	9	12	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
1	—	13	MY HAPPINESS (R)	Belasco
2	14	14	LAROO, LAROO, LILLI BOLERO (R)	Shapiro-Bernstein
1	—	15	I'D GIVE A MILLION TOMORROWS (R)	Santly-Joy

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
1	—	1	GALWAY BAY	Box and Cox	Leeds
18	1	2	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
4	15	3	SILVER WEDDING WALTZ	Unit Pub. Co.	*
16	1	4	NEAR YOU	Bradbury Wood	Supreme
8	6	5	GOLDEN EARRINGS	Victoria	Paramount
11	5	6	ONCE UPON A WINTER-TIME	Cinephonic	*
12	3	7	SERENADE OF THE BELLS	Edwin Morris	Melrose
10	2	8	CIVILIZATION	Edwin Morris	E. H. Morris
3	7	9	TERESA	Leeds	Duchess
18	4	10	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
10	8	11	WHEN YOU WERE SWEET SIXTEEN	Darewski	Shapiro-Bernstein
6	11	12	TELL ME A STORY	Irwin Dash	Laurel
1	—	13	WISHING WALTZ	Noel Gay	*
3	13	14	REFLECTIONS ON THE WATER	Peter Maurice	Feist
4	10	15	I'M MY OWN GRANDPAW	Leeds	General
4	17	16	MY COUSIN LOUELLA	Francis Day	Shapiro-Bernstein
6	12	17	TOO 'AT POLKA	Francis Day	Shapiro-Bernstein
2	18	18	OH! MY ACHIN' HEART	Campbell-Connelly	Mood
14	9	19	SHOEMAKER'S SERENADE	Kassner	J. J. Robbins & Sons
1	—	20	HOW SOON	Bradbury Wood	Supreme

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

Weeks to date	POSITION		Song
	Last Week	This Week	
5	1	1	NOW IS THE HOUR
5	3	2	I'M LOOKING OVER A FOUR LEAF CLOVER
5	4	3	BEG YOUR PARDON
5	2	4	THE DICKEY-BIRD SONG
2	13	5	BABY FACE
5	5	6	SERENADE OF THE BELLS
3	8	7	YOU WERE MEANT FOR ME
3	15	8	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
5	6	9	MANANA
5	10	10	I'M MY OWN GRANDPAW
3	17	11	SLAP 'ER DOWN AGAIN, PAW
1	—	12	TELL ME A STORY
4	—	13	BUT BEAUTIFUL
3	19	14	SABRE DANCE
5	7	15	PIANISSIMO
2	—	16	HOW LUCKY YOU ARE
5	11	17	WITH A HEY AND A HI AND A HO HO HO HO
4	—	18	I'LL DANCE AT YOUR WEDDING
5	16	19	I'M A-COMIN' A-COURTIN', CORABELLE
1	—	20	HAUNTED HEART
3	—	21	THE BEST THINGS IN LIFE ARE FREE

The **Billboard** **MUSIC POPULARITY CHART**
Radio Popularity
 PART III
 Week Ending April 30

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 23, 8 a.m., and ending Friday, April 30, 8 a.m.)

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

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Few More Kisses (and a Few Less Heartaches) (R)	Patmar	BMI
April Showers (F) (R)	Harms, Inc.	ASCAP
Baby Face (R)	Remick	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
Betty Blue (R)	Ben Bloom	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Encore, Cherie (R)	Miller	ASCAP
For Every Man There's a Woman (F) (R)	Melrose	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Heartbreaker (R)	Leeds	ASCAP
Hooray for Love (F) (R)	Melrose	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It's the Sentimental Thing To Do (R)	Fred Fisher	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love of My Life (F) (R)	T. B. Harms	ASCAP
Manana (R)	Barbour-Lee	ASCAP
My Sin (R)	Chappell	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Saturday Date (R)	Southern	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
That Feathery Feelin' (R)	Paramount	ASCAP
The Thousand Island Song (M) (R)	E. H. Morris	ASCAP
Toolie Oolie Doolie (The Yodel Polka) (R)	Chas. K. Harris	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 19 Songs of the Week

All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
Big Brass Band From Brazil (R)	W. H. Morris	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
I Never Loved Anyone (R)	Dreyer	ASCAP
It's Easy When You Know How (R)	Pemora	BMI
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Love Is So Terrific (R)	Mellin	BMI
My Fair Lady (R)	United	ASCAP
Pianissimo (R)	Santly-Joy	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
Teresa (R)	Duchess	BMI
Thoughtless (R)	Feist	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What'll I Do? (R)	Berlin	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Turned the Tables on Me (R)	Sam Fox	ASCAP
You're Gonna Get My Letter in the Morning (R)	London	BMI

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	POSITION		Lic. By
	Last Week	This Week	
4	2	1. NATURE BOY.....King Cole Trio.....Capitol 15054—ASCAP	
16	1	2. MANANAPeggy Lee..Capitol 15022—ASCAP	
8	5	3. SABRE DANCE.....Woody Herman.....Columbia 38102—ASCAP	
6	4	4. BABY FACE.....Art Mooney..MGM 10156—ASCAP	
11	3	5. NOW IS THE HOUR.....Bing Crosby..Decca 24279—ASCAP	
13	6	6. NOW IS THE HOUR.....Margaret Whiting.....Capitol 15024—ASCAP	
3	—	7. SABRE DANCE BOOGIE...Freddy Martin.....Victor 20-2721—ASCAP	
16	7	8. I'M LOOKING OVER A FOUR LEAF CLOVER....Art Mooney..MGM 10119—ASCAP	
15	13	9. NOW IS THE HOUR.....Gracie Fields..London 110—ASCAP	
2	8	10. YOU CAN'T BE TRUE, DEAR.....Ken Griffin-Jerry Wayne.....Rondo R-228—ASCAP	
2	8	11. THE DICKEY-BIRD SONG.....Freddy Martin.....Victor 20-2617—ASCAP	
3	12	12. BECAUSE.....Perry Como.....Victor 20-2653—ASCAP	(R. Stevens-D. King Ork, Columbia 4515-M; D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112)
3	—	13. ST. LOUIS BLUES MARCH.....Tex Beneke.....Victor 20-2722—ASCAP	
1	—	14. LITTLE WHITE LIES.....Dick Haymes.....Decca 24280—ASCAP	
14	14	15. BEG YOUR PARDON.....Frankie Carle.....Columbia 38036—ASCAP	

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

ART MOONEY
 and his Orchestra
BRIDE AND GROOM POLKA
 Vocal by The Galli Sisters
AT A SIDEWALK PENNY ARCADE
 Vocal by Bud Brees and Dolly Galli
 M-G-M 10183

ART LUND
 Orchestra conducted by Johnny Thompson
IT ONLY HAPPENS WHEN DANCE WITH YOU
 From the M-G-M Picture "Easter Parade"
MAY I STILL HOLD YOU
 When The Dance Is Over
 A-G-M 10184

ZIGGY ELMAN
 and his Orchestra
ZAGGIN' WITH ZIG MY REVERIE
 (Based on Claude Debussy's "Reverie")
 M-G-M 10179

THE JACKIE PARIS TRIO
I'VE GOT A WAY WITH WOMEN I'VE GOT A CRUSH ON YOU
 (From "Strike Up The Band") Both vocals by Jackie Paris
 M-G-M 10186

BUDDY KAYE QUINTET
 and the TUNE TIMERS
DONNA BELLA IT'S MAGIC
 (From Warner Bros. Film "Romance On The High Seas")
 Both vocals by Artie Malvin
 M-G-M 10187

THE KING'S MEN
 with Instrumental Accompaniment
PECOS BILL LITTLE TOOT
 (Both from Walt Disney's "Melody Time")
 M-G-M 10178

ROME JOHNSON
 with his Saddle Pats
IT'S FUNNY NOW (But It Wasn't Funny Then)
NO ONE WILL EVER KNOW
 M-G-M 10181

DENVER DARLING
 with his Ozark Playboys
LITTLE STRANDS OF SILVER
 (Shining Through The Gold)
IF THAT'S THE WAY YOU WANT IT
 (That's The Way It's Gonna Be)
 M-G-M 10182

M-G-M COIN CATCHERS
HELEN FORREST'S Worry, Worry, Worry M-G-M 10168
BOB HOUSTON'S Laroo, Laroo, Lilli Bolero M-G-M 10166
JACK FINA'S Piano Portraits Boogie M-G-M 10135

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

MAYFAIR RECORDS

Announces Reduced Retail Prices on 10-Inch Unbreakable Children's Records, Effective June 1.

NEW PRICE ON SINGLE 10-INCH RECORDS

99¢

TAX INCLUDED

NO CHANGE IN TRADE DISCOUNTS

New Price on Hard Cover Albums of 2 10-Inch Records

\$2.36

Tax Included

Recorded by THE LADY IN BLUE

THE MAGIC CARPET (Album #M-7). A thrilling musical world cruise on the magic carpet with The Lady in Blue, accompanied by little Frances Lynn, who fly around the world and stop to bring you the charming songs and music of twelve different countries en route.

THE LADY IN BLUE (Album #M-4). A collection of seventeen songs, games and dances for very young children. Album of 2 10" records.

KIDDIE HIT PARADE (Album #M-5). Children of all ages are captivated by the delightful treatment of these four all-time juvenile favorites: Parade of the Wooden Soldiers, Old McDonald Had a Farm, Hansel & Gretel's Dance, and All Through the Night. Album of 2 10" records.

YOUNG AMERICA (Album #M-6). A dramatic presentation of historical highlights in the development of America, told by The Lady in Blue against a rich musical background with appropriate songs. A top seller for Washington's Birthday, Lincoln's Birthday, Columbus Day and Flag Day. Album of 2 10" records.

WILBUR THE WHISTLING WHALE (K-110). One of the cutest, most original "fish" stories ever told to small fry about a whale who could whistle through his spout and how he became the most popular whale in the whole ocean. Single 10" record, attractively packaged.

THE MUSIC BOX (#K-111). An assortment of ten songs, games and dances for very tiny tots. Single 10" record, attractively packaged.

LITTLE WILLIE, the Leader of the Band (#K-115). The story of a little boy who doesn't want to study his music. He has a dream one night of becoming a great musician and plays every instrument in the band.

Recorded by DAVID KURLAN

ONCE UPON A TIME (Album #M-1). A collection of four entrancing stories told by David Kurlan and his remarkable animal voices: The Little Red Hen, The Three Goats, Goldilocks and the Three Bears, The Elephant and the Jack Rabbit. Album of 2 10" records.

For Release June 1

THE KIDDIE BARN DANCE

The Lady in Blue takes the children to a country barn dance and does such rustic favorites as Oh Susanna, Arkansas Traveler, Old Gray Mare, Skip Turn-a-Loo, Today Is Monday and The Little Brown Jug. Single 10" record.

Order From Your Nearest Mayfair Distributor

- | | | |
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122 Clinton St.
Buffalo, N. Y.</p> <p>Northwest Dist.
714 No. 34th St.
Seattle, Wash.</p> | <p>Recordit Dist. Co., Inc.
3028 Locust St.
St. Louis, Mo.</p> <p>Reines-Freeman Dist., Inc.
201 Jay St.
Albany, N. Y.</p> <p>Remco, Inc.
LaSalle at Ohio
Chicago, Ill.</p> <p>Sanborn Music
740 Superior Ave., N. W.
Cleveland, Ohio</p> <p>Seaboard Dist.
110 Ann St.
Hartford, Conn.</p> <p>Shank Cobby, Inc.
1017 Madison Ave.
Toledo, Ohio</p> <p>Tri-City Radio Supply
1919 4th Ave.
Rock Island, Ill.</p> |
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MAYFAIR RECORD & RECORDING CORPORATION
1650 Broadway New York 19, N. Y.

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
April 30

Billboard
TRADE
SERVICE
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
15	1	1.	MANANA Peggy Lee.....Capitol 15022 <i>All Dressed Up With a Broken Heart</i>
3	7	2.	NATURE BOY..... King Cole Trio.....Capitol 15054 <i>Lost April</i>
15	2	3.	NOW IS THE HOUR..... Bing Crosby.....Decca 24279 <i>Silver Threads Among the Gold</i>
5	3	4.	YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne..... <i>Doodle Doo Doo</i>Rondo R-228
3	8	5.	TOOLIE OOLIE DOOLIE... Andrews Sisters.....Decca 24380 <i>I Hate to Lose You</i>
5	4	6.	LITTLE WHITE LIES.... Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
6	6	7.	BABY FACE..... Art Mooney.....MGM 10156 <i>Encore, Cherie</i>
6	9	8.	SABRE DANCE..... Woody Herman....Columbia 38102 <i>Swing Low, Sweet Clarinet</i>
4	5	9.	ST. LOUIS BLUES MARCH. Tex Beneke.....Victor 20-2722 <i>Cherokee Canyon</i>
6	10	10.	SABRE DANCE BOOGIE... Freddy Martin.....Victor 20-2721 <i>After You've Gone</i>

(Continued on page 36)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album
	Last Week	This Week	
6	1	1.	Down Memory Lane Vaughn Monroe.....Victor P-202
4	2	2.	Busy Fingers Three Suns.....Victor P-206
3	3	3.	Rendezvous With Peggy Lee Peggy Lee.....Capitol CC-72
14	5	4.	Good News June Allyson, Peter Lawford, Joan McCracken, Patricia MarshallMGM 17
5	4	5.	Nellie Lutcher Album Nellie Lutcher.....Capitol CC-70

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
	Last Week	This Week	
8	3	1.	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant.....Columbia 17521D
10	1	2.	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director..Victor 20-0209
134	—	3.	Clair de Lune Jose IturbiVictor 11-8851
12	1	4.	Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonica Symphony of New York; Efrem Kurtz, conductorColumbia 12498
103	—	5.	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160

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
	Last Week	This Week	
24	1	1.	Khachaturian: Gayne-Ballet Suite New York Symphony Ork; Efrem Kurtz, conductorColumbia MM-664
6	3	2.	Music of Ernest Lecuona First Piano Quartet.....Victor CO-41
7	3	3.	Operatic Arias Album F. Tagliavini-RCA Victor Ork; A. Dorati, director.....Victor MO-1191—VO 13
64	3	4.	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork.....Victor 1020
1	—	5.	Khachaturian: Masquerade Suite Leopold Stokowski, conductor, Philharmonic Symphony Ork of New York.....Columbia MM 729
12	—	5.	Strauss Waltzes Andre Kostelanetz and His Ork.....Columbia 481

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
- NATURE BOY
LOST APRIL
King Cole Capitol 15054
- NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting Capitol 15024
- BABY FACE
HEARTBREAKER
Jack Smith Capitol 15078
- TOOLIE OOLIE DOOLIE (The Yodel Polka)
YOU CAN'T BE TRUE, DEAR
The Sportsmen Capitol 15077
- LAROO, LAROO, LILI BOLERO
TALKING TO MYSELF ABOUT YOU
Peggy Lee Capitol 15048
- HAUNTED HEART
I'M MY OWN GRANDMAW
Jo Stafford Capitol 15023
- I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alvino Rey Capitol 491
- BEG YOUR PARDON
MELANCHOLY
Dinning Sisters Capitol 490
- SUSPICION
FLO FROM ST. JOE, MO.
Tex Williams Capitol 40109
- SUSPICION
CLABBERIN' UP FOR RAIN
Jo Stafford Capitol 15068
- THE PEANUT VENDOR
THERMOPOLAE
Stan Kenton Capitol 15052
- THOUGHTLESS
YOU WERE MEANT FOR ME
Gordon MacRae Capitol 15027
- CIGARETTES, WHUSKEY AND WILD, WILD WOMEN
PEARLY MAUDE
Red Ingle Capitol 15045
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher Capitol 40017

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
- WABASH BLUES
PEEPIN' THRU THE KEYHOLE
Cliffie Stone Capitol 40083
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson Capitol 40065
- DON'T TELEPHONE—DON'T TELEGRAPH
(Tell a Woman)
BLUE AS A HEART ACHE
Tex Williams Capitol 40081

COUNTRY

- 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 40082
- RENO BOUND
I CAN'T WIN FOR LOSIN'
Karl and Harty Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith Capitol 40086
- BORN TO LOSE
HOW DO YOU MEND A BROKEN HEART?
Eddie Kirk Capitol 40116

COMING UP FAST

- GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer Capitol 15051
- HELEN POLKA
MY WIFE HAS GONE AND LEFT ME
The Sportsmen Capitol 15046
- WHAT'S GOOD ABOUT GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting Capitol 15038
- BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE
Andy Russell Capitol 15063
- GIVE ME THOSE GOOD OLD DAYS
YOU TURNED THE TABLES ON ME
Benny Goodman Capitol 15044
- SPANISH BELLS
WESTPHALIA WALTZ
Cliffie Stone Capitol 40096
- MY HAPPINESS
HIGHWAY TO LOVE
The Pied Pipers Capitol 15094
- IT'S MAGIC
SPRING IN DECEMBER
Gordon MacRae Capitol 15072
- RHYTHM RHAPSODY
RHUMBA BOOGIE
Chuy Reyes Capitol 15067
- HIP-BILLY BOOGIE
WHAT IS THIS THING CALLED
LOVE?
Les Paul Capitol 15070
- WORRY, WORRY, WORRY
WE JUST COULDN'T SAY
GOODBYE
Hal Derwin Capitol 498

SEPIA

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


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

DECCA BUYERS GUIDE

WEEK ENDING MAY 5

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

SWEEPING THE COUNTRY!

LITTLE WHITE LIES

COUPLED WITH

The Treasure Of Sierra Madre

by DICK HAYMES . . . Decca No. 24280

DOUBLE HIT!

YOU CAN'T BE TRUE, DEAR NATURE BOY

by DICK HAYMES with THE SONG SPINNERS. Decca No. 24439

BEST SELLERS

- 1 **LITTLE WHITE LIES** DICK HAYMES
The Treasure Of Sierra Madre . . . Decca No. 24280
- 2 **TOOLIE OOLIE DOOLIE (The Yodel Polka)** ANDREWS SISTERS
I Hate To Lose You . . . No. 24380
- 3 **HEARTBREAKER** ANDREWS SISTERS
SABRE DANCE . . . No. 24427
- 4 **LAROO, LAROO LILLI BOLERO** BING CROSBY
The Story Of Sorrento . . . No. 24404
- 5 **NOW IS THE HOUR** BING CROSBY
Silver Threads Among The Gold . . . No. 24279
- 6 **WE JUST COULDN'T SAY GOODBYE** ANDREWS SISTERS
The Bride And Groom Polka . . . No. 24406
- 7 **THE DICKEY-BIRD SONG** LARRY CLINTON
Ooh! Look-a There, Ain't She Pretty? . . . No. 24301
- 8 **BYE BYE BLACKBIRD** RUSS MORGAN with MILT HERTH
I'm Looking Over A Four Leaf Clover . . . No. 24319
- 9 **SOMEONE CARES** MILLS BROTHERS
Confess . . . No. 24409
- 10 **AT A SIDEWALK PENNY ARCADE** GUY LOMBARDO
Spring In December . . . No. 24402

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

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending April 30



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	Last Week	This Week	Record
12	1	1	1	NOW IS THE HOUR.....Bing Crosby.....Decca 24279
14	1	1	2	MANANA.....Peggy Lee.....Capitol 15022
6	4	3	3	BABY FACE.....Art Mooney.....MGM 10156
4	3	3	3	YOU CAN'T BE TRUE, DEAR.....Ken Griffin-Jerry Wayne.....Rondo R-228
4	7	5	5	TOOLIE OOLIE DOOLIE.....Andrews Sisters.....Decca 24380
15	5	5	6	I'M LOOKING OVER A FOUR LEAF CLOVER.....Art Mooney.....MGM 10119
3	13	6	7	SABRE DANCE BOOGIE.....Freddy Martin.....Victor 20-2721
17	6	10	8	BEG YOUR PARDON.....Francis Craig.....Bullet 1012
13	10	11	9	NOW IS THE HOUR.....Gracie Fields.....London 110
2	11	12	10	SABRE DANCE.....Woody Herman.....Columbia 38102
11	12	12	11	NOW IS THE HOUR.....Eddy Howard.....Majestic 1191
1	—	—	12	JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072 (Eddy Howard, Majestic 1231; F. Zalc Polkateers, Continental C-1128; Sheriff T. Owens and His Cowboys, Mercury 6086; The Polkateers, Continental C-1228; J. Gumin, Chord 664)
7	—	—	13	SHINE.....Frankie Laine.....Mercury 5091 (Ella Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)
6	14	9	14	BECAUSE.....Perry Como.....Victor 20-2653 (R. Stevens-D. King Ork, Columbia 4515-M; D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112)
4	9	—	15	ST. LOUIS BLUES MARCH.....Tex Beneke.....Victor 20-2722

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	Last Week	This Week	Record
8	1	1	1	ANYTIME.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
7	4	4	2	WHAT A FOOL I WAS.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
15	4	2	3	HUMPTY DUMPTY HEART.....Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065
38	2	4	4	I'LL HOLD YOU IN MY HEART.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332
14	4	3	5	BUBBLES IN MY BEER.....Bob Wills and His Texas Playboys.....MGM 10116
5	3	—	6	DECK OF CARDS.....T. Texas Tyler.....4 Star 1228
1	—	—	7	JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
8	—	—	8	PEEPIN' THRU THE KEY-HOLE.....Cliffie Stone and His Barn Dance Band.....Capitol Americana 40083
3	4	—	9	TENNESSEE WALTZ.....Pee Wee King and His Golden West Cowboys.....Victor 20-2680
10	—	—	10	SIGNED, SEALED AND DELIVERED.....Bob Atcher.....Columbia 37991

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record
13	1	1	1	KING SIZE PAPA.....Julia Lee and Her Boy Friends.....Capitol Americana 40062
10	5	2	2	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
8	2	—	3	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032
8	—	—	4	ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189
4	4	7	4	REET, PETITE AND GONE.....Louis Jordan.....Decca 24381
5	7	3	6	I WANT A BOWLEGGED WOMAN.....Bull Moose Jackson.....King 4189
21	3	—	7	I LOVE YOU, YES I DO.....Bull Moose Jackson.....King 4181
11	—	—	8	WRITE ME A LETTER.....The Ravens.....National 9038
13	5	8	9	BARNYARD BOOGIE.....Louis Jordan.....Decca 24300
2	8	—	9	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 34)

9	12	11	11	BECAUSE.....Perry Como.....Victor 20-2653 <i>If You Had All the World and Its Gold</i> (R. Stevens-D. King Ork, Columbia 4515-M; D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112)
1	—	—	12	THE DICKEY-BIRD SONG.....Freddy Martin.....Victor 20-2817 <i>If Winter Comes</i>
1	—	—	13	TOOLIE OOLIE DOOLIE.....V. Horton and His Polka Debs <i>The Skaters Waltz</i>Continental C-1223
16	11	11	14	I'M LOOKING OVER A FOUR LEAF CLOVER.....Art Mooney.....MGM 10119 <i>The Big Brass Band From Brazil (M)</i>
6	13	13	15	SHINE.....Frankie Laine.....Mercury 5091 <i>We'll Be Together Again</i> (Ella Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Billboard TRADE SERVICE FEATURE

Record Possibilities

Week Ending April 30

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:

IT'S MAGIC.....Dick Haymes and Gordon Jenkins Ork.....Decca 23826

Tune from new flick "Romance on the High Seas" was previously touted by The Billboard via Doris Day's platter, but the Haymes waxing also should prove to be a top bell ringer. The guy can really sing, and with strong Jenkins backing beautifully styles the Sammy Cahn-Jule Styne ballad.

MY EXTRAORDINARY GAL.....Les Paul Trio-Clancy Hayes.....Mercury 5133

Waxing of this infectious rhythm novelty shows the highly competent and flashy Les Paul guitar work at its best. Hayes turns in a fine piping job on the retentive lyric.

HEARTS WIN, YOU LOSE.....Frank Petty Trio.....Universal U-117
Bruce Hayes and Trio.....De Luxe 1175

Another local sleeper that may blossom forth nationwide. Tune is an oldie with a new lyric, originally waxed on a small Boston label, Back Bay, by Petty Trio with vocal and piano-roll effect. Universal has taken over the Back Bay master and this version should lead the way, altho the De Luxe platter is in similar vein.

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. LOST APRILKing Cole Trio.....Capitol 15054
2. BABY, THAT AIN'T RIGHT.....Frankie Laine.....Mercury 5114
3. LOVE SOMEBODY.....Buddy Clark, Doris Day.....Columbia 38174
4. ALL OF ME.....Frank Sinatra.....Columbia 38163
5. TEA LEAVES.....Emil Cote Serenaders.....Algene 1933

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. DECK OF CARDS.....Phil Harris.....Victor 20-2821
2. TIME OUT FOR TEARS.....Savannah Churchill-The Four Tunes.....Manor 1116
3. DECK OF CARDS.....T. Texas Tyler.....4 Star 1228
4. ALL OF ME.....Frank Sinatra.....Columbia 38163
5. SUSPICION.....Tex Williams-Western Caravan.....Capitol Americana 40108
6. SUSPICION.....Jo Stafford.....Capitol 15068
7. JUST BECAUSE.....Eddy Howard.....Majestic 1231
8. LOVE SOMEBODY.....Buddy Clark, Doris Day.....Columbia 38174

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.....Eddy Howard.....Majestic 1231
2. ALL OF ME.....Frank Sinatra.....Columbia 38163
3. I HATE TO LOSE YOU.....Andrews Sisters.....Decca 24380

Comes a COIN CATCHER




DICK REINHART
SINGING

"UNTIL WE MEET AGAIN"
"OKLAHOMA BLUES"
with String Accompaniment
Columbia 20433

COLUMBIA'S TUNE TIPSTER

BEST BETS

Ted Daffan's Texans	SURE FIRE
	"Too Far Gone" Vocal by Curley Borgen
Roy Acuff and his Smoky Mountain Boys	"Deep Down Inside" Vocal by George Strange Columbia 20427
	WATCH THIS ONE
Bob Wills and his Texas Playboys	"I Had a Dream" "Unloved and Unclaimed" Vocals by Roy Acuff Columbia 20425
	COMING UP FAST
	"Texarkana Baby" "New Texas Playboy Rag" Vocals by Tommy Duncan Columbia 20424



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



The Billboard
MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending April 23



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 ratings 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				
NAT TEMPLE CLUB ROYAL ORK (London 161) <i>Drink to Me Only With Thine Eyes</i> (Beryl Davis) Sounds like an old waxing of the song; Beryl's cold and competent, ork is mediocre. <i>You're in Kentucky</i> (Benny Lee) Poor recording balance, bad song submerges the work of a fine English singer named Benny Lee.	69	70	68	68
THE PROGRESSIVE FOUR (DC 8048) <i>Satchel Mouth Baby</i> Very little happens on this rhythm side. <i>Yes</i> A ballad, done not well, but with the style that may draw a few race box plays.	42	41	40	44
ORRIN TUCKER ORK (Universal U-71) <i>Everybody Loves My Baby</i> Old-hat singing and orking which doesn't click despite the trends. <i>I Need Lovin'</i> Done with gusto and a Western twang in Tucker's vocal which may draw some action.	60	60	60	60
THE SQUADRONAIRES (London 171) <i>Yesterdays</i> A leading English ork shows off trumpeter Jimmy Watson in a solo which is commonplace by American standards. <i>I Don't Want To Meet Any More People</i> (Doreen Stephens) Poor vocal, bad song, clean orking.	63	68	60	60
DENNY DENNIS (Stanley Black Ork) (London 170) <i>My Fair Lady</i> Fine orking, excellent Dennis vocal of a lovely new Sigman - Hilliard tune. <i>Just Naive</i> A good dinking but not up to standard set by topside.	88	91	88	85
SAM BROWNE (Bert Thompson Ork) (London 165) <i>I Never Loved Anyone</i> Late cutting of current pop plug is a good enough rendition. <i>The Old Postman</i> (Passes Me By) Orking and vocal are fine but the postman won't ring twice.	58	60	55	60

POPULAR				
ALAN DALE-RAY BLOCH ORK (Signature 15184) <i>Poinciana</i> David Rose tune is well sung and interestingly orchestrated. <i>I Went Down to Virginia</i> (The Moonlighters) New rhythm ditty given a fine over-all treatment.	71	74	70	69
ANITA O'DAY (Ralph Burns Ork) (Signature 15185) <i>How High the Moon</i> Multi-tempoed modern scoring showcasing chorp O'Day at her scattiest best. <i>Key Largo</i> (Benny Carter Ork) Haunting melody superbly arranged with Anita singing okay.	85	87	83	85
JOHNNY LONG (Francy Lane) (Signature 15186) <i>Moonlight and V. P. I.</i> Mediocre tune draws good orking and vocal plus excellent recording. <i>Happy Birthday to You</i> (Francy Lane-The Ensemble) Mainly for disk jockeys but fills home demands also for a happy birthday dinking.	66	68	65	66
ROY ELDRIDGE (Decca 24417) <i>I Can't Get Started</i> Roy plays better than this record displays; for collectors, nevertheless. <i>After You've Gone</i> Not as good as the Krupa dinking Roy made but the performance and idea remains one of the classics of record jazz.	65	69	66	60
LIONEL HAMPTON (Decca 24415) <i>Rockin' in Rhythm, Parts 1 and 2</i> Hamp takes the Ellington oldie over the coals for two sides, with Part I stacking up as the juke bet with its Hamp and wild sax solos, raucous band and heavy handed rhythm.	71	74	72	67
KAY THOMPSON-THE WILLIAMS BROTHERS (Dick Jones Ork) (Columbia 38200) <i>Louisiana Purchase</i> A great visual nitery act—they don't click solidly on wax as yet. Kay Thompson <i>I See Your Face Before Me</i> Kay solos with aid of piano and creates only slight interest with her style.	75	82	76	66

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

POPULAR				
BENNY GOODMAN-PEGGY LEE (Columbia 38198) <i>Somebody Else Is Taking My Place</i> Reissue of the B. G. ork—vintage 1942. A fine band and a maturing Peggy Lee made a good record. <i>Why Don't You Do Right?</i> Once a hit, this number still has enough on the ball to draw coin.	71	75	71	67
DORIS DAY (George Siravo Ork) (Columbia 38188) <i>It's Magic</i> Cahn-Styne ballad from "Romance on the High Seas" pic which stars Doris; well sung, well scored. <i>Put 'Em in a Box, Tie 'Em With a Ribbon</i> Cute novelty rhythm ditty from same score is pleasantly done; over-arranged backing.	90	91	90	88
KING GUION ORK (Jimmy Bunn) (Majestic 1257) <i>If You Should Stop Caring</i> Bunn's not a bad singer but the tune is weak. <i>How Could I Know?</i> Ditto as flip!	49	53	47	49
TONY MARTIN (Earle Hagen Ork) (Victor 20-2814) <i>Begin the Beguine</i> Fine clefting, super Martin piping make for excellent standard dinking of the time-tested tune. <i>My Sin</i> The oldie is treated to more choice singing and orking.	84	88	86	78
PAGE CAVANAUGH TRIO (Signature 15188) <i>Crazy Rhythm</i> Instrumental workout for the trio; clean but cold. <i>Don't Blame Me</i> Standard done as slow instrumental. Same comment.	65	74	65	55
JOSE CURBELO ORK (Tito Rodriguez) (Victor 26-9032) <i>Rumba Rumbero</i> Moderate paced bolero-rumba styling with Rodriguez in fair attempt at emulating a Valdes vocal. <i>Poinciana</i> (Jose Duval) Tasty bolero - beguine handling by Curbelo ork. Duval's romantic tonsils capably tackle Spanish-English lyric.	66	68	65	66
MONICA LEWIS-AMES BROTHERS (Mary Osborne Trio) (Decca 24411) <i>A Tree in the Meadow</i> Good mating of label's talents to render Billy Reid's new ballad. Lewis gal's Dinah-like piping shines. Ames Brothers <i>On the Street of Regret</i> Sobby oldie receives suitable tear-jerk harmonizing by Ames freres over feathery Osborne trio backing.	85	85	85	85
CYRIL STAPLETON ORK (London 160) <i>We Just Couldn't Say Goodbye</i> (Jo Shelton) Label's a bit late on pop ballad. Dinking displays pretty Stapleton orking and fair chirping effort. <i>A Garden in the Rain</i> Dick James shows off full tonsils to good advantage on oldie. Stapleton orking again merits note.	65	71	60	64

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

POPULAR				
JIMMY DURANTE (Roy Bargy Ork) (MGM 30084) <i>The Day I Read a Book</i> Schnozz displays jolly gravel delivery. <i>Chidabee-Ch-Ch</i> (Yah-Yah-Yah) Standard Durante opus merrily waxed in the standard Durante fashion.	83	85	80	85
HELEN FORREST (The Crew Chiefs-Harold Mooney Ork) (MGM 10168) <i>Worry, Worry, Worry</i> Pert new ditty receives fine vocal treatment by Forrest and Crew Chiefs, with ork registering okay aid. <i>Cincinnati</i> Thrush does well by only fair rhythm tune, blending talents capably with Chiefs.	75	75	77	73
HAL McINTYRE (MGM 10167) <i>Bim Bam Boogie</i> (Betty Norton-Johnny Turnbull) Boogie with a Latin-American flavor. Contrived novelty lyric falls in comedy attempt. <i>Spring in December</i> (Frankie Lester) Pleasant McIntyre orking, romantic Lester piping of pop ballad.	73	75	71	73
FRANKIE CARLE (Columbia 38175) <i>Sunrise Boogie</i> Carle exhibits his deft, light touch. Ork swings thru solid instrumental that builds in the "One o'Clock Jump" style. <i>Moonlight Rhapsody</i> Flip here is Carle in his usual tasty, studied 88-ing. No matter how you slice it, it sounds like "Sunrise Serenade."	83	86	82	82
FREDDY MARTIN (Victor 20-2826) <i>A Little Street Where Old Friends Meet</i> (Stuart Wade-The Martin Men) Wade and chorus render oldie in competent sudsy fashion over sweet, violin-featured orking. <i>On the Little Village Green</i> (Clyde Rogers-Ensemble) Nostalgic vocal similar to flip's formula used here, tho new ditty just fair.	76	79	74	74
SAMMY KAYE (Victor 20-2786) <i>Little Toot</i> (Don Cornell-The Three Kaydets) Novelty tugboat tune from new Disney flick, "Melody Time," rendered in cute, bouncy fashion. <i>(There'll Never Be Another) Pecos Bill</i> (Don Cornell-Chorus) Gay Western novelty also from Disney pic offered brightly by Cornell and chorus with nasal piping, hand clapping, etc.	73	77	73	70
BONNIE BAKER (George Albright Ork) (Universal U-54) <i>Teach Me, Teach Me, Baby</i> Bonnie's childlike infectious technique registers fair on current pop. <i>Do It Again</i> Chirp misses fire with well-suited oldie delivered in too cute, too fast manner.	77	79	76	77

(Continued on page 127)

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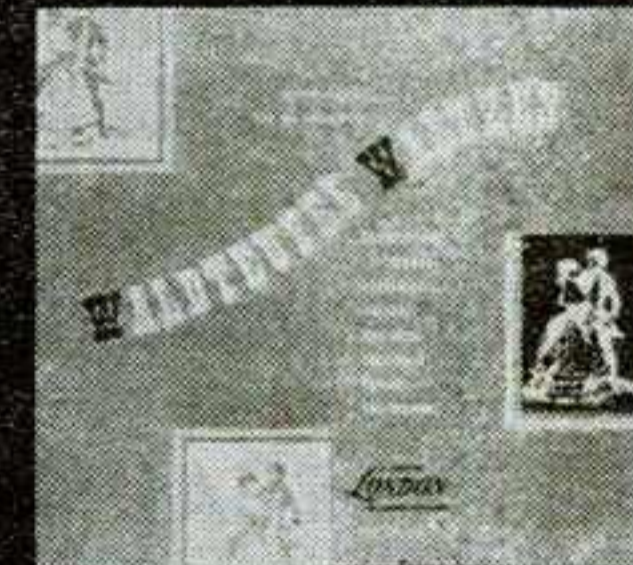
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No. 194 - BLUE MOON
JUMP FOR JOY

No. 195 - DELAYED ACTION
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The Billboard MUSIC POPULARITY CHARTS

PART VIII

Week Ending April 30

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- A Boy From Texas and a Girl From Tennessee
- V. Damone (Spring in) Mercury 5123
- At a Sidewalk Penny Arcade
- S. Kaye (Spring Came) Victor 20-2886
- Baby, Don't Be Mad at Me
- F. Laine (Put 'Em) Mercury 5130
- Baby, Don't Be Mad at Me
- Mills Brothers (I Couldn't) Decca 24441
- Bride and Groom Polka
- J. Shelton Trio (That Five) Mercury 5132
- Bubbles in the Wine
- L. Welk (Kentucky Waltz) Decca 24442
- Bing Crosby—Emperor Waltz Album (2-10")
- Bing Crosby . . . Decca A-620
- Emperor Waltz . . . Decca 24170
- Friendly Mountains . . . Decca 24204
- I Kissed Your Hand, Madame . . . Decca 24170
- The Kiss in Your Eyes . . . Decca 24204
- *Deep Elem Blues
- *D. Stabile Ork (Just Because) Decca 25376
- Do It Again
- Bonnie Baker (Teach Me) Universal U-54
- Dreaming of You
- B. Stewart (You'll Always) Metro M-7465
- Eli Eli
- J. Mellis (Minuet) Mercury 5131
- Everybody Loves My Baby
- O. Tucker Ork (I Need) Universal U-71
- Funny, Funny, What a Dime Can Do
- M. Osborne (Please Don't) Decca 24436
- Give a Broken Heart a Break
- V. Monroe (The Maharajah) Victor 20-2851
- Happy Days Are Here Again
- Frallinger String Band (When My) Ring RG-1002
- (That Gang That Sang) Heart of My Heart
- Maple City Four (I'd Love) Mercury 6084
- I Couldn't Call My Baby (Anything But Baby)
- Mills Brothers (Baby Don't) Decca 24441
- I Need Lovin'
- O. Tucker Ork (Everybody Loves) Universal U-71
- I Was Lucky
- D. Dawn (Money, Money) Regent 118
- I'd Love to Live in Loveland
- Maple City Four (Heart of) Mercury 6084
- It's Monday Every Day
- Count Basie (I've Only) Victor 20-2850
- I've Only Myself to Blame
- Count Basie (It's Monday) Victor 20-2850
- Must Because
- D. Stabile Ork (Deep Elem) Decca 25376
- Stan Kenton—A Presentation of Progressive Jazz Album (4-10")
- S. Kenton . . . Capitol CD 79
- Cuban Carnival . . . Capitol 10124
- Elegy for Alto . . . Capitol 10126
- Fugue for Rhythm Section . . . Capitol 10127
- Impressionism . . . Capitol 10126
- Lament . . . Capitol 10125
- Lovely Woman . . . Capitol 10125
- Monotony . . . Capitol 10124
- This Is My Theme . . . Capitol 10127
- Kentucky Waltz
- L. Welk (Bubbles In) Decca 24442
- Little Girl
- *G. Lombardo (The Flower) Decca 24440
- Minuet
- J. Mellis (Eli Eli) Mercury 5131
- Money, Money, Money
- D. Dawn (I Was) Regent 118
- My Guitar
- W. King (The Things) Victor 20-2840
- Nature Boy
- D. Haymes-The Song Spinners (You Can't) Decca 24439
- New Movements in Re-Bop Album (4-10")
- . . . Decca A-661
- Cherokee . . . L. Hampton Sextet . . . Decca 24430
- Midnight Sun . . . L. Hampton Ork . . . Decca 24429
- Mingus Fingers . . . L. Hampton Ork . . . Decca 24428
- Muchacho Azul (Blue Boy) . . . L. Hampton Ork . . . Decca 24428
- Re-Bop and Be-Bop . . . L. Hampton Sextet . . . Decca 24430
- Re-Bop Turning Blue . . . L. Hampton Sextet . . . Decca 24431
- Three Minutes on 52d Street . . . L. Hampton Ork . . . Decca 24429
- Zoo-Baba-Da-Oo-Ee . . . L. Hampton Sextet . . . Decca 24431
- Please Don't Kiss Me
- M. Osborne (Funny, Funny) Decca 24436
- Put 'Em in a Box, Tie 'Em With a Ribbon (And Throw 'Em in the Deep Blue Sea)
- F. Laine (Baby, Don't) Mercury 5130
- Satchel Mouth Baby
- The Progressive Four (Yes) DC-8048
- Spring Came
- S. Kaye (At a) Victor 20-2886
- Spring in December
- V. Damone (A Boy) Mercury 5123

- Songs of Our Times (1935) Album (4-10")
- N. Brandwynne Ork . . . Decca A-1935
- 1. Begin the Beguine; 2. East of the Sun . . . Decca 24074
- 1. Cheek to Cheek; 2. I'm Gonna Sit Right Down and Write Myself a Letter; 3. On the Good Ship Lollypop . . . Decca 24075
- 1. I'm in the Mood for Love; 2. Thanks a Million; 3. Lullaby of Broadway . . . Decca 24072
- 1. Lovely To Look At; 2. Isn't This a Lovely Day; 3. Summer Time . . . Decca 24075
- 1. On Treasure Island; 2. Red Sails in the Sunset; 3. In a Little Gypsy Tea Room . . . Decca 24073
- 1. These Foolish Things; 2. You Are My Lucky Star; 3. Love and a Dime . . . Decca 24074
- 1. What's the Reason; 2. Take Me Back To My Boots and Saddle; 3. The Music Goes 'Round and Around . . . Decca 24072
- 1. When I Grow Too Old To Dream; 2. A Beautiful Lady in Blue; 3. Tell Me That You Love Me . . . Decca 24073
- Teach Me, Teach Me, Baby
- Bonnie Baker (Do It) Universal U-54
- That Five o'Clock Feeling
- J. Shelton Trio (Bride and) Mercury 5132
- The Flower Store
- G. Lombardo (Little Girl) Decca 24440
- The Maharajah of Magador
- V. Monroe (Give a) Victor 20-2851
- The Things You Left in My Heart
- W. King (My Guitar) Victor 20-2840
- *The Warbler's Serenade
- American Legion Band of Hollywood, California—J. Colling, Dir. (The Whistler) Decca 25377
- *The Whistler and His Dog
- American Legion Band of Hollywood, California—J. Colling, Dir. (The Warbler's) Decca 25377
- Toolie, Oolie, Doolie (The Yodel Polka)
- The Martin Sisters (You Can't) Columbia 38211
- Wedding Music Album (4-10")
- D. Leibert . . . Victor P-207
- At Dawning—L. Cummings . . . Victor 20-2846
- Because—G. Burris . . . Victor 20-2847
- Believe Me If All Those Endearing Young Charms—G. Burris . . . Victor 20-2845
- I Love Thee—L. Cummings . . . Victor 20-2846
- I Love You Truly—L. Cummings . . . Victor 20-2847
- Oh Promise Me—L. Cummings . . . Victor 20-2845
- Wedding March (Lohengrin: Wagner) . . . Victor 2844
- Wedding March From Midsummer Night's Dream . . . Victor 20-2844
- When My Baby Smiles at Me
- Frallinger String Band (Happy Days) Ring RG-1002
- Yes
- The Progressive Four (Satchel Mouth) DC-8048
- You Can't Be True, Dear
- D. Haymes-The Song Spinners (Nature Boy) Decca 24439
- You Can't Be True, Dear
- The Martin Sisters (Toolie, Oolie) Columbia 38211
- You'll Always Be My Sweetheart
- B. Stewart (Dreaming of) Metro M-7465

CHILDREN'S RECORDS

- *Peter Rabbit and Other Tales Album (2-10")
- P. Luther Decca CUS-2
- 1. The Elves and the Shoemaker; 2. The Little Red Hen . . . Decca DU-88008
- The Tale of Peter Rabbit . . . Decca DU-88007
- 1. The Three Bears; 2. The Ant and the Grasshopper . . . Decca DU-88007
- 1. The Three Little Pigs; 2. The Tortoise and the Hare; 3. The Fox and the Grapes . . . DU-88008
- Winnie the Pooh Song Folder (1-12")
- P. Luther . . . Decca CU-109
- 1. Buckingham Palace; 2. Hoppity; 3. The King's Breakfast . . . Decca 90028
- 1. The Four Friends; 2. At the Zoo; 3. Half Way Down; 4. Vespers . . . Decca 90028

*Reissue

(Continued on page 126)

The Billboard MUSIC POPULARITY CHARTS

PART IX Week Ending April 23

Album Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories...

THE RATINGS (100 points—the maximum) 80-100... excellent 70-79... good 40-69... satisfactory 0-39... poor

THE CATEGORIES Max. Pts. 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

MANTOVANI—MUSIC FROM THE FILMS (3-10") 70 Mantovani Concert Ork (Anton Busoni-Mona Liter-Guy Fletcher) Warsaw Concerto; Cornish Rhapsody; Lullaby of the Bells...

INSIDE U. S. A. (4-10") 82 Beatrice Lillie-Jack Haley-Perry Como (Russ Case Ork and Chorus-Irving Miller Ork and Chorus) (Victor K-14) Inside U.S.A.; Haunted Heat; Come, Oh Come; At the Mardi Gras; First Prize for You; Rhode Island Is Famous for You; Atlanta; My Gal Is Mine Once More...

TCHAIKOVSKY: SYMPHONY NO. 4 in F Minor, Op. 36 ALBUM (5-12") 81 The Philadelphia Ork- Eugene Ormandy, Dir. (Columbia MM-736) This is a superb recording of the dramatic and at times fiery Tchaikovsky symphony which has become extremely popular program music...

SONGS AT SUNSET (3-10") 70 Gaylord Carter (The Islanders) (Black & White A 77) Flava; Song of the Islands; I'll See You in My Dreams; My Isle of Golden Dreams; To You, Sweetheart, Aloha; Moonlight Bay...

MUSIC AMERICA LOVES BEST (4-10") 64 Russ Case Ork (Victor P-210) Caravan; Carioca; Jalousie; My Blue Heaven; Blue Skies; Smoke Gets in Your Eyes; Star Dust; Indian Summer. Still another package composed of heavily waxed standard tunes...

BERYL DAVIS (3-10") 64 (London LA-9) Star Eyes; That Old Black Magic; Blue Skies; Heavenly Music; I Cried for You; Confessin'. Highspot of this album (issued in an attempt to cash in on the build-up given Miss David over here) is the fiddling of Stephanie Grapelly...

SCHUMANN: SCENES OF CHILDHOOD, Op. 15 ALBUM (2-12") 71 Maryla Jonas (Columbia MX-290) Of Foreign Lands and People; A Curious Story; Catch Me; Pleading Child; Happiness Enough; An Important Event; Traumerel; At the Fireside; The Knight of the Hobby Horse; Almost Too Serious; Frightening; The Child Falls Asleep; The Poet Speaks...

SING, COWBOY, SING! (3-10") 78 Shug Fisher & the Ranchmen Trio (Capitol Americana AC-77) Take Me Back to My Boots and Saddle; When the Bloom Is on the Sage; Cowboy's Dream; Whoopee Tl Yi Yo Git Along Little Dogies; Out on the Open Range; Texas Plains. Fisher and his boys have whipped up a fine package here of old familiar Western ditties...

JO STAFFORD SINGS AMERICAN FOLK SONGS (Jo Stafford) (Paul Weston Ork) (Capitol CC-75) He's Gone Away; Barbara Allen; Poor Wayfaring Stranger; Black Is the Colour; Red Rosey Bush; The Nightingale. Capitol vies with MGM in an attempt to take the traditional pure-folk music and convert it to a full ork, more flattering art form...



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MBOA Mapping Expansion Plans

DES MOINES, May 1.—First of a series of regional meetings designed to expand the organization and increase membership has been set up by the Midwest Ballroom Operators' Association (MBOA) for May 11 in Mankato, Minn. Officers of the association, headed by President Larry Geer and Secretary Otto Weber, will lead discussion of regional problems with local MBOA members and prospective members.

Decision to conduct the regionals, with non-members eligible to attend, was made recently at the executive board meeting in Chicago. Mankato's is a one-day affair, consisting of luncheon and an afternoon business session.

It Shouldn't Be A Total Loss

NEW YORK, May 1.—Joe Loss, British batoneer, has struck some kind of new high in disk jock exploitation at the international level.

Loss recently wrote a flock of letters to American spinners asking them please to play the Victor disk of *Teresa*, pressed here from Joe's HMV master cut in England. Whether our doughty jocks are sufficiently imbued with the spirit of international amity to comply remains to be seen.

DUBIN ASMA PREXY

HOLLYWOOD, May 1.—Joe Dubin was chosen prexy of American Society of Music Arrangers (ASMA) to succeed Arthur Lange at org's annual meeting to elect officers. Others picked were Eddie Powell, first veepee; Nathan Van Cleave, second veepee; Ralph Hallenbeck, third veepee; Vernon Leftwich, secretary, and Rudy De Saxe, treasurer. Members on the new board include Jeff Alexander, Ruby Raksin, Eddie Rebner, Herschel Gilbert, Alex Law, Sidney Fine and Eddie Plumb.

BMI Tapping New Tune Talent: The Campus Cleffers

NEW YORK, May 1.—Broadcast Music, Inc. (BMI), is tapping a new vein of tune talent—the college varsity show. By publishing the scores of student musicals, BMI hopes to corral some future Rodgers and Hart, Brooks Bowman or Clay Boland, to name just a few of the top tunesmiths who have emerged from campus shows.

To date, Williams, Colgate, William and Mary, Carnegie Tech, Oberlin, Miami, Wisconsin, Harvard and Princeton are in the BMI fold. BMI-licensed stations thruout the country have been asked to alert the New York office for college productions in their vicinities.

B. Allen Ork Into Cap Fold

HOLLYWOOD, May 1. — Papers were inked last week bringing the Barclay Allen ork into the Capitol fold. Deal calls for Cap acquiring Allen's masters for release at this time, while the former Freddy Martin Steinwayer will start recording for the diskery after the platter ban is lifted.

Allen had originally cut these masters for Van-Ess, Coast indie label. His first release under the Capitol banner is skedded for midsummer.

MODERN DISTRIBS POPE

NEW YORK, May 1.—Modern Records will distribute Robert (Catfish) Pope's 3-Minutes label race disks, for New York, New Jersey and Connecticut, it was announced today by Modern's Bob Duberstein.

The initial Pope serving under the Modern aegis will be *Bing, Bang, Bong* backed by *Song Writing Blues*. Pope, a showbiz vet, is leader and singer on these dates, as well as co-cleffer of the tunes.

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with special credits to Back Bay Records. This will be released on the UNIVERSAL label as U-117. This is the version that has sold over 25,000 copies in Boston alone!

SPECIAL NOTICE

This original recording by the Frank Petty Trio of "Hearts Win, You Lose" was not released until 1948, after the recording ban. This particular arrangement and lyrics of "Hearts Win, You Lose" was first copyrighted and published in 1948—after the recording ban, and was carefully guarded up to that time. Therefore, it is reasonable to assume that any other versions which are released will be done either A Capella or with Harmonicas, or other non-union instruments; however, if similar instrumental versions do appear which were allegedly recorded before the ban it would indeed be one of the most fantastic coincidences ever.

Item #2

Re: BILLBOARD Possibility. Linn Burton's **"Letter to Mother"** (U-114) is gaining tremendous momentum in the Midwest and is on its way to fulfilling BILLBOARD's prediction.

Item #3

Re: **"You'll Always Be My Sweetheart"** (U-116). We purchased the original Walter Scheff master of this tune from Metro Records in New York. According to the BILLBOARD ad last week, it's already a best seller in New York and as Metro Records says: "This is IT; Your Next Big Hit."
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Pub Junkets For Jock Plugs On Upswing

NEW YORK, May 1.—Publisher cognizance of the disk jockey as a prime exploitation medium is on the upswing, with Broadcast Music, Inc. (BMI), and Edwin H. Morris publishes this week dispatching flying squadrons of contact men to court platter pushers in the North and Southeast.

Operating on the theory that record plays on the air may be more productive tunewise than live music broadcasts, the BMI and Morris outfits are making the first systematized publisher efforts to cultivate the spinners. Julie Stern, Harold Wald, Jerry Lewin and Walter Fleischer are making the jock junket for BMI; Jack Lee and Lester Sacks are touring for Morris.

BMI, of course, has a special interest in getting air performances for their songs, because therein lies a healthy hunk of their revenue. But they're also hopeful of an increase in sheet music sales from jock promotion.

Other firms, such as Lou Levy's Leeds group, whose Doc Berger concentrates on the table turners, have made passes at regular romancing of the jocks, but the BMI and Morris moves probably represent the first professional sally of really extended dimension.

Martinelli-DeLucca Concert

NEW YORK, May 1.—Operatic tenor Giovanni Martinelli will be featured at a Carnegie Hall pops concert, skedded for May 11. On the same program, Guisepe De Lucca shares billing, as does a concert version of *The Telephone*, to be conducted by Emanuel Balaban, who fronted the ork during the legiter's Broadway run. Pops promoter Ernie Anderson also has lined up a Vincent Youman's memorial concert featuring Robert Russell Bennet. The show is set for May 16.

SLACK ORGS FULL ORK

NEW YORK, May 1.—Undaunted by band biz blues shouters, pianist Freddie Slack is now reorganizing a full-sized ork to be composed of 15 tootlers and a girl singer. Slack, who switched agencies from Associated Booking to the Gale Agency recently, is set for a series of 23 one-nighters with his big band. A seasoned big band fronter, Slack in the last few months had been content with a seven-piece crew.

King Diskery Uses Platter Giveaway At Cancer Benefit

DETROIT, May 1.—King Records staged a cancer fund benefit shindig at the Paradise Theater Wednesday night (28), featuring a giveaway of 1,000 disks to fund donors in the audience. Fifteen platter jocks, the largest congress of tallow turners in local memory, enhanced the proceedings as special guests.

With Norman Lenhardt, WXYZ staff announcer, emseeing, the benefit was interpolated into the regular Paradise show, which co-starred Nellie Lutchter and the Lucky Milinder ork, featuring King clickers Bull Moose Jackson, Paul Breckenridge and Annisteen Allen. The fund pitch was made by a line-up of local bigwigs, including civic dignitaries, newspaper editors and columnists, and the trade press reps.



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ON THE STAND

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

Woody Herman

(Reviewed at the Century Room, Hotel Commodore, New York, April 28. Road manager, Walt Yoder. Personal manager, Abe Turchen. Booked by Continental Artists Corporation.)

TRUMPETS: Stan Fishelson, Bernie Glow, Ernie Royal, Shorty Rogers, Irving Markey.
TROMBONES: Earl Swope, Bob Swift, Ollie Wilson.

REEDS: Sam Marowitz, Serge Chaloff, Jack Simms, Al Cohen, Stanley Getz.
RHYTHM: Don Lamond, drums; Fred Otis, piano; Harry Babasin, bass; James Raney, guitar.

VOCALS: Mary Ann McCall.
ARRANGERS: Ralph Burns, Al Cohen, Jimmy Guiffre, Nelson Shelledy.
CLARINET, ALTO SAX, VOCALS AND LEADER: Woody Herman.

The Herman Herd stampeded into New York's Hotel Commodore last week for its first Eastern location stand since its reorganization several months ago. And it strutted in all of the sparkle which has made it one of the top music crews in the biz. Woody Herman's band remains one of a dwindling handful of big jazz bands which has managed to sustain box office power despite the trade and public tendencies to pray humbly before the sweet music trends of the past few years.

Not that Woody leads a blatant, blaring ork. Quite to the contrary. The scores, whether ballad or bebop riffer, are conceived with the best in modern jazz taste, with the bop sometimes flowing too freely for some customers' comforts. Credit the crew's cleffing staff topped by Ralph Burns for this. Execution is precise—with only a rare musical infraction showing. Credit a brilliant group of musicians for this. And the band's volume thru an evening is controlled to the point where it isn't offensive, showing mainly on only the rarely performed band "heads" and Burns's instrumentals. Credit the leader for wisdom in calling the numbers.

Top-Notch Warbler

Woody, with a decade of band leading behind him, has always been one of the trade's more personable and showmanly frontiers. He is a top-notch warbler, possessing a warm jazz feeling and a rare sense of phrasing. And, tho he is not the greatest, Herman's clarinet and alto sax licks add much to his fronting appeal.

His chirp, Mary Ann McCall, is singing better than ever in her several years as a band vocalist and has developed into one of our top ork fem singers. Ernie Royal, former Lionel Hamptonite, is a trumpeter of much distinction, specializing in hitting the high ones. Other soloists, most of them young boppers, Serge Chaloff, Earl Swope, Jack Simms, Stan Getz and James Raney, are good but not yet up to the level set by the Herman Herd of 1945.

This isn't the most commercial of orks, nevertheless it plays music primarily designed for dancing. And—the music packs a mighty wallop!
Hal Webman.

Cap Deals Post-Ban Tex Ritter "Cards"

HOLLYWOOD, May 1.—That there are more ways than one to shuffle *A Deck of Cards* was evident when Capitol Records last week released post-ban a Tex Ritter disking of that narrative with instrumental backing. *Cards* has been climbing into best-seller prominence via author T. Texas Tyler's waxing for Four Star, believed to have been the only pre-ban version on the market.

RCA Victor issued an a capella plattering with Phil Harris and vocal quartet background. Capitol solved the problem by dubbing a pre-ban organ recording behind Ritter's recitation.

Carlos Molina

(Reviewed April 22 at the Hotel Biltmore, New York. Booked by Continental Artists Corporation.)

VIOLINS: Archie Leon, Eugene Berger, John Quartell.

SAXES: Renny Nunes, Marty Caruso, Hank Boyer, Al Hecker.

TRUMPET: Walter Kimmel.

RHYTHM: Robert Vaz, piano; Luis Ramo, bass; Dave Rivera, drums.

ARRANGERS: Buddy Dufault, Ramon Litee.
LEADER (violin): Carlos Molina.

Outside of Cugat, come to think of it, there's scarcely anyone who fits the specifications of a society rumba ork as does Carlos Molina's bunch. The distinguished-looking maestro offers music of both Americas in genteel tempos that strike a curiously satisfactory chord. A lot of class spots who'd go for Cugat but are wary of lesser L-A groups with hard, flashy rumba-samba beats should be tempted here. Certainly Molina's poise and pose aim at the class location. His schedule mixes straight fiddle-heavy Gershwin or Kern dinner music with a soft rumba-samba attack that avoids the biting brass. It's not modern or particularly sock stuff for the rumba extremist, but for the haut monde where the desire is to be quietly fashionable, not necessarily adept, this should be a perfectly acceptable crew.

Tailored in Taste

Molina's adaptation of the *Pearl-fisher* operatic aria is typical of his output; tailored in taste, it is sufficiently rumbaish to please the 400 belt. Bobby Rivera, featured with the band, sings a bright, applause-worthy Latin ditty when called away from the maraccas chores. One point of advice: A pert gal with exotic Spanish features, and a bit of bounce in the Lina Romay mold would add just enough showiness to top off a gay, yet dignified, formula.

Carlos hasn't been heard from much lately, but if the sights are set on the class targets, he should be able to gobble up a few of Cugat's booking nougats.
Joe Carlton.

Loews-Robbins' 'Don't Blame Me' To Hypo Warren

NEW YORK, May 1.—Anxious to get its Harry Warren pub affiliate off to a new start after a financial fizzle last year which reputedly cost about 100G, the Loews-Robbins pub group here has worked out a switch deal. The firm has arranged to drop the Jimmy McHugh-Dorothy Fields standard, *Don't Blame Me*, into the Warren outlet for immediate exploitation. In return, the Robbins firm will publish a Harry Warren ditty some time later, in permitted exception to the agreement between MGM studios and Warren for the latter's tunes to go into his own firm.

The shifting of tunes came after a combination of influencing events. These included Jimmy McHugh's round-up of some two dozen air plugs in connection with his 25th anniversary as an ASCAP cleffer, the arrival here of Harry Warren's brother, Charlie (Mousie), to take over professional activity in the East and the fact that the oldie has a store of disk masters available.

Abe Olman, Loews-Robbins general manager, has rounded up releases by Andrews Sisters (Decca), Betty Garrett (MGM), Sarah Vaughan (Musicraft), Page-Cavanaugh (Signature) and a tentative

Artie Shaw (Victor). A curious wrinkle turned up with the discovery that Columbia diskery, in all of its history, had never cut the ditty. The major label probably will remedy this omission via a batch of English cuttings now being imported from its Electric Musical Industries (EMI) source in England.



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E. SIDE SMALL SPOTS BOFF

Rickard Quits ARA; Says Katz Job 'Railroaded'

NEW YORK, May 1.—The choice of Jack Katz as lawyer for the Artists' Representative Association (ARA) to succeed the recently resigned I. Robert Broder, bought charges of "railroading" by at least one member of the ARA's board of governors, after a meeting held Monday (26) at the Victoria Hotel.

Al Rickard, recently elected board member, followed up his charge by resigning his post on the board and his membership in ARA, charging that the method used to choose Katz to do ARA's legal work "was strictly a railroad job."

Rickard said that in a previous meeting of the board it was decided to have a board committee sound out three lawyers for the job. The three to be talked to would be Katz, Lou Randell and Leonard Lowenstein. The full board would then decide which one would get the nod subject to ratification by the full membership of ARA.

"Instead," said Rickard, "we were told that Katz was the choice, and we never got a chance to vote."

It was pointed out that Katz was proposed by Art Weems, of the General Artists' Corporation, who handles Perry Como. Katz is also Como's personal manager. The proposal was seconded by Charley (Joe Glaser) Yates. Katz was Yates's lawyer when the latter was sued by Frederick Bros. for alleged violation of a contract.

Katz's salary will be \$3,000 plus expenses estimated to be about \$2,000.

William Kent, ARA prexy, flatly denied Rickard's charge of "railroading." "Rickard was at the meeting when the problem was discussed and everybody unanimously agreed on the choice of a lawyer. Rickard's resignation doesn't concern us. We didn't want him anyway," Kent said.

AGVA Proposal

Another point discussed at the meeting was the American Guild of Variety Artists (AGVA) proposal that all ARA members file duplicate employment contracts with AGVA, giving salaries. The reason for the request was the union's desire to check up on cafe ops who had insufficient (See Rickard Quits ARA on page 52)

B'way - Capitol, Det., Set on Flesh Policy; Heidt After Kenton

DETROIT, May 1. — A definite switch-over of the Broadway-Capitol Theater, 3,500-seater operated by the United Detroit Theater Circuit, to a stagershow policy featuring name bands, is set for May 7, with Stan Kenton as the opener. Kenton's booking was set sometime ago, but the follow-up roster of attractions was delayed, pending a decision over making this an experimental trial or a definite policy commitment. With the latter decided on, Horace Heidt has been booked in next, to be followed by the Harmonicats and Ella Fitzgerald.

This will be the first time the Broadway-Capitol has played a regular stagershow policy in about 10 years, and the first time a downtown house has adopted it in about two years.

Can't They Double?

NEW YORK, May 1.—Some acts become hot thru design, others thru accident and still others thru agents' mistakes (?).

Ray and Nardo were bought from Jerry Rosen, their agent, by George Clare, for the Vogue Room, Pittsburgh. Clare, who also books the Lepus Club, Pittsburgh, signed the team to open for him at the Lepus after they finished at the Vogue without notifying Rosen.

Meanwhile Rosen sold them to Miles Ingalls for the Music Bar, Boston. On top of that, Leo Cohen, Rosen's Chi rep, figuring the team was open, set them for the Carnival, Minneapolis. All the jobs, all three of them, were for the same date.

P.S.—The act will take the Boston job.

Walker Branches Out

HARTFORD, Conn., May 1.—Ben Walker, who operates the London Terrace, New London, Conn., night spot, is branching out. He's acquired the Roadside Restaurant at Norwich, Conn. Renovations are planned for the location. He also runs the Cottage Dairy, Norwich, Conn.

Medium and Low-Cost Acts Hypo Intimates; Big Ones Dip; In-Between Clubs Close

Directoire Starts Move; Little Niteries Bring Top Sales

By Bill Smith

NEW YORK, May 1. — The East Side is rapidly becoming the one section in town going in for acts in the medium and low-priced field, and as such gives indication of being one area here where acts might get a break.

The trend was actually started by Le Directoire when it opened with Kay Thompson. Of course, Thompson is big league stuff and comes high, but the fact that a new East Side room was doing business started other ops thinking.

The Savoy-Plaza, which has been going along since 1943 with only music, came next when it put in Don Tannen and Johnny Thompson. Then came the Penthouse Club with Maxine Sullivan. Cafe James, a small room, made a pitch for the after-theater trade by bringing in

Libby Holman, then followed it with semi-draws. Bradley's also went for the entertainment biz by using acts which have either been around for some time and still had some draft, or got new acts in the hope they would click.

The latest addition is the Encore, fronted by Carlo, ex-headwaiter of Ruban Bleu. The room, a tiny affair, opened big, and this in turn started more deals a-buzzing.

The old stand-bys, Blue Angel and Ruban Bleu, are still holding up, tho the increased competition in the intimate room category on the East Side is beginning to cut into their grosses. The Ruban Bleu has only about three or four months to go before the building it's in is pulled down. So far Tony Mele, op of the club and also owner of Theodore's, the restaurant underneath the club, has no plans. It is likely, however, that he is busy looking for a new location.

The rise of the intimate room is in direct ratio to the decline of the major rooms, which are strictly West Side operations. An op of a big barn with capacity has to buy names to fill his rooms. With scarcity of names still prevailing, the competition becomes keener and keener and, without a name, at least one place, the Carnival, couldn't continue. It now runs week-end dances. As names got the big dough, the standard and smaller acts had to take cuts. This meant that unless an act was lucky to get on the show with a big name it just didn't get a job.

Logical Area

The East Side with its tiny rooms (the Copa is an exception—it's a West Side operation on the East Side) became the logical area for the smaller acts to find work. At least five rooms have opened, using anything from a single to three or four acts, and at least three more are being (See EAST SIDE SMALL on page 52)

Lewis To Run Lake Tahoe Spot

HOLLYWOOD, May 1. — Sammy Lewis, former owner of Hollywood's Slapsy Maxie's nitery, closed a deal this week to take over operation of the new \$1,000,000 Tahoe Biltmore Hotel, Lake Tahoe, Nev. Lewis will lease spot in partnership with Nola Hahn, one-time operator of Clover Club and Trocadero bistros in Hollywood.

Hotel is skedded to open June 22 with Emil Coleman's ork pacted for musical stint. Spot will use top budget shows, and Lewis is currently bidding for Danny Thomas as first attraction. Other toppers offered two-week stints include Lena Horne, Dorothy Shay and Jimmy Durante. Eddie Duchin may follow Coleman on the bandstand.

Swank hostelry includes 42 rooms, recreational facilities and gaming casino. Lewis and Hahn have a five-year lease on property.

IN SHORT

New York:

The Copa is bidding for Peggy Lee. . . . Frankie Laine, getting \$4,600 per week pro rata for a 10-day job at Buffalo's Town Casino, was bought by Dario for \$1,250 (prior to Laine's Harem job). Dario asked to be let out of deal when he saw singer at the Paramount.

Johnny Singer, off on a long Coast vacation, hired Milton Berger to replace him. There's no deal for his sale in the office to Berger tho possibility isn't ruled out. . . . Jane Harvey suffering from a bad case of burn from too long exposure to sun lamp. . . . Kay Thompson being dickered for by Philly Latin Casino.

Kay Starr opens at Cafe Society May 4. She records for Capitol. . . . William and Flora D'Albrow, dance team, due back here after a year's work in Paris and Monte Carlo. . . . Monte Carlo, swank eatery, has returned to semi-name orks. Now has Dick Gasparre and Jose Curbello bands. . . . Al Morgan bought by Lou Walters for his Latin Quarter.

Dance teachers giving celeb nights in cafes will be required to show AGVA cards. Any club using teachers who don't have cards will be stopped. . . . Theater bookers expect worst summer in years for vaude performers. . . . Panama clubs will shutter and board up for first two weeks of May. Reason is country's national elections. . . . Hal Thornton option at Maryland Club, Washington, picked up. . . . Danny Thomas wires "Kay Starr, opening Cafe Society May 4, is one of the greatest singers of our day."

Michel Rosenberg starts Western concerts May 9, with St. Louis as the jump off and ending in Vancouver. . . . Joe Martino is the new Four A's-AGVA rep in Hartford, Conn. . . . Martha Raye worked her last week at the Palladium, London, with a torn ligament in her foot. She worked in a sitting position on top of a piano, being carried on and off by her husband, Nick Condos.

Bill Kent is the new booker for Glen's Rendezvous. His first show will start in June. . . . Ed Fishman-Billie Holiday case will have Chi repercussions. . . . Last year's resort club date code is up for revamping with AGVA.

Philadelphia:

Matty and Jean Lombardo have taken over the Hi Hat Club, nabe nitery, changing name to Lombardo's Musical Bar. . . . Leo Lawler, former manager of Babette's, Atlantic City cabaret, is now manager of the Chanticleer. . . . Kitty Kallen's delayed opening at the Chateau Crillon set for May 10.

Charles Johnson, managing Powelton Cafe, will be back as manager of Atlantic City's Club Harlem this summer. . . . Adolph Goldman, former manager of the Club Bali and Shangri-La, major niteries here, has taken over the Melody Inn, changing the name to Adolph's.

Here and There:

Line-up of the show at Ka-See's, Toledo club, was disrupted last week by the sudden death of Johnny Rullo, vocalist and trumpet soloist, of a heart attack.

Slapsy Maxie's, Hollywood

(Monday, April 26)

Capacity, 550. Price policy, \$3-\$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Manager, Jerry Brooks. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$10,000. Estimated budget last show, \$4,500.

This \$10,000 talent layout should do biz. Desi Arnaz, Jackie Miles, Jack Cole Dancers and Helen Forrest were parlayed into a closely knit bill with entertainment value to give the club turnaway biz at the opening.

Opening and closing slots went to the Cole dancers, making their third visit here within a year. The three boys and three gals are tops and earned a big mitt from ringsiders. Their precision interpretations of African and East Indian dances are arresting, each worked out to the smallest facial gesture. Use of extreme make-up, striking costumes, and effective ork background combined for top showmanship.

Making his Coast bow, comic Jackie Miles had no trouble scoring. Lad's Eastern rep followed him, and not long after he took the floor payees began calling for his trademarked routines. Delivery, pace and timing are top flight, and the bulk of material was fresh, altho blue in spots. His monolog on Dick Tracy and a borscht circuit satire brought hefty payoffs. His clincher was a neat take-off on a Greenwich Village character doing *Honeysuckle Rose*.

Thrush Helen Forrest, working her first local nitery date, did okay with a group of varied tunes. Her best was *Nature Boy*, beautifully backed by full ork accompaniment. For novelty, an original, *I Had To Sing With a Band*, earned good response. Chirper reflected confidence and experience.

Desi Arnaz doubled as emcee and held down his own spot. At the opening, the fronter was visibly nervous and was suffering from laryngitis. Working under these handicaps the handsome amigo didn't quite project

NIGHT CLUB REVIEWS

Mayfair Room,
Blackstone Hotel, Chicago

(Friday, April 23)

Capacity, 325. Price policy, \$1 cover and \$2 minimum. Shows at 9:15 and 11:45. Publicity, Evelyn Nelson. Operator, Kirkeby Hotels. Estimated budget this show, \$5,000.

Making his first night club appearance here in two years, Burl Ives proved one of the best singles the room has had in many a month. Ives sang his old favorites which, tho not fresh, were wholly enjoyable.

Forsaking his usual costume of battered hat, mackinaw and open-throat shirt for tie and jacket, in deference to the Mayfair Room, Ives, nevertheless, completely changed the mood of the room into one befitting the aura of the open country. His success in capturing the audience was evident in that he often had the dowagers humming to themselves and even got them to join in community singing.

Ives's habit of repetition is about the only fault to be found by the most critical. He should introduce at least one new number an engagement. His extensive repertoire would allow it and it might give his work a touch of freshness for added enjoyment. *Cy Wagner.*

his boyish, exuberant personality. He tried hard all the way, tho, and scored with a flashy number spotlighting his work on the bongo drums and a couple of easy-to-take novelty Latin tunes. More a showman than a polished balladeer, Arnaz should click under favorable circumstances.

Dick Stabile directed the Arnaz ork (15) during show. Band cuts neat Latin tempos for terpssters, but could add a few pops and standards. *Allan Fischler.*

Latin Quarter, Boston

(Thursday, April 29)

Capacity, 400. Price policy, dinners \$2-\$4.50; minimum, \$2. Number of shows, two nightly, at 8 and 11:45. Operator, Michael Redstone. Booking, William Morris. Publicity, Frank Cronin. Estimated budget this show, \$6,000.

The current bill adds up to little more than a conventional evening's diversion, not very exciting at that. A couple of production numbers by a line of homely but agile girls, two specialty acts and a topper don't make a stunning entertainment without a star act or a whopping idea, and ideas are scarce in the nitery business.

The one saving grace of this bill is the solid musical backing of Ranny Weeks and his band. Weeks is a local crooner and fronter whose style, in music and patter, is a cut above the average. Weeks can introduce an act with wit and charm. He can sing a song with a better sense of style than most. He's been around for years and ought to be big-time, but he seems content to do his business here and do it well.

Bali Opener

The show begins with a production number, designed (like all those here) by Dorothy Durben, after the Bali numbers of the Kraft Sisters, tepid, but pleasant. The lively Winter Sisters wind up with a photo finish routine in syncro-acrobatics which are eye-stopping.

Al Morgan offers some fancy piano and old-time vocals. He has lots of selling power but no style. He operates without make-up and with a production-line manner. His material is okay but he needs direction.

The show finishes with Al Bernie, comedian, working with a great deal of skill and technique over material which would serve as a warm-up for most entertainers. It ain't good. Bernie is a mike eater. He has an easy but high-powered manner and ought to go places, for the years he's been around. But he should look for new writers. The relief band is Morey Saxe (piano, sax and rhythm), playing drab fill-ins. Service, food and presentation at the LQ are first-rate. A shame the entertainment doesn't match the other half. *Bill Riley.*

El Morocco, Montreal

(Monday, April 26)

Capacity 275. Price policy, \$1.50 minimum. Shows at 8:30 and 12:30. Operator, Eddie Quinn. Publicity, Elmer W. Ferguson. Booking policy, William Morris Agency. Estimated budget this show, \$1,500. Estimated budget last show, \$1,250.

The return of Sonny Mars to this spot usually means a hypoing of biz, and the current appearance is no exception. Opening night all the usual ringsiders were in the expected places, and it looked like old times again.

While it's apparently true that Mars fans like their comedy brood, he is smart enough to inject clever satire that points up faults and foibles of nitery goers. It's clever psychology, as per example his stirring up of a fake feud between two customers—one who has plenty of loot and the other who hasn't. The comic at the show caught, paced his punch lines in slick fashion. He took advantage of all situations, and if some line happened to lay there, he followed quickly with a surefire topper. He had to beg off.

Norma Hutton

Warbler Norma Hutton, who formerly fronted Buddy Clarke's ork and who has since gained some prominence in Canadian radio, took care of the deuce well and showed improvement in poise and delivery. Perhaps more bounce tunes would help her keep chatter at a minimum.

Blonde and beautiful tapster Phyliss Claire has everything in those

Beverly Hills Country Club,
Newport, Ky.

(Friday, April 23)

Capacity: 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 55 cents; minimum, \$2, except Saturday, \$3. Floorshows at 8:30 and 12:30. Operator, Beverly Hills Company; Bernard Glatt, managing director; Hal Braudis, exploitation and promotion; Douglas M. Allen, publicity. Dottie White, art director. Booker, Frank Sennes, exclusive. Estimated budget this show, \$6,000; last show, \$5,550.

This super-duper class spot—which resumed March 26 after its annual three-month hiatus, sports three fair turns in its latest floor layout—Kenny Baker, Elizabeth Talbot-Martin, and Francis and Grey—but the deal lacks certain ingredients, notably sock comedy, to make it ideal nitery fare.

Jean Francis and Jerry Grey, in their so-called jungle dance, stamp themselves as novelty dancers of the first water. With the fem displaying unusual grace and liveness as a reptile, and the lad handling her in solid fashion, the pair reels off a corking novelty routine replete with nifty lifts, spins, slides and whirls to win fair response. The team appears lost working alone, however. With a production wrapped around them they could have scored immeasurably better.

Elizabeth Talbot-Martin does a quality job with her comedy impressions, but her turn, in spots, is draggy and a bit old-hat. She needs a new set of carbon characters. Take-offs on the catty socialite, various-type nitery singers, Mrs. Roosevelt and Hildegard are pretty familiar stuff and no longer exciting. Nevertheless, the audience recognized her talents and paid her well in mitting.

Kenny Baker, making his first nitery appearance in nearly 15 years, demonstrates a grand set of pipes on such ditties as *Gay Caballero*, *Now Is the Hour*, *Begin the Beguine*, *Serenade of the Bells* and *I Had a Little Talk With the Lord*, registering equally well with all of them to net a callback. Baker at times lacks the zip and dash in his styling necessary to hold attention, but he has only to re-learn a few tricks of singing to the nitery trade to overcome that difficulty. He paraded off to a sock applause.

The popular Kathryn Duffy Dancers (9), now in their fifth consecutive season here, continue to breathe life, flash and production into the Beverly shows with their unusual routines, precious work and tasty wardrobe. They tie up this package with a flowery rhythm opener, which has Greta Mahan soloing and drawing plaudits with an interpretive eccentric, and a snappy waltz session, which has Christine Carson contributing her usual outstanding ballet work. Barney Rawlings, singing emcee, has youth, appearance and a good voice, and turns in an A-1 job.

Deke Moffitt, who knows his way around when it comes to batoning a show stint, sports a brand-new combo (12)—the best of his career. Did excellently with the show music, while his new sweet style kept the dancers crowding the floor. *Bill Sachs.*

eyefilling gams to make her go far in the business. The gal, who teed off and who's been here before, garnered a hefty mitt with some slick routines that featured a seldom-seen slide step.

Wally Wanger's new line of gals gave the show a pleasing lift in the in-between spots. The finale, on the East Indian idea, is particularly good.

Buddy Clarke, fronting a well-disciplined ork, remains responsible for success of the show. Besides cutting the music in sock fashion, Clarke does bits with the comedian and generally heps up proceedings. *Charles J. Lazarus.*

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Chanticleer, Baltimore

(Thursday, April 22)

Capacity, 300. Price policy, \$2 minimum. Shows at 10 and 12. Operator, New Chanticleer, Inc. Booker, William Morris Agency. Budget this show, \$4,400. Budget last show, \$4,500.

Opening last night, with Joey Adams, Tony Canzoneri, Mark Plant and Pat Rooney Sr. on deck, was almost like a trip down memory lane. The white-haired Pat Rooney did all of his old numbers, highlighted by the standard Rosie O'Grady, and walked off to an ovation. Another treat for the patrons was the presence of Pat Rooney Jr., in town with a legit show. He was brought up by Adams for an old-time buck and wing with Rooney Sr. and Adams to bring down the house.

Joey Adams Scores

Joey Adams, in his own spot, scored well with his rapid delivery of nifty gags. Adams works with an assurance and a poise which keeps the patrons with him continually. With the able assist of Tony Canzoneri, the comic kept ringing the bell with a never-ending stream of gags.

To complete the threesome, Mark Plant comes on to bear the brunt of Adams's sharp wit and, in his own right, to sell a couple of pleasing songs, with an especially good *Beguine*. He has plenty of what it takes in the voice department and an easy, unhurried manner which win the payers completely. Plant also foils perfectly for Adams.

The Donn Arden line spotted two colorful numbers, featuring Cecile Lewin in some capable toe work.

Lenny Hobbs and orchestra cut an expert show, with Raul DeCastro and His Rumbas alternating.

James A. Carter.

Don Julio, New York

(Thursday, April 29)

Capacity, 220. Price policy, \$2-\$3 minimum. Shows at 9, 12 and 2. Operator, Tony Colucci. Exclusive bookers, May Johnson-Al Herman. Estimated budget this show, \$1,400.

Considering the budget (which includes the music), the show runs nicely, with at least one act showing better than average potentials.

Triana and Monola, flamenco team, ex-Rosario and Antonio unit, gave a lurid performance with fire and imagination in two routines. The first was a classical Spanish number with typical heel clicks and heavy mugging. The second called for a costume change, peasant outfits, with the youthful couple doing a flirtation dance. The big crowd, out for a rumba festival run by Ann Lano and Geri Gerardo, gave Triana and Monola a nice hand.

The Rafael Seijo Trio (male) using guitars did a nice job on Latin chants. The lads showed pleasant voices which blended effectively to win them heavy applause.

Lynn Randall Okay

Lynn Randall, maracas-rumba dancer-singer, was okay in all departments tho she showed nothing original. The gal is attractive and well costumed but needs an act to back up her appearance.

Virginia Ramos, soprano, tried hard with Spanish songs but showed little except a desire to please. Her warbling was forced and seemed to come from the throat rather than from the chest, resulting in a peculiar flatness of tone that was monotonous.

Pepi Costa, a good looking lad, emceed adequately in English (accented) and Spanish. In his own spot, he did a couple of songs showing a pleasant voice, rather good phrasing but little power. With more experience he might do better.

Lazaro Quintero's ork played for the show in good enough fashion. It was its rumba beats, however, that got the results. The Rafael Seijo Trio, relieved for dancing.

Bill Smith.

Encore, New York

(Wednesday, April 28)

Capacity, 125. Price policy, \$3-\$4 minimum. Shows at 10 thru 2:30. Operator, Carlo Noya. Booking, non-exclusive; publicity, Betty Lee Hunt. Estimated budget this show, \$1,600.

The new room, a restaurant during the day, apparently opened in a hurry. The paint smell was still in the air. But outside of the initial confusion of too many customers trying to jam the tiny room, the show ran smoothly, and acts ranged from excellent to adequate.

The hit, and by far the best act on the bill, was Mervyn Nelson. We haven't caught this lad in many years. His improvement was surprising. His routine consists of satirical take-offs of mythical, and not so mythical, characters, each a gem of hilarity. His best, tho probably not highly commercial, was the fast-talking agent with a phone booth as an office. The lad has split-second timing, hitting a gag or a piece of business with consummate skill for sock results. Based on his showing here, Nelson's ready for almost any kind of spot. His pliable face (he mugs like Harry Ritz) would make him a natural for video.

The Deep River Boys (4) doubling from the Strand, almost stopped the show with their four-part harmonies. The lads did their Victor recording numbers, each one getting top hands.

Martha Short

Martha Short, light skinned canary, showed good possibilities in a pleasantly husky, but clear voice, tho she was stymied by nervousness and lack of salesmanship. She did torcheros all the way, but constant fare (five numbers) all in the same tempo tended toward monotony. A better choice of songs, with more attention to change of pace, would help her. Miss Short is an attractive gal with a whistle provoking chassis. What she needs now is experience and handling.

Pierre Cartier is a good magician apparently trying to add comedy to his act. His objective is commendable, but his delivery and material are hardly adequate. His chatter, all in a French accent, is slow, seldom building up to anything more than a polite titter. His best was the egg-in-a-glass trick, but even that one could stand hyping.

The Cedric Wallace Trio did excellently behind the acts and were well received in their own spot. The group's music is pleasant without being noisy. The numbers included good arrangements of current pops tho stress was made on standards.

Abbey Albert, a good-looking lad, emceed in okay fashion, also doing a turn on the keyboards for the lulls.

Bill Smith.

New York:

Preems Aid Stem, 383G; Strand 42, Para 100, MH 137

NEW YORK, May 1.—Opening of new shows helped vaude-pic grosses a little last week, tho the long-run exiting bill at the Capitol and a disappointing take at the Roxy cut into the over-all figures. The total gross for five houses was \$383,000. Last week's figure was \$357,000.

Radio City Music Hall (6,200 seats; average \$115,000) opened to a big \$137,000 for its play-off of *State of the Union* and Bob Williams.

Paramount (3,645 seats; average \$76,000) attracted a tidy \$100,000 for its preem with Duke Ellington, Ella Fitzgerald and *The Big Clock*.

Roxy (6,000 seats; average \$89,000) ran into a snag with its second and final week of Ed Wynn and *Scoda Hay*. The take was \$54,000 for the week, a five-dayer, against a tepid

Mediation Panel Set, After Det. Union Ado, To Settle New Fights

DETROIT, May 1.—The aftermath of the fracas over union and non-union acts at the Stevadora and Ship cafes, was the formation last week of an all-industry mediation panel to handle future labor disputes in the cabaret field here. The situation started with the American Guild of Variety Artists (AGVA) directly involved in the Ship controversy and spread to include other unions.

The new board includes both management and unions and is aimed to prevent future disputes from reaching the strike stage with attendant loss of business.

Controversies will be handled by the Michigan Table Top Congress, which intervened to settle the Ship dispute after three weeks of picket lines, which resulted in almost complete loss of business, dropping down to \$12 on a Sunday night.

Representatives on the mediation panel to take up any future issue if it cannot be settled otherwise, are Jack Ferentz, president, Detroit Federation of Musicians; Tom Carney, bartenders' union; Billy Grubbs, national representative of AGVA; Al Renner, waiters and cooks' union chief, who is also State Federation of Labor president, and representing the Table Top group, Earl Hebert, Ted Gilbert, Charley White and Bill Dickson.

The move was taken by the Table Toppers themselves as a step to protect their own members from getting too far involved in such an affair again.

Walters Preps Road Unit, Parisian Follies For Pre L. Q. Tour

NEW YORK, May 1.—A new package, labeled *Parisian Follies*, will be put on the road by Lou Walters next fall. Walters is leaving for Paris Tuesday (3) to line up a number of French acts and an all-French show girl line. The package will be booked by Miles Ingalls.

The idea is to put the unit to work in theaters and possibly one-nighters all over the country, keeping it on the road for a number of months. Once it jells and becomes established, it will be brought into Walters' Latin Quarter.

The package will do about two and half hours on roadshows and will cost about \$75,000 to produce.

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VAUDEVILLE REVIEWS

RKO Albee, Cincinnati (Friday Afternoon, April 30)

Capacity, 3,200 seats. Price policy, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Show played by Deke Moffitt's house ork.

This package, compactly pieced together, is one of the strongest vaudeville bills to hit town in a long time. With the portly comic-emcee, Jack E. Leonard, jockeying each turn into position in easy elegance, show jells from the outset, which has the limber-bodied Maribeth Olds clicking handsomely with speedily executed contortionistics. Her closing table rock hits patrons between the eyes and she cartwheels away a solid winner.

Helene and Howard intersperse fast-moving ballroom knockabouts with neat story telling that proves all to the good. New tosses, lifts and spins have been incorporated into the turn, with the gal doing plenty of the heavy work in addition to grabbing chuckles with her screwball antics. Their outlandish jitterbug bit booted them home in top style.

The comely Shirley Ross comes up with an imaginative routine that's as commercial as a crisp five-dollar bill. Had them in her palm with the pops as well as the more nostalgic throaty of oldies of the Nora Bayes, Ruth Etting and Helen Morgan era. Displays versatility with ace keyboarding of *Cumana*, accompanied by solid Latin lyricizing on the recall to wow 'em.

"Leonard the Load," as the jocular 300-pounder refers to himself, surpasses his own sock emcee work in his next-to-closing slot. His easy style clicks immediately and his new bag of clean and smart chatter gets top results. Works like a beaver thruout and displays a good bary at the getaway on several numbers. Also wows 'em with various take-offs, best of which are a mammy-singer convulser, his Sidney Greenstreet, Fred Astaire, and a spinning-top turn. Begged off.

Mere mention of the Four Mills Brothers, headliners, brought howls of glee from the three-quarter house, and their four-part precision harmony found its way home to appreciative ears. Did their pleasantly styled version of *Manana, Till Then* and *Paper Doll*, and couldn't leave until they did their jived-up tonsiling of *Lazy River* that kept palms pounding long after the curtain dropped. Quartet works with its usual enthusiasm and competence.

Deke Moffitt ork cut its usual sock show.

Pic, *That's My Man*.
Bob Doepler.

Det. Ops File Suit In Daylight Fuss

DETROIT, May 1.—Night spots in the suburbs here are not taking daylight saving time, adopted officially by Detroit this year for the first time in a quarter century, without a court fight. Michek Chiado, president of the Metropolitan Cabaret Owners' Association, who owns the Club Gay Haven just across the city line from Detroit, has filed suit in the Circuit Court to restrain the City of Dearborn, where his place is, from switching time.

Chiado contends that the change will deprive him of an hour's business, because patrons don't start drinking till after dark.

The tip-off to the motive for the injunction, which is awaiting a court hearing with a temporary injunction denied, lies in the opportunity that spots in Dearborn have to do some legitimate "after hours" business—after Detroit spots close—if their town can stay open an extra hour. There are at least a dozen bars, some

Capitol, New York (Thursday, April 29)

Capacity, 4,627. Price policy, 70 cents-\$1.50. Number of shows, five daily; six Saturdays. House booker, Sidney Piermont. Show played by Xavier Cugat's band.

If the flicker *Homecoming* holds up, the show should be here for at least four weeks. The stage show is excellent, opens fast, keeps a hot pace thruout and closes equally fast. As a stage package, it has lots of zip and plenty of entertainment appeal.

Xavier Cugat, in with 22 people, hits those Latin tunes with a bounce that had the audience all ears. His pleasant blending of brass and marimbas builds very well for customer appeal on tunes that range from standard rumbas to a mambo. As a frontier Cugat's ad lib effect has an infectious charm which isn't lost on the house. The band's biggest numbers were its *Manana*, with special lyrics calling for many sidemen to come down front for a quickie, and *Jungle Rumba*. In the latter, the musical build-up is exciting with a flute solo being a standout.

Harvey Stone got them with an opening line, "its a financial pleasure to be here," and held them that way. His wife routine payed off with yocks, but it was his standard army thing that really rocked them. The latter is now a Stone label, and, tho he's been trying to shed it, he does it so well and has every bit down so pat, that it's as commercial as a saw-buck. Stone is a vastly improved comic. For his present stand he's trimmed his act, perhaps trimmed it too much, but it means a yock-filled 10 to 14 minutes that rings the top of the laughmeter.

Rose Murphy in her first Stem theater date did surprisingly well. The gal, usually associated with intimate niteries because of her small voice, was well presented. The piano, on a movable platform, came down front, and the gal went to work. Her tittering giggle got responsive laughs from the start, and when her small high pitched voice hit them, they were hers. Miss Murphy's pianoing is beautiful. She plays that Steinway in a casual fashion somewhat like Bing Crosby sings—easy, pleasant and highly infectious. The gal's vocal numbers included her *Time on My Hands* and *Cecilia*. Her *Can't Give You Anything But Love* got opening mitts from an audience obviously familiar with her Majestic disk. The big mitt she wound up to almost stopped the show.

The Garcias (boy and girl) did a standard series of Latin dances to good applause. The kids looked young, fresh and were attractively costumed. The boy's glass-of-water-on-the-head bit got good wind-up hands.

Norma, new band maracca shaker, who does a couple of vocal bars, adds a lot of eye-appeal to the band. Her sleek chassis and dark, sexy look make an excellent foil for the band, which incidentally is as colorful as a rainbow.
Bill Smith.

with a regular show policy, strategically located inside Dearborn but close to the line, which enjoyed this unique experience when daylight saving was adopted in Detroit, while Dearborn stayed on the slower time for several months. During that period, the Dearborn places developed a good following of showfolk, bartenders and other tavern staffs who swarmed into them after their own places closed.



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Roxy, New York

(Tuesday, April 27)

Capacity 6,000. Price policy, 80 cents-\$1.50. Number of shows, four daily. House booker, Sammy Rauch. Show played by Paul Ash's house band.

House has gone slightly longhair with this show, but the customers still found enough entertainment to their liking to send several acts off with big hands. Show begins with the male chorus of 25, dressed in Western costumes, giving forth with the *Ranger Song*. The chorus is smooth and easy to listen to in its several numbers and sets a fine atmosphere for Hollace Shaw to follow with *Indian Love Call*.

Backed vocally by the chorus, the thrush showed a sweet tone tho on high notes used her falsetto too much. The Roxyettes, costumed as Indians, followed in a jazzed up version of *Indian Summer* doing several tap routines. The song didn't seem to lend itself to the stepped up tempo.

Gali-Gali is a clever hand at magic but most of it was lost in this large theater. His shell trick went okay, but it was the chicken bit with two volunteers from the audience and several swift sleight-of-hand maneuvers with a \$5 bill that received the biggest hand.

Larry Adler and Paul Draper managed to combine dance with music effectively. Adler furnishes the harmonica background for Draper's initial dance patterns, then leaves the stage to Draper, returning later for his own spot. They close as a combo with Adler doing an all request number to which Draper does a series of mixed tempo terps. The effect was interesting as well as amusing, getting heavy applause all the way.

Adler's top audience number is still Enesco's *Roumanian Rhapsody*, while his patter and his arrangements of *When Day Is Done* are equally good. Draper does an interpretation of a political speech in dance with a baby kissing and a tight rope walking bit that satirizes machine politicians. Paul Ash cuts the show smoothly.

Pic: *Anna Karenina*.

Leon Morse.

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AE Seeks City OK on Outdoor Legit in Parks

(Continued from page 3)

Five performances would be given each week, making allowances for nights when it might rain. The schedule would include mostly light, popular scripts, but a musical might be tossed in for a change of pace.

It is estimated that about \$50,000 is needed for the stages, generators for lights, rehearsal salaries and amplifiers. Once the project is established it might be possible to make it a yearly operation for the people of the city. The Equity committee consists of Eddie Nugent and Kathryn Givney.

52d St. Theater Files To Reorg

NEW YORK, May 1.—A voluntary petition to reorganize the West 52d Street Theater, Inc., which operates a theater at 245 West 52d Street, was filed in Federal Court here Tuesday (27). The petition states that the property is valued at \$1,172,440 and that it is assessed by the city at \$650,000. It says that there are no unsecured creditors excepting the debenture holders of real estate cumulative bonds, which amount to \$592,000 at 6 per cent interest, falling due today (May 1). These debenture holders, however, are secured by a second mortgage held by Dorsar Enterprises, Inc., and the unpaid balance on the mortgage amounts to \$552,000.

The petition makes no statement as to who the other (secured) creditors are, or what the assets and liabilities of the petitioners are. It states, however, that the petitioner was a wholly owned subsidiary of the Theater Guild until April of 1940.

Record "Annie" Melbourne Run

MELBOURNE, Australia, May 1.—Having broken all record runs for a musical comedy here, *Annie, Get Your Gun* is scheduled to close its local season at His Majesty's May 12 after a run of 44 weeks. The show will move to Adelaide in South Australia and will be succeeded by the Cecily Cortneidge show, *Under the Counter*, which has just run up a record in Sydney.

The legit boom looks to hold up, with Jack Buchanan and Robert Morley expected in Australia toward the end of the year. Peter Gray is to stage Noel Coward's *Present Laughter* at the Princess.

Aussie Schools For the Stage

SYDNEY, May 1.—Actors and Announcers Equity (Equity) proposes to open two full-time schools for the training of Australian actors, radio announcers, producers, directors, playwrights and stage technicians within the next few months. One will be in Sydney, one in Melbourne.

The schools will cover 39 subjects. Applicants for the course will be required to hold an intermediate certificate or pass an examination keyed to that standard. The term will be three years, with touring company experience to follow. Classes will run from 5:30 p.m. to 9 p.m. so that students can take outside jobs.

Catch This!

Inside U. S. A., the musical starring Beatrice Lillie and Jack Haley, opened on the Stem too late for the review to appear in this section. The review will be found on page 4 of this issue.

To Transplant 'Seeds' to Stem

NEW YORK, May 1.—Michael Myerberg will produce Arthur Goodman's *Seeds in the Wind*, the first script to be presented by the Invitational Theater, at the Mansfield Theater sometime in May. The same cast will be retained, as will the director, Paul Tripp.

Danny Larkin, by James Vincent McGree, the second play of the series, opens May 8 at the Lenox Hill Playhouse with Susan Douglas and John Sylvester playing the leads. Carl Shain is directing.

For the fifth play of the series the Invitational Theater has selected Hallie Flanagan's *E-MC2*, the script about the atomic bomb employing the living newspaper technique. The play will be presented in June.

Detroit Light Opera Heads

DETROIT, May 1.—Leo J. Fitzpatrick, radio executive and former general manager of WJR, has been re-elected president of the Detroit Civic Light Opera Association, which just closed its sixth season at the Masonic Temple. Earl J. Hudson, president of the United Detroit Theater chain, was elected vice-president; other new officers are Joseph L. Hickey, secretary, and Edward C. Stephenson, treasurer.

Wallace Quits "Examiner"

SAN FRANCISCO, May 1.—Kevin Wallace resigned this week as drama editor of *The Examiner*. He has been succeeded by Hortense Morton, who was his assistant. Wallace will join the editorial staff of *The Chronicle*.

Starting Gun Fired on Stem For 1948 Donaldson Awards

By Bob Francis

NEW YORK, May 1.—Official starting gun for the Fifth Annual Donaldson Awards was fired Tuesday (27), when the 1947-1948 Awards Committee met at Sardi's restaurant to discuss final preparations for the balloting on the yearly accolades which have come to be regarded as the Oscars of the legitimate theater.

Sponsored over the last five years by *The Billboard* and named in honor of its founder, William H. Donaldson, the Donaldson Awards are unique among other seasonal recognitions of "bests" in theatrical achievement. Presentation of the gold keys and scrolls stems from the judgment of no limited group, but from a democratic consensus of the people who should know best—everybody who has a hand in the making of a Broadway season. Everyone, from stagehands to critics, is entitled to vote his

preferences in the 27 categories covering practically every phase of legit achievement. In consequence, the Donaldson keys and scrolls actually are the sole annual awards made by the theater as a whole to its own.

Ballots Out Soon

Eligibility lists containing the casts and credits of every legit production which has preemed on Broadway from June 1, 1947, thru April 30, 1948, are in preparation, and these, together with the ballots, will be distributed to the voters in about two weeks. Any listed play, actor or technician whose contribution falls within one of the categories on the ballot is a candidate for honors.

Deadline for the closing of the polls has been set for June 12, and all ballots, which will be stamped and self-addressed to the Donaldson Awards Committee, must be in the mail on or before that date. Thereafter, as soon as a tabulation is made, the winners, as usual, will receive their awards via a coast-to-coast radio hook-up.

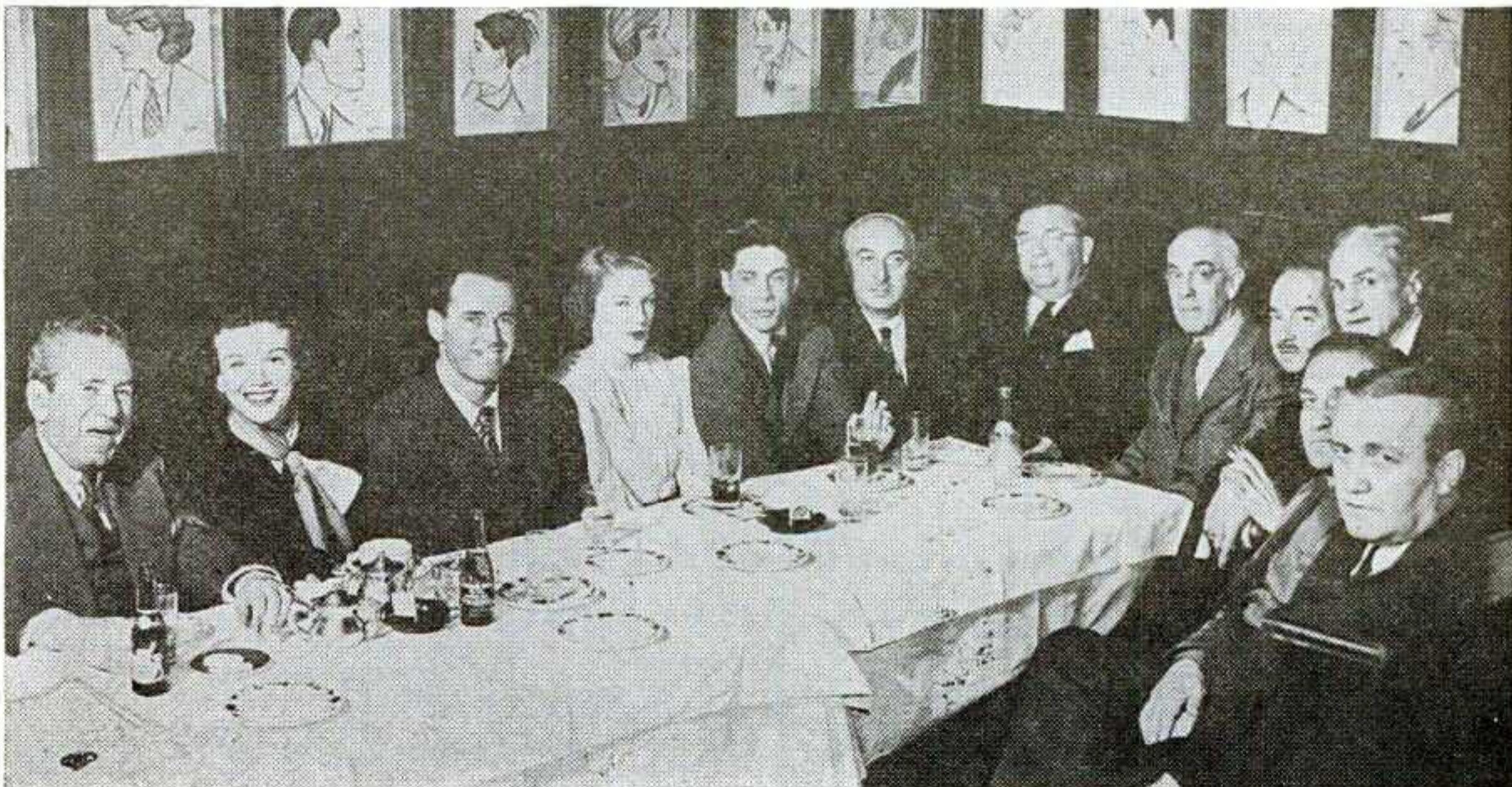
From their beginning the Donaldson Awards have had the unqualified support of all branches of legit show business. Serving on this year's committee are Henry Fonda and Nanette Fabray, representing the actors and actresses; Virginia Gorski and Harold Lang, acting for the dancers; Lawrence Langner, for the producers, and Ward Morehouse, for the critics. The theatrical unions are represented by Clarence Derwent, Actors' Equity; Ruth Richmond, Chorus Equity; Norman Miller, stage managers; John McDowell, stagehands; Oliver Saylor, press agents and managers; Morrie Seamon, treasurers; Woodman Thompson, scenic designers, and Robert Byrne, costume designers. Serving for *The Billboard* are Roger S. Littleford Jr. and William D. Littleford, publishers; Joseph Csida, editor-in-chief, and Robert Francis, drama editor.

Rosen, Grosberg Plan Montclair, N. J., Stock

NEW YORK, May 1.—Al Rosen and Lassar Grosberg are opening the 1,200-seat Montclair Theater, Montclair, N. J., as a summer theater, beginning the first week in June. The producers will run the house on a star policy, with other actors jobbed. Ducats will be priced at a \$2.40 top during the week and an additional 60 cents on week-ends. At these prices the house can gross over 19G at capacity. The weekly operation will cost about \$7,500. If biz holds up, the theater will keep open all year.

For Broadway in the fall Rosen and Grosberg have skedded a revival of *What Price Glory* with Victor McLaglen and Edmund Lowe. Another script on their production calendar is a new version of *Salome* which George Seldes is adapting for them.

The Fifth Annual Donaldson Awards Committee



SERVING ON THE 1947-1948 COMMITTEE (reading from left to right) are: Clarence Derwent, president, Actors' Equity; Nanette Fabray, "High Button Shoes"; Henry Fonda, "Mister Roberts"; Virginia Gorski and Harold Lang, "Look Ma, I'm Dancin'"; Lawrence Langner, Theater Guild; Ward Morehouse, drama critic, New York Sun; Oliver Saylor, representing press agents; Woodman Thompson, the scenic designers; Robert Byrne, the costume designers; Norman Miller, the stage managers; Robert Francis, drama editor, The Billboard. Also on the committee, but unable to be present, are: Ruth Richmond, Chorus Equity; Morrie Seamon, treasurers; John McDowell, stagehands; and, for The Billboard, Roger S. Littleford Jr. and William D. Littleford, publishers, and Joseph Csida, editor-in-chief.

BROADWAY OPENINGS

THE PLAY'S THE THING

(Opened Wednesday, April 28)

BOOTH THEATER

A comedy by Ferenc Molnar. Staged by Gilbert Miller. Set by Oliver Messel. Lighted by Ralph Alswang. Gowns by Castillo. Company manager, D'Arcy Miller. Stage manager, Richard Bender. Press representatives, Samuel Friedman and Lewis Harmon. Presented by Gilbert Miller in association with James Russo and Michael Ellis. Sandor Turali.....Louis Calhern
Mansky.....Ernest Cossart
Albert Adam.....Richard Hylton
Johann Dwornitschek.....Francis Compton
Ilona Szabo.....Faye Emerson
Almady.....Arthur Margetson
Mell.....Claud Allister
Lackeys.....Ted Paterson, Fred Wentler

After 20 years one might expect the bloom to be off the peach which is the climactic piece de resistance of Molnar's slicky lacquered comedy. It is pleasant to report that such is far from the case and that *The Play's the Thing*, while hardly registering as daring as back in 1926, still rates as sophisticated, chucklesome entertainment. Gilbert Miller's canny direction successfully points up the latter, and the fun is kept sharply in focus via an almost universally excellent cast. There is no reason why the revival shouldn't settle down to a solid run at the Booth.

For purposes of memory refreshment, *Play* makes use of the old play-within-a-play device. This time it's used to cover up the amorous didoes of a sexy prima donna and get her back in the graces of her fiance. It all boils down to the successful efforts of a cynical playwright to allay the suspicions of his young composer and give an aging thespian Lothario his comeuppance. He is not in the least altruistic, since unless his composer and leading lady are reconciled, his latest musical opus is down the sink. Molnar has woven this frothy nonsense into a slicky patterned comedy with a denouement which is sock fun, particularly if the customer doesn't know what's coming.

Production Not Stinted

Miller hasn't stinted on the production or cast. Oliver Messel has devised a handsome set, properly lighted by Ralph Alswang. Louis Calhern is a happy choice for the suavely, cynical playwright, wringing every ounce of fun out of Molnar's brittle, humorous situations. He gets more than an able assist from such excellent players as Arthur Margetson, Francis Compton, Ernest Cossart and Claud Allister. Margetson is enormously funny as a vain, aging actor. Compton makes the most of an ubiquitous waiter and Cossart and Allister add sharply amusing contrasts as the playwright's collaborator and a flatulent British secretary. Faye Emerson makes her Stem debut as the lady in the case with considerable credit. Her early scenes leave much to be desired due to lack of experience; she is not precisely what Molnar would order as a tempestuous, sophisticated operetta star. However, she is exceedingly decorative and steadily improves thruout the proceedings and is at her best in her last act scene with Margetson. Richard Hylton contributes earnestly as her suspicious fiance.

In sum, as Miller and his players do it, *Play* adds up to a worthy revival. Despite its age, there are no soft spots in Molnar's peach. It is welcome, if belated, addition to the Stem scene.
Bob Francis.

Stock Drive in San Fran

SAN FRANCISCO, May 1.—The San Francisco Theater Association announced this week it will go after \$150,000 as a starting ante to maintain a professional stock company for at least one season. It is hoped the balance will be realized from the plays via b.o. take and subscriptions. According to Arthur C. Farlow, chairman of the fund raising committee, the first show skeds for some time in February.

HOLIDAY ON BROADWAY

(Opened Tuesday, April 27)

MANSFIELD THEATER

A revue. Company manager, Al Rosen. Stage manager, Tom Ward. Press representative, Dick Weaver. Presented by Al Wilde.

CAST: Billie Holiday, Slam Stewart, Cozy Cole, Bobby Tucker, Wyatt and Taylor, John Collins, Beryl Booker.

Holiday on Broadway, starring jazz chanteuse Billie Holiday, is billed as an intimate revue. It adds up to an intimate concert party with the blues chanting top-slot backed by a trio of instrumental swing contributions. Doubtless it will give the hep contingent a hefty boost of blood pressure, judging from preem-night cries and squeals of ecstasy. However, despite the fact that all performers are earfully top-drawer in their lines, *Holiday* is still something for clubs and pop concert halls. It's a thin evening for Stem theater trade—particularly at a \$3.60 top.

La Holiday, of course, has a style which is peculiarly her own—a sort of obligato which follows the melody as it happens to see fit, but which blends effectively into throw-away climaxes. Her perfected throw-away delivery is likewise effective and it is easy to understand her popularity. However, it is a style that tends to monotony, when taken in large doses, and with *Holiday* the average customer gets too much. She divides her rep into two groups—"show" songs and "mood" songs—half as much as she offered of either would be plenty and a smart trick would be to interpolate the Bobby Tucker Quintet, which back-stops her accompaniment-wise, for a fast number or two on their own. *Strange Fruit* and *Miss Brown To You* rated tops on this reporter's ear.

Stewart and Cole Shine

Bob Wyatt and Billy Taylor open the proceedings with a combo of organ and piano. Both are expert technicians and Wyatt's Hammond operation, both by hand and by foot, is something to watch. High points of the instrumental portion of the show, however, are furnished by Slam Stewart and Cozy Cole. Stewart is one of the top-notch manipulators of the bull fiddle in the business. He can do things with a fiddle bow while chunnering and humming to himself that are nobody's business. Either solo or fronting his trio, guitar (John Collins), piano (Beryl Booker), he is sock. Cole obliges with a drum rhapsody, with the Tucker Quintet ably backing up the pace. Use of Strobelite on traps is effective salesmanship for his flying sticks.

It would be pleasant to report that *Holiday* signposts a successful opportunity for 52d Street to move onto the Stem now that there is a vacant theater or two. But such a move will have to be juiced with considerably more showmanship than goes on at the Mansfield. Swing or no, Broadway won't pay for a concert.
Bob Francis.

Leventhal's 2d Plea Nixed by AE Council

NEW YORK, May 1.—Equity council has turned down a second request from Jules Leventhal that he be allowed to play 10 performances and rehearse his actors without salaries, the conditions prevailing last season, on his subway circuit productions this year. The manager uses the Windsor Theater in the Bronx and the Flatbush Theater in Brooklyn for his circuit. Several times last summer *Anna Lucasta* grossed 14G even with the low ducat prices prevailing at his houses.

BROADWAY SHOWLOG

Performances Thru
May 1, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrimore)	12-3, '47	173
Born Yesterday (Lyceum)	2-4, '46	944
Command Decision (Fulton)	10-1, '47	245
Cup of Trembling, The (Music Box)	4-20, '48	15
For Love or Money (Henry Miller)	11-4, '47	207
Harvey (48th Street)	11-1, '44	1,478
Heiress, The (Biltmore)	9-29, '47	249
Joy to the World (Music Box)	3-18, '48	52
Macbeth (National)	3-31, '48	37
Man and Superman (Hudson)	10-8, '47	232
Me and Molly (Belasco)	2-26, '48	76
Medea (Royale)	10-10, '47	208
Mr. Roberts (Alvin)	2-18, '48	85
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	55
Strange Bedfellows (Morosco)	1-14, '48	125

Musicals

Allegro (Majestic)	10-10, '47	235
Angel in the Wings (Coronet)	12-11, '47	163
Annie, Get Your Gun (Imperial)	5-16, '46	820
Brigadeon (Ziegfeld)	3-13, '47	476
Finian's Rainbow (46th Street Theater)	1-10, '47	565
High Button Shoes (Century)	10-9, '47	236
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	108
Oklahoma (St. James)	3-13, '43	2,292

OPENED

Play's the Thing, The (Booth)	4-28, '48	5
Inside U.S.A. (Century)	4-30, '48	8
Habimah Players (Broadway)	5-1, '48	1

CLOSED

Winslow Boy, The (Empire)	10-29, '47	214
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COMING UP

Hold It (National)	5-5, '48	
Sally (Martin Beck)	5-6, '48	
Alchemist, The (City Center)	5-6, '48	

ANTA Seeks Daly Theater

NEW YORK, May 1.—The American National Theater and Academy (ANTA) is investigating the possibility of purchasing the Daly Theater on 63d Street from its owners. The house hasn't been used in a good many years and would need extensive renovation to get into shape. The owners have asked \$200,000, but unless the price is shaved considerably ANTA, the trade reports, would not be interested. However, there is a possibility that the final asking price might be considerably lower.

Aker Heads S. F. Coliseum

SIoux FALLS, S. D., May 1.—Allan P. Aker, former movie op, has been named manager of the Sioux Falls Coliseum to succeed the late Fred Beecher, who filled the post for nearly 20 years. Aker was booking rep for several dance bands for several years.

'Annie,' D. Moines, Pulls 75G

DES MOINES, May 1.—Missing 75G by only a buck and a quarter, *Annie Get Your Gun*, with Mary Martin grossed \$74,998.75 for eight shows at the KRNT Radio Theater here. The show wound up with a net of \$61,500 for six nights and two matinees in the 4,200-seat theater.

Off-Broadway

SEEDS IN THE WIND

(Opened Saturday, April 24)

LENOX HILL PLAYHOUSE

Drama by Arthur Goodman. Directed by Paul Tripp. Stage manager, Theima Chandler. Produced by Max Hack for the Invitational Experimental Theater.

Stefan Jakubec.....Tonio Selwart
Tonya.....Cy Chermak
Josef.....Jerry Stone
Poldi.....Teddy Rose
Grischa.....Richard Kenny
Vlad.....Donald Rose
Eric.....Ken Terry
Jani.....Jimmy Dutton
Carl.....David Burke
Franz.....Michael Citro
Nikos.....Bobby Nick
Boris.....Stanley Martin
Marta.....Abby Bonime
Katerin.....Mimi Strongin
Liza.....Eeta Linden
Phillipa.....Winnie-Mae Martin
Maminkoo.....Lee Graham

Altho Arthur Goodman's *Seeds in the Wind* is an excellent choice with which to break in the Experimental Theater's invitational program of new script presentations, the play does not rate for Broadway. It is easy to see why *Seeds* received several options, because it carries the nucleus of a sound idea. However, Goodman did not follow thru in his execution.

The drama tells of a group of child survivors of the Lidice massacre who believe their elders are responsible for wars and decide to reject the world of grown-ups to set up their own society. Into their midst wanders an old soldier whose every kind action is misunderstood and suspected.

It Doesn't Add Up

The idea seems material more fit for a fantasy than realistic treatment. When the play comes to grips with reality and the kids try arguing logically for their plan, the answers don't stack up. Goodman has also injected a youthful love interest—so youthful that it is almost embarrassing.

The play is helped materially by two sound performances by Tonio Selwart and Abby Bonime. Several younger thespians, including Jerry Stone, David Burke, Stanley Martin and Lee Graham, are also assets. However, in a key role Cy Chermak proves himself sadly in need of experience.

Paul Tripp turns in an effective job of directing. The play did not suffer from being presented on a practically bare stage. The values in the work, both good and bad, registered.
Leon Morse.

55 Pa. Communities Slap Tax on Gates

HARRISBURG, Pa., May 1.—Fifty-five municipalities in Pennsylvania so far have adopted local amusement tax ordinances under a 1947 State law which permits them to levy a tax on anything the Commonwealth did not see first. An additional 32 are considering an admish tax, according to the Pennsylvania State Chamber of Commerce, which terms the amusement levy "the most popular new revenue source with local officials."

Among the 87 local units which have taxed or are planning to tax amusements are Pittsburgh, 22 third-class cities, 49 boroughs, 6 first-class townships, 8 school districts and the town of Bloomsburg.

In most cases the tax covers all amusements for which tickets are sold. About two-thirds of the local governments have set the take at 10 per cent, the others lower.

The City of Reading expects to get \$260,000 a year from its 10 per cent grab on admissions; Meadville City, \$45,000, and Pottstown Borough, \$28,000.

Out-of-Town Opening

SLEEPY HOLLOW

SHUBERT THEATER,
NEW HAVEN, CONN.

A musical play based on Washington Irving's "Legend of Sleepy Hollow." Book and lyrics by Russell Maloney and Miriam Battista. Music by George Lessner. Production directed by John O'Shaunessy. Settings and lighting by Joe Mielziner. Choreography by Anna Sokolow. Costumes by David Ffolkes. Musical director, Irving Actman. Choral director, Elze Siegemester. Orchestrations by Hans Spialek, Ted Royal and George Lessner. General manager, Robert Milford. Production manager, Joe Moss. Press representatives, Karl Berenstein and John L. Toohy. General stage manager, B. D. Kranz. Presented by Lorraine Lester.

Ichabod Crane Gil Lamb
Roelf Larry Robbins
Luther John Russell
Mrs. Van Brunt Laura Pierpont
Mr. Van Hooten Ken Foley
Mr. Van Tassel Jack Howard
Mrs. Van Tassel Ruth McDevitt
Jacob Van Tassel Richard Rhoades
Mr. Van Ripper Morley Evans
Lena Peggy Ferris
Henrietta Joan Barret
Mr. Van Brunt Bert Wilcox
Katrina Van Tassel Betty Jane Watson
Brom "Bones" Van Brunt Hayes Gordon
Eva Mary McCarty
Hendrick Ward Garner
Mrs. Van Ripper Jean Handzik
Jenny Kate Friedlich
Annie Margerty Oldroyd
Ike William Starbuck
Walt James Starbuck
Piet Shaun O'Brien
Balt Ray Drakeley
Nick Franklin Wagner
Wille Van Twiller Walter Butterworth
Hans Van Ripper Alan Shay
Martin Van Horsen Don Farnsworth
Teena Doreen Lane
Stuyveling Van Doorn Lewis Francis Scholle
Greta Jo Sullivan
Hilda Robin Sloan
Margaret Sylvia Lane
Wilhelmina Ellen Repp
Bertha Margaret Ritter
Elizabeth Janice Sprei
Conscience Ty Kearney
Indian Ken Remo
Cotton Mather William Mende
Siren Dorothy Bird

DANCERS: Aza Bard, Clara Corderoy, Ann Dinbar, Kate Friedlich, Saida Gerrard, Carmella Gutierrez, Margaret McCallion, Kaja Sumdsten, Alex Dunaeff, Don Farnsworth, Jay Lloyd, Joseph Milan, Shaun O'Brien, George Tarar, Franklin Wagner and John Ward.

SINGERS: Iona Albok, Joan Barrett, Peggy Ferris, Deda La Petina, Margerty Oldroyd, Margaret Ritter, Janice Sprei, Jo Sullivan, Ray Drakeley, William Ferguson, Ken Foley, Russel George, Vincent Lubrano, William Mende, Larry Robbins and John Russell.

VILLAGE CHILDREN: Walter Butterworth, Doreen Lane, Sylvia Lane, Lewis Francis Scholle, Alan Shay and Robin Sloan.

Sleepy Hollow, the musical play based on the Washington Irving story of the headless horseman, unveiled itself as a tuneful, lavish production that shows great promise. In its present state it is far from ready, but a lot can be done in the interval between the bow-in and the New York opening to put this in the top-drawer class.

Hollow is blessed with a grand score, fine voices and settings, but in hitching the story to the show much has been left undone. While the Irving story lends itself beautifully to a musical play, the authors seemed to take the long way around; where one word could do for five, they used 50. The generous use of a paring knife, a lot of elbow grease on a rewrite and a major surgical on the show as a whole are definitely indicated.

Gil Lamb, certainly a happy choice as Ichabod Crane, gave the part every bit of playing that could be desired. His grotesque contortions and his uncanny ability to bend himself into the wierdest shapes lent a lot of comedy to his role. His two comedy songs, *There's History To Be Made* and *Poor Man*, were by far the highlights of the night, and his drunk scene in the second act is something to be remembered.

Romantic Side

The romantic interest was furnished by Betty Jane Watson and Hayes Gordon, and the two made a fetching pair of lovers. Both have extremely fine voices, and their two duets, *I Still Have Plenty To Learn* and *Here and Now*, certainly ought

Connor and Roddy Oppose Saylor in ATAM Election

NEW YORK, May 1.—Oliver Saylor is being opposed by Rex Connor and William Roddy for the position of business agent of the Association of Theatrical Agents and Managers. All the other contestants for the one-year terms open in the union election are running unopposed.

They include Ben Boyar for prexy, Frank L. Smith for vice-president, Milton Weintraub for secretary-treasurer, Fred De Bondy for sergeant at arms, Raymond L. Broeder, Morris Jacobs, Robert Milford and Warren O'Hara for the four positions open for managers on the board of governors; William Fields and Richard Maney, the New York press agents on the board of governors; Hal Olver and William Roddy, the road flacks on the board of governors, and Ben Chasin and Nathan Parnes for the Yiddish group members on the board of governors.

Election will be held June 14 at the Claridge Hotel.

Simetti To Head Yardley

NEW YORK, May 1.—Otto Simetti will produce and direct summer stock this season at the Yardley Theater, Bucks County, Pa. He formerly directed at the Lowell (Mass.) State Theater, which recently closed.

Also among the summer stock gleanings, Ralph Foster replaces Ernest Mandeville as co-producer of the Finger Lakes Drama Festival, Ithaca, N. Y. Ray Hinkley is the other producer of that summer stock operation and will also direct several shows.

ANTA Asks Registration

NEW YORK, May 1.—The American National Theater and Academy (ANTA) is asking that young designers and technicians register for summer stock work. ANTA gets many requests for both types of theater workers.

to place those two songs on high on the parade of hits.

The supporting cast was excellent, both from the dancing and singing angle. Little Richard Rhoades, who plays the kid brother, proved to be a real trouper and handled his rather lengthy role splendidly. The moppet shows plenty of talent, and his career should be a bright one.

George Lessner's music was right out of the top drawer. Besides the tunes already mentioned, *My Lucky Lover* and *You've Got That Kind of a Face* are sure-fire clicks. *The Things That Lovers Say*, soloed by Miss Watson, and *Alone*, by Gordon, should certainly be meat for the radio crooners.

Anna Sokolow went just a little overboard with her choreography, especially in ballet numbers, but in modernized Dutch dances and ensembles did a capable job. The saving grace on the much too hoity-toity ballets was the extreme capabilities of her terpers.

Jo Mielziner did his usual capable job with the sets, and produced some startling effects that never failed to maintain the near-fantasy of the mood. David Ffolkes's costumes were in the same groove.

It was only in the book that the play fell down, and co-authors Miriam Battista and Russell Maloney have their work cut out for them. The simple story seems to take so long in the telling that at least 40 minutes playing time must be shaved. As a whole, *Hollow* has more than possibilities. Currently it is extremely easy on the ears and eyes, but it is also extremely tiresome. An overall tightening can bring this to Broadway with every chance of surviving. *Sidney Golly.*

FOREIGN REVIEWS

NOUS IRONS A VALPARAISO

(We Will Go to Valparaiso)

THEATRE DE L'ATHENE, PARIS

A comedy by Marcel Achard. Directed by Pierre Blanchar. Sets by Francois Ganeau. Presented by Pierre Blanchar.

Therese Cabanis..... Laurence Aubray
Tantine..... Germaine Michel
Pascal Cabanis..... Jean Lanier
Valerie Pardallan..... Simone Renant
Gilles Cabanis..... Pierre Blanchar
Presiding Judge..... Jean D'Yd
Mentrier..... Jean Toulout
Prosecuting Attorney..... Georges Lannes
Suzanne Forster..... Dominique Brevan
Raboulin..... Edmond Ardisson
Albert Nogarre..... Michel Salina
Adolphe Charpentier..... Guy Derlan
Hoyosse..... Robert Dalban
Severine Pardallan..... Yvette Andreyor
Bourdille..... Daniel Mendaille
Crier of the Court..... Jean-Pierre Lituac
Assistant Judges..... Mancini and Charrier
Police Guard..... Charles Bonnell

Pierre Blanchar, who took over Louis Jouvet's theater when the latter went on tour, has directed and is starring in Marcel Achard's new play, *We Will Go to Valparaiso*.

This bit of fluff is not likely to give anyone a headache and while it's on the most banal theme possible it is packing them in.

Gilles Cabanis, very much married, has fallen in love with soul-mate Valerie. In order not to hurt devoted wife Therese, the lass consents to a "back street" existence. Of course all is discovered, Therese commits "suicide," Gilles and Valerie are held as suspects, eventually are acquitted and fly with their love to Valparaiso.

This streamlined Tristan and Isolde is neatly contrived and sometimes moving, but on the whole, the result is a trivial postcard facsimile of the real thing.

Achard commits his own crime. He does away with his two most intriguing characters in the first act. Therese (Laurence Aubray), in love with her husband to the point of madness, is a much more dynamic personality than any of the others, and her aunt, Tantine (Germaine Michel), plays with the comic seriousness of a Josephine Hull.

Pierre Blanchar, France's No. 1 movie star, plays hero Gilles with a complete lack of color. Simone Renant (Valerie) makes a satisfyingly beautiful mistress. Francois Ganeau's first act set of the Cabanis' living room is good.

The French adore this lovey-dovey, petty quarrel and making up, crime passionnel sort of thing.

Jean White.

Directors Selected For 2 Strawhatters

NEW YORK, May 1.—Cecil Clovelly will direct at the Newport Casino Theater for producer Sara Stamm this summer. Clovelly has an extensive legit background and has owned, directed and managed many haylofts.

Fred Stewart, of the Six o'Clock Theater will direct at Louis Townsend's Theater-in-the-Dale at New Milford, Conn., during the dog-days. Stewart has previously directed for Arthur Beckhard at Martha's Vineyard and at the Barter Theater.

New Musical for Hartford

HARTFORD, Conn., May 1.—Plans have been announced for presentation of an original musical comedy, *Seein' Is Believin'* at the Bushnell Memorial Auditorium, Hartford, May 14. The book and story were written by Lucille Murphy and the original music and lyrics by Irving Howe, both of New Britain, Conn. The show will feature a cast of 75, plus a 13-piece band. Scenery is being provided from the Shubert Theater, Boston. There's a possibility that the show may be presented later in other Connecticut cities.

LA DAME DE L'AUBE (Lady of the Dawn)

GAITE MONTPARNASSE THEATER, PARIS

A play by Alejandro Casona. Translated by Jean Camp. Directed by Pierre Valde. Set and costumes by Olga Choumansky. Presented by Pierre Valde.

The Mother..... Maria Meriko
The Grandfather..... Pierre Valde
Fallin..... Serge Lecointe
Andre..... Jacques Delvigne
Dorina..... Malou Cares
Telva..... Andree Tainsy
Quico..... Lucien Hubert
Martin De Narces..... Cuy Caillard
The Pilgrim..... Lila Kedrova
Adela..... Janine Camp
First Young Girl..... Denise Fontaine
Second Young Girl..... Janine Mondon
Third Young Girl..... Inah
First Boy..... Andre Gornet
Second Boy..... Francis Ehrlich
Third Boy..... Jacques Schmuck
Angelica..... Muriel Chaney

La Dame de L'Aube (Lady of the Dawn), by the contemporary Spanish playwright, Alexjandro Casona, has been produced and directed by Pierre Valde at the Gaité Montparnasse. Casona paints a Spain different from Frederico Garcia Lorca's in his *Blood Wedding* and *Bernarda's House*. Instead of hot sun and hot passions, brooding, endless waiting is the keynote of *Lady of the Dawn*.

The author has reversed the usual procedure for young playwrights and has written a third act that is much closer knit and more exciting than either of the first two, which are overstretched, or the last, which is anticlimatic. Pierre Valde, Paris's latest find in directors, has solved intelligently a difficult staging problem and has found a happy balance between the miraculous and the real. The wanderings of a mysterious pilgrim (*Lady Death*) are gradually wrought into a climax, yet always remain a stark contrast to the rest of the play's rhythm.

Lila Kedrova does well as the Lady of the Dawn. Her imperturbable composure adds to the supernatural quality called for by the role. Maria Meriko as the matriarch develops from the utter despondency of the first act to the gracious contentment of the last with sureness if not always with even tempo. Muriel Chaney makes a poignant, credible daughter. Pierre Valde himself is unfortunately not a very believable grandfather, while Cuy Caillard as a troubled husband and Andree Tainsy as an old servant put in poor performances. Olga Choumansky has designed several beautiful costumes.

This introspective plunge into the consuming passions of a sunless Spain has excited and won the praise of Paris audiences, but it is doubtful whether this technically weak drama could overcome U. S. hurdles.

Jean White.

ROUTES

Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
Annie Get Your Gun (Philharmonic Auditorium) Los Angeles.
Antony & Cleopatra, with Katherine Cornell (Blackstone) Chicago.
Blossom Time (Davidson) Milwaukee.
Burlesque, with Bert Lahr (Cox) Cincinnati, 5-8.
Carousel (Royal Alexandra) Toronto.
D'Oyly Carte Opera Co. (Shubert) Boston.
Dunham, Katherine (Nixon) Pittsburgh.
First Mrs. Fraser, with Jane Cowl (National) Washington.
Harvey (Biltmore) Los Angeles.
Harvey (Locust St.) Philadelphia.
High Button Shoes (Opera House) Boston.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Broadway) Denver 3-5; (Capitol) Salt Lake City 7.
My Romance (Great Northern) Chicago.
Oklahoma (Curran) San Francisco 3-5; (Civic Aud.) San Jose 6-8.
O Mistress Mine, with the Lunts (Geary) San Francisco.
Private Lives, with Tallulah Bankhead (Home) Oklahoma City 5-6; (City Aud.) Pueblo, Colo., 8.
Red Mill (Hanna) Cleveland.
Show Boat (Shubert) Chicago.
Sleepy Hollow (Shubert) Philadelphia.
Student Prince (Forrest) Philadelphia.
Winslow Boy (Walnut St.) Philadelphia.

Burlesque

By UNO

MEI LING, burly's only Chinese strip, wound up 22 weeks as feature on the Hirst Circuit and returned to San Francisco niteries. . . . **Richy (Shorty) McAllister** and **Harry (Stinky) Fields** have split temporarily as a team, with McAllister switching to niteries (he's now at the 19th Hole, Manhattan with Walter Budd). Fields has migrated to Miami to supervise certain mechanical parts in the pic, *Life of Babe Ruth*. . . . **Dottie Alexander (Mrs. Lew Denny)** is in her 37th week as chorus captain at the Gayety, Baltimore. . . . **Bert Moore**, **Zan Overall** and **Otto Lichtenstein** compose the *Trovadore Trio*, now in the Blackmoor Room, Wisconsin Hotel, Milwaukee. . . . **Marline** and **Flo March** have opened at the Gayety, Norfolk, thru **Eddie Kaplan**. . . . **John Head**, stage manager-straight man at the Avenue, Detroit, was double-feted April 23 on his birthday and on his marriage the day before to **Talu**, of the stock cast. The other members of the company are **Blaze Fury**, **June Carstairs**, **Jan Cafara**, **Frank Smith**, **Herbie Barris**, **Scurvy Miller** and **Frances Parks**, producer. . . . **Max Furman (Larry Martin)**, who was comedian with the *Star and Garter* musical, opens May 29 with **Alma Maiben**, **Milton Frome** and **Lew Hearn** at *Florentine Gardens*, Hollywood, in **George White's** new *Midnight Scandals*.

JESSICA ROGERS opens May 6 in **Poppy's Showboat**, Hotel Adolphus, Dallas. . . . **Eleanor Sheridan** is now in legit stock at the **Hartman**, Columbus, O. . . . **Gloria Glad** is at the **Silver Palms**, Chicago. . . . **Marty Hoff**, singing emcee, is at the **Club Milwaukeean**, Milwaukee. . . . **Lorraine Gilbert** booked into the **Bandbox** nitery, Chicago, where **Paul West** and **Meggs Lexing** replaced **Parker Gee** and **Charles Robinson**, who have moved to the **Alvin**, Minneapolis. . . . **Bob Wall**, former bell captain at the **Hotel Schroeder**, is the new manager of the **Circus Room** in the **Hotel Wisconsin**, Milwaukee. . . . **Jack Haley** opened April 30 in *Inside U. S. A.* at the **Century**, New York, and **Red Buttons** opened May 5 in *Hold It* at the **National**, New York. . . . **Ceil DeVine** opened at the **Gayety**, Norfolk, April 26. **Carole Winters** missed the show the week before, due to illness. The three chorus standbys, **Muriel Winn**, **Smiling Ann Bergin** and **Francine Boggi**, substituted. . . . **Roster** at the **Empire**, Detroit, includes **Sam (Blue Jay) Mitchell** and **Joe Hammond**, comics; **Tommy Reynolds**, straight, and **Sally Connolly**, **Frances Hammond**, **Jean Abbott**, **Fay Price**, **Audry St. Johns**, **Patti Dunn**, **Diane Morgan** and **Mitchell**, chorines. **Frank Crowe** is house manager and producer. . . . **Daurice Shaw**, new burly tapster, opened at the **Casino**, Pittsburgh, April 25 for a spot-booked tour. . . . **Globe**, Atlantic City, reopens for the summer with stock June 15. Returning to the managerial post will be **Bernie Ferber**, now chief at the **Gayety**, Washington.

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Chi's Sheraton In Policy Switch

CHICAGO, May 1.—Sheraton Hotel inaugurated several changes in entertainment policy here this week. Most important was switching swank **New Horizon Room** on Michigan Avenue into a cocktail lounge that henceforth will feature piano and organ music and converting the **Celtic Room**, the main dining room, into a supper club. New policy for the **Celtic Room** calls for dancing and popular prices featuring \$2.50 dinner and six bits for an ounce-and-a-half of Scotch, with no cover or minimum. Concert music will be provided from 7 to 8:45 p.m. nightly and dance music from then till closing.

Mutual Entertainment Agency outdistanced competition by opening **Gloria Van** and **Her Augmented Vanguards** for an indefinite run Tuesday (25). Competition for booking was keener than usual among agents with **J. J. (Booke) Levin** finally copping the contract after adding a bass, piano and drums to the quartet.

Timberg Sued Over IG Booking Tangle

NEW YORK, May 1.—Herman Timberg is being sued in municipal court by **Benjamin Morse** who claims he gave Timberg \$1,000 to get bookings for Morse's son, **Elliot**. The only booking that **Elliot** secured, said Morse, were four dates on the **RKO Circuit** in February 1946 at \$15 a throw.

Timberg states he received the money for writing a script, *Knickerbocker's Holiday*, for Morse.

The decision was reserved by Judge **Christopher C. McGrath** Wednesday (28) in the municipal court, Seventh District. Attorney for the defendant is **Leroy Dreyfus**; for Morse, **Keesing and Keesing**.

Paddock Liquor License Awaits Supreme Court OK

ATLANTIC CITY, May 1.—Pending a hearing before the Supreme Court Tuesday (4), the liquor license was returned this week to the **Paddock International**. The nitery's license had been revoked by the State after hearing charges of alleged violations of the State liquor regulations.

Owner **Rebecca Kravis** and Manager **Lou Kravis** went to the courts for the stay of the liquor board's action. Permanent shuttering would result in loss of a major spot for nitery acts here during the summer.

Misiak Buys Into Detroit's Grand River Barbary Coast

DETROIT, May 1.—**Boleslaw Misiak**, a newcomer in the nitery field, has bought out the partnership of **Alec Marcopoulos** in the **Grand River Barbary Coast**, near downtown Bowery-style spot which has long been a center for the town's extensive hillbilly fans. **Agislaos (Mike) Papoulos** remains as senior partner.

The place is using **Jess Whitney's** orchestra with a straight dance policy but will put in occasional floorshows as well.

RICKARD QUILTS ARA

(Continued from page 45)

ficient cash bond with **AGVA**. If an op had \$2,000 up and the show cost him \$2,500, the union would demand the additional security.

Bookers objected to it, claiming disclosure of salaries would result in ops fighting each other and demands for additional bonds might force some cafes to cut or cancel shows. Agents, however, agreed to **AGVA's** request, arguing that sufficient bonds would protect their actors' salaries, thereby protecting their commissions.

Magic

By Bill Sachs

PROF. RALPH M. PABST, veteran mentalist, who recently settled in Phoenix, Ariz., for an indefinite stay, writes in to say what a good job **Bert Easley**, former pro magish, is doing for local and traveling magi with his magic shop located there. "I also met the **Great Fontaine** here," writes Pabst, "and enjoyed a chat with the Irelands as they stopped over here on their way to Chicago. My stay here was rather forced upon me but while I'm here I plan to set up a mail-order school in astrology and mentalism. Later I plan to resume with my mental turn in this area where I hope to become as active as I formerly was in Florida, New York and Tennessee. Professor **Teschner** has taken over my school in **Chattanooga** and is doing nicely, too, netting around \$35 per day the last I heard from him. Mrs. **Josephine Booth**, mentalist, is running for the position of Democratic chairman for the State of Florida. . . . **Pablo** played the **Gayety Theater**, Montreal, week of April 19, and **Jerry Bergman**, another magicker, followed him in there last week. . . . **Benny Doss** scribbles from **Dothan, Ala.**, under date of April 25 to wax hot over an alleged piece of exposing which he claims he witnessed recently. "A few nights ago," writes Benny, "at the **Houston Theater** here, I watched a so-called great expose some of the best tricks of magic, such as the spirit paintings, clip board, change box, etc. After the performance, as he called it, I informed the exposé that I was a professional magician and did not believe in such things. He informed me that every school boy had known these things for the last 20 years. The gentleman I refer to bills himself as the **Great Kirma**. There should be something done about it by the **IBM** and the **SAM**."

MILBOURNE CHRISTOPHER, the Baltimore rope wizard, type-writes from **Santos, Brazil**, under date of April 25: "Saw the **Fu Manchu (David Bamberg)** show several times in Rio and spent many delightful hours with Bamberg. It's the best-mounted magical production I've ever seen. Excellent curtains and sets. Bamberg, himself, is an actor-magician with a neat sense of comedy and suspense. Show moved to Rio after a year in Buenos Aires. After my performance last night at the **Hotel Parque Balneario** here, three people came back to see me who had seen my hocus-pocus seven years ago in the same city's **Casino Sao Vincente**. . . . **Landrus the Magician** posts from **Henderson, Tex.**, that he winds up his Texas school tour May 17 after which he begins on a long string of Boy Scout dates thru the Lone Star State. He has a host of Texas schools lined up for repeat dates beginning in the fall. . . . **C. A. George Newman**, Minneapolis magician-mentalist, is readying for his forthcoming summer tour which begins late this month and ends in September. It will mark his 52d season on the road as a pro, all repeat dates in towns he has been making since way back when. Sizing up the **Twin Cities** magic situation, Newman has the following to say: "The **Twin Cities** and vicinity have been well entertained by two top-flight magicians, **Earl Morgan** and the **Great Roy**. Roy has been scoring heavily at the swankiest banquets and conventions, in fact he has given such splendid satisfaction that the artists' bureau has him solidly booked for the fall and winter season ahead, beginning in September. He has been in constant demand the last four months, which is an enviable record for a magician in the **Twin Cities'** top-money spots. Incidentally, Roy has purchased all the illusions and

East Side Small Spots Are Boffo

(Continued from page 45)

ing planned to start, if not this spring then next fall.

In this competition the in-between clubs like **La Martinique** are hit hard. With insufficient capacity to get top names, and with medium-priced acts failing to do business, **La Martinique** found itself ground between two millstones. Its latest effort was to bring in **Smith and Dale** for \$1,250. The old-time standard act does a good job, but not at the door. So under the guise of summer shuttering, **La Martinique** is closing. It may reopen in the fall with a new name and an intimate East Side policy with no dancing, but its policy is still undecided.

Embassy In-Between

The **Embassy** is another case of an in-between club that couldn't stand the competition. The room was opened by **Bill Miller**, who later sold out to **Sam Marcus**. The latter has made several efforts to bring it to life but none has been successful. The **Embassy** is now dark, with several buyers said to be interested, but so far nothing has happened.

This demand for intimate East Side spots which can operate on comparatively small budgets—none have dancing—has brought the asking price for established rooms in this area to pretty high levels. The **Encore**, for example, is said to have been sold for \$40,000. A small spot on 55th off Fifth Avenue is asking \$52,000. In some cases the potential buyers are ex-headwaiters who collected heavy loot in the lush war years. In other cases it is playboy dough that is interested.

But whoever puts up the lettuce the fact remains that it is the East Side that presents the market for the acts that can't get jobs on Broadway.

magical effects of the late **Jame Dawson** who passed on last December."

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Jewell, Harris Biz Holding Up

BONHAM, Tex., May 1.—Jewell & Harris Players, who have been working to good results in this sector despite inclement weather, moved in here this week for a home-coming celebration of their own. Despite the fact that the org followed the Greater United Shows, management is looking forward to a successful engagement.

Margot Jewell's parents, who were in show business here for a number of years, still make this city their home. Margot married Bob Jewell here.

Recent visitors included Mr. and Mrs. Walter Hand, Bill Provine, Mrs. J. C. Smith, and Mrs. Jim Shrader. During the engagement in Sherman, Tex., show's ork did a daily air shot over KRRV.

Mason Awaits Day His Children Tread Grandfather's Path

CINCINNATI, May 1.—Dick Mason, in a letter to *The Billboard* this week from his home in Burbank, Calif., revealed that he was "surprised and delighted" to read in recent issues news notes from Bruce Rinaldo pertaining to his mother, Fannie Mason, and his aunt, Marie Lazone. Dick is one of the grandchildren of Tom and Fannie Williams.

"Never having seen my grandmother," writes Mason, "there's little I can add to what already has been written. But that granddad of mine! What a grand old trouper he was. Yes, I was one of his favorite grandchildren. He often told me of the happy days he enjoyed in show business. He added in disgust, however, that there was no real show business anymore.

"Perhaps he was right. Who can tell? Be that as it may, I hope to see my son, Dick Mason III, and my daughter, Sally, follow in the footsteps of my grandparents and my parents."

Harvey Succumbs In Denver Hospital

KANSAS CITY, Mo., May 1.—J. L. (Jimmy) Harvey, widely known in rep and tent show circles and former owner-manager of the Peggy Normand Dramatic Company, died recently in a Denver hospital following an operation for stomach ulcers. Harvey's last connection with the theater was as a third owner with E. L. Paul and Arthur Hockwald in a production of the C. T. Dazey *In Old Kentucky*, which toured the country in 1924.

Following that tour, Harvey took over a parcel of land in Colorado on which he built up one of the most successful dude ranches in the State.

Class, Distinction Marked Orgs in \$10-and-Cakes Era

By Will H. Locke

SOMEWHERE, and still in the land of the living, there must be a few old-timers whose memories reach into the yesteryears and the good old days of repertoire and one-night-stand trouping at 10-bucks-cakes-and-transportation per week. It is always pleasant to recall fellow troupers, companies and incidents of a period in the realm of make-believe that was happier than we realized—a period of show business that history will never repeat.

I wonder how many there are, who they are and where they are, who remember the shows I am going to mention.

A notable attraction touring the Midwest during the 80's was the Bella Golden Company, headed by Bella Golden and presenting a repertoire of the popular plays of that day, featuring an exceptionally good band and orchestra. There was class and distinction in every detail of that clever organization. The band, dressed in flashy, gorgeous uniforms, gave a street parade and concert every day, and a concert in front of the theater before the doors opened each evening. Altho I knew some of the personnel of that company, the passing years have caused their names to escape my memory.

Mittenthal Stock

A prominent show of the 90's was the Mittenthal Stock, playing big melodramas and carrying a carload of special scenery and effects. While playing a week stand in the old Greenwall Opera House at Fort Worth in 1898 during the Spanish-American war, a regrettable accident occurred one night during a performance of *Remember the Maine*. A cannon, made of wood and charged with black powder, was used to give the effect of a big flash and smoke in the blowing up of the Battleship Maine in Havana Harbor. For some reason something went wrong, and the cannon, instead of going off as it should have, exploded, hurling pieces of the wood in every direction, giving the cast a terrific fright and some narrow escapes. Some of the pieces of wood flew out into the audience and one piece struck a man named Tanner who was sitting in the balcony, killing him. A cousin of my old friend, Frank Powell, actor and scenic artist was sitting beside Tanner but fortunately had to leave before the end of the show or he too might have been killed or injured. Perhaps his guardian angel was taking care of him.

The last time I met the Mittenthal Company was in May, 1901 while it was playing a week stand in the big old Gillis Theater, Kansas City, Mo. Several old friends, including Eddie and Edith Bowers, were with the show, and we had a fine visit.

Madison Square Topper

Another prominent rep show of that period was the Madison Square Theater Company. The roster included George W. Lowe, manager; Ed M. Hadley, agent; Bertha Rohr, pianist; Will N. Rogers, violinist; Whit Brandon, Lida Hall Brandon, Ed Beach, Franc Elliott Beach, Will N. Rogers, Clytie Rogers, P. A. Phelps, Bertha Phelps, Nellie Castle, Lotite Emmons, Tom Depew, Jack Ellis and the writer. It was an exceptionally strong rep show and we were up in 20 plays. Will and Clytie Rogers were both large people, their combined weight totaling 600 pounds. Will was a good actor and fine violinist; Clytie was an excellent character woman and did a specialty Will had written for her entitled *An Irish Biddy's Idea of a Negro Cake Walk*, that was a riot. Both were fine folks. In those days many hotel beds were of the type with wooden

slats, and frequently the weight of these lovable people would break the bed. Will, to keep it from collapsing, put a box or two underneath. Of course, it caused a lot of good-natured kidding.

A funny incident occurred at Hutchinson, Kan. We arrived on a Sunday shortly before noon, and registered at the leading hotel, the Brunswick. When dinner was served we filed into the beautifully appointed dining room. The tables and chairs were of a beautiful, delicate, modern type and set for four persons each. The floor was highly polished and there was class to the whole set-up. Ed Hadley and I were sitting at a table when Mr. and Mrs. Rogers came in and were seated at our table. When Clytie sat down the chair creaked alarmingly. Besides our company there were a number of local people of social prominence in for Sunday dinner, and there was an atmosphere of quiet refinement and a softly subdued murmur of conversation as the waiters were taking the orders. Suddenly, there was a loud crash that startled everyone and there was Clytie, sitting atop the flattened-out wreck of the chair, looking embarrassed and blushing red to the roots of her blonde hair. The legs of the delicate chair had spread on the slippery floor under the strain of her weight and down it went. Will gallantly helped Clytie to her feet while a half-smothered laugh pervaded the dining room. The remains of the chair were quickly removed and a strong chair was brought in from the kitchen. Clytie sat down and soon all became quiet and we fell to eating a nicely served dinner.

Presently more guests came in. They were Charles K. RossKam and his Chicago Stock Company. Passing thru town on the way to its next stand, the personnel took advantage of a short layover to get a good Sunday dinner. The character woman with RossKam's company was a large woman, not quite as large as Mrs. Rogers, but nearly as heavy. Some of us who were acquainted shook hands, and all sat down to eat. Suddenly there came another loud crash, and the other big lady was sitting flat on the flattened-out wreckage of her chair. Now that was

Texas Jaunt Paying Off For Plunkett

SANTA ANNA, Tex., May 1.—Plunkett's Stage Show, currently in its 11th week on tour, chalked up a successful three-day stand here this week. Last week, Richland Springs and San Saba combined to give the org its best week of the season thus far.

Show has five more engagements booked in Texas before jumping into established territory in Kansas.

Recent visitors included Mr. and Mrs. Doc Williams, Mr. and Mrs. Bennie Rinehart and daughter, Mrs. Moore and son, and Bill Davis.

Pat and Larry Plunkett have joined Gloria, Jerrie, Cleo and Sonny in the trampoline act, while Rickey Miget is doing contortionist and aerialist turns. Kennedy Swain is handling the comedy chores, and repertoire include *The Awakening of John Slater*, *Up Popped the Devil* and *Holy Sinners*.

Jim Plunkett is doing blackface and Capt. Fuzz Plunkett is presenting his animal act. Show is utilizing a new flame-proof tent, with a 1,000 seating capacity. Congo, chimp, also is a feature.

too much for the risibilities of everybody and a loud laugh broke up all the dignity and decorum of the occasion and seemed to make everybody acquainted. Both women were good sports and got as much fun out of the incident as the rest of us.

I have known many odd and funny things, as well as heart-breaking ones, during many years of trouping, but that remarkable coincidence stands out as the most unique of all.

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CANDA—Henry G., 56, senior account executive of Batten, Barton, Durstine & Osborn, Inc., ad agency, April 29 in New York. He had been with the agency since 1920. His widow and son survive.

CUTTI—Mrs. Berta, 61, opera soprano and North American representative of the Society of Italian Authors and Composers, April 21 in New York. She was responsible for bringing to this country such Italian plays as *Six Characters in Search of an Author*, *As You Desire Me*, *The Jest* and *Death Takes a Holiday*. Mrs. Cutti formerly sang in the operas *Tosca* and *The Girl of the Golden West* in Italy and was decorated for entertaining troops during World War I. Her son, William Maurice, survives.

In Loving Memory

Of Our Wife and Mother

MURIEL W. CORBETT

Who Died April 30, 1946

JOHN M. CORBETT

MARY L. CORBETT

FEUCHTER—Charles, brother of Lou Feuchter and Joan Gordon, president and secretary, respectively of the Old-Time Vaudeville and Dramatic Artists' Club of Oakland, Calif., recently in Alameda, Calif.

FULLER—Leslie (Albert), 57, former stage and film comedian and motion picture producer, April 24 in Margate, England.

FURST—Melvin, monologist, in San Francisco recently.

GASKILL—Clarence, 56, composer, April 29 in Fort Hill Park, N. J. Gaskill was musical director for the *Earl Carroll Vanities* from 1927 thru 1931. He also worked with the late Florenz Ziegfeld in a number of productions including *Whoopee*. His songs include *Kentucky Blues*, *I Can't Believe That You're In Love With Me*, *Prisoner of Love* and *Minnie the Moocher*. His widow survives.

GIBBONS—John L., 51, Louisville, train hand with Cole Bros.' Circus, aboard the show train in Danville, Ill., April 28 of a cerebral hemorrhage. Surviving is a sister, Mrs. Kathryn Slaughter, Paris, Tenn.

GIRARDIN—Edgar L., 39, guitarist

THE FINAL CURTAIN

and orchestra leader in Hartford, Conn., for many years, April 20 in New York. His father, three brothers and four sisters survive. Burial was in Hartford, April 24.

GOODWINS—Ercell W., 32, actress and divorced wife of film director Leslie Goodwins, in Los Angeles April 23 of injuries sustained in an auto accident. She was married to Goodwins in 1943 and abandoned her film career but resumed picture work following her divorce in 1946. Survived by her mother, daughter and a sister.

In Loving Memory of

ROSEY HULSE

Who passed away April 29, 1947

Hazel & Dwayne Steck

HARVEY—J. L. (Jimmy) recently in a Denver hospital following an operation for stomach ulcers. Widely known in repertoire and tent show circles, Harvey is survived by his widow, known professionally as Bonnie Norton; his mother; a brother, Lloyd, and two stepsons.

HELLMAN—Leo, violinist with the New York Philharmonic and the Detroit Symphony orchestras, April 26 in Los Angeles.

HOUSLEY—James E., former movie theater operator at Hot Springs, April 23 in a Little Rock Hospital. Surviving are his widow, three brothers and a sister.

JOHNSON—Carol, husband of Alma Ferris, singer and musician, in Oakland, Calif., recently.

JONES—Millie, former soubret and song and dance artist, recently in San Francisco.

LANDRUM—Lorry C., associated with Cetlin & Wilson Shows the past 20 years, April 25 in McGuire Veterans' Hospital, Charleston, W. Va. He was a member of the Miami Showmen's Association. Burial in Richmond (Va.) National Cemetery April 27.

MARSTINI—Rosita, 54, film actress, in St. Vincent's Hospital, Los Angeles, April 24. Born in Nancy, France, she came to Hollywood during World War I to work for Universal Studios. Her screen appearances included *A Tale of Two Cities*, with William Farnum, and *The Big Parade*. She retired for a time but returned to film work two years ago and last appeared in *Holiday in Mexico*. Services in Hollywood April 28.

NEWMAN—Alice, former actress and mother of Jessie Sturgeon, in Oakland, Calif., recently.

PLATT—Sydney, 66, actor and member of the International Alliance of Theatrical Stage Employees, April 26 in New York. He worked many years with John Golden's plays and served as manager and stage director

of numerous Charles Maddock productions. Platt recently toured with Sigmund Romberg. His widow, Mildred, survives.

PLOWMAN—Marshall W., 56, vet sports announcer and manager of Station KWAT, Watertown, S. D., recently in that city.

PONCE—Manuel M., 61, Mexican pianist and composer and director of the National Symphony Orchestra of Mexico, April 24 in Mexico City. His best known work was *Estrellita*.

QUINBY—Mrs. Harriet, 55, pianist, composer and first manager of the Municipal Auditorium, Zanesville, O., April 21 in that city. Her husband, Kenneth, survives.

RODRIGUEZ—Gerardo Mattos, 51, composer who wrote the tango, *La Cumparsita*, April 24 in Buenos Aires.

SCOTT—Flo Stilabower, 50, pianist, April 28 in Springfield, Ill. She had played the old chautauqua circuits and on the Illinois River steamer, *Idlewild*. Survived by her husband, Wilbur, and two daughters, Mrs. Ken Seely, booking agent, and Mrs. Fay Hilton.

In Cherished Memory

of

HARRY DECKER



A great showman who gave his life in the line of duty at Bennington, Vt., on May 4th, 1945.

Devoted Husband of ANN
Loving Father of MARYANN

STACKER—John M., 65, former carnival and circus trouper and movie operator, April 24 at his home in Torrington, Conn. Stacker was connected with the Hunt Circus at one time and had operated a carnival company. For many years he was a projectionist at the old Opera House, Winsted, Conn. He had also been production manager of Monarch Amusement Producers, which ran home talent productions thruout New England. Survived by his widow, Amelia; three daughters, Mrs. Philip Widmer, Torrington; Mrs. Arthur Gertz, Hamden, Conn.; Mrs. Joseph Plante, Winsted; a son, Myron S., Torrington, and a sister, Ruby, of Winsted. Burial in Forest View Cemetery, Torrington, April 25.

TOM BRENEMAN

Tom Breneman, 47, radio emcee and originator of the *Breakfast in Hollywood* air program, died at his home in Encino, Calif., April 28 of a heart attack.

Breneman was a vaude actor until 1927 when he entered radio in Los Angeles. In 1929 he starred in a radio comedy series called *Tom 'n' Wash* in which he played both characters. The program met with little success and for the next three years he worked in New York where he originated the *Laugh Club of the Air*, one of radio's first audience-participation shows. He later returned to Hollywood and managed two radio stations and then went to San Francisco in a similar capacity.

In October, 1941, he returned to Los Angeles with his *Breakfast* idea and eventually found a sponsor in the Sardi restaurant management, and the next four years the show originated daily from Sardi's Hollywood restaurant. In 1945 he opened his own restaurant in the film capital, where his *Breakfast* program maintained its popularity. He had recently returned from a month's vacation and died just as he was leaving home for his broadcast.

Survived by his widow, former actress Billie Dunn; a son, daughter and a brother, Mark, also a radio personality.

STUART—Derwood, 38, trumpeter, who had appeared with Negro name bands thruout the country for the past 20 years, April 26 in San Francisco of knife wounds. At the time of death he was a member of Charlie Whitfield's band in San Francisco.

TELLMAN—John, husband of Mary Hill, vaude violinist, recently in San Francisco.

Milt Britton

Milt Britton, 54, comic band leader who introduced slapstick style into jazz music, April 29 in New York at the Hotel Roosevelt, shortly after leading his band at a luncheon of the Radio Executives' Club.

In 1914 Britton entered showbiz in vaude and toured the Keith Circuit. He joined Frank Wentzel in 1917 in a two-man trombone team, during which time Britton perfected a "laughing trombone" technique. His orchestra, from 1924 until 1945, when it was last seen in Paramount's *Riding High*, was known as America's Craziest Orchestra, The Brown Derby Band and The Mad Musical Maniacs. They toured Europe and South America and appeared in the *Ziegfeld Follies* in 1931-'32.

His widow, son and daughter survive.

VAGGIANI—Nicolini, 59, impresario, April 24 in Rio de Janeiro.

WOLLHEIM—Eric, 68, theatrical agent, April 7 in Henley on Thames, England. He formerly organized and directed the Serge Diaghileff Russian Ballet and arranged the staging of the musicals, *White Horse Inn* and *Casanova*. He was also responsible for the cabarets staged in the Savoy, Berkeley and Claridge's hotels, London, for a number of years.

Marriages

CHRISTENSEN-FRAZEE—Whitey Christensen, screen double for Western actor Roy Rogers, and Jane Frazee, film actress, in Las Vegas, Nev., April 24.

HEAD-MERCKE—John Head, vocalist at the Avenue Theater, Detroit, and Jeannine Mercke, strip dancer, April 22 in Detroit.

KAUFMAN-ROCHE—Irwin (Hap) Kaufman, writer-producer at KGO, San Francisco, and Betty Roche, non-pro, April 22 in San Francisco.

MANN-RIFBJERG—Robert Mann, Columbia Broadcasting System program sales manager, and Grace Rifbjerg, radio actress known as Ann Summers, April 24 in New York.

MORRISON - KUNODY—Charlie Morrison, night club owner, and Mary Kunody, actress, April 24 in Hollywood.

MURPHY - TOBIN—Patrick Murphy, radio director of Holden, Clifford & Flint, Detroit advertising agency, and Patricia Tobin, radio and television actress, in Detroit recently.

SHEPARD-WINTERS—Sol Shepard and Bernice Winters, radio and legit actress, April 17 in Chicago.

SIBOLD-O'MEARA—Nat Sibold, baritone in *Skating Vanities*, and Jean O'Meara, skater in the same show, April 24 in Plymouth, Mich.

STREET-HUGHES—David Street, actor-singer, and Mary Beth Hughes, film actress, in Los Angeles April 28.

TOPPING-TURNER—Robert Topping, former husband of actress Arline Judge, and Lana Turner, film star, in Beverly Hills, Calif., April 26.

Births

A son to Mr. and Mrs. Lawrence Barker March 25 in Sinclairville, N. Y. Father is cookhouse operator on the Barker & Ernievine Shows.

A daughter to Mr. and Mrs. Dave Atchison April 20 in Elgin, Ill. Father is in the National Broadcasting Company's press department, New York.



HARRY DECKER

MAY 4, 1945

STILL ONLY YESTERDAY
YOU SAID SO LONG. I MISS
YOU, BOY.

RALPH

NO QUAKE, BUT EARTH MOVES

Norfolk Ups Show Taxes

Jump daily fees from \$150 to \$300—Dudley Cooper, park owner, sparks move

NORFOLK, May 1.—The city council has decided to jump the license tax on carnivals, street fairs and tent shows from \$150 to \$300 a day in its new tax ordinance.

Chief advocate of the increased rate was Dudley Cooper, operator of Ocean View Amusement Park and Seaside Park at Virginia Beach and Seaview Beach, one of the South's largest Negro beach amusement centers.

Cooper urged the move to keep what he called the "bad influence" of carnivals out of the city, and the council considered a \$1,000-a-day levy until Commissioner of Revenue W. R. Moore warned that such a figure might result in legal difficulties.

City Manager C. A. Harrell said he is considering presenting an ordinance outlawing carnivals from the city because of alleged health law violations and because they are followed by an "undesirable element."

Montreal Cops Sked Outdoor Thrill Circus

NEW YORK, May 1. — Herman Blumenfeld and Joseph H. Hughes, of the George A. Hamid booking office, this week announced the completion of plans for the staging of a combination thrill show and circus for the Montreal Police Department. The event will be staged in the Montreal stadium and run from June 11 thru 17.

Talent for the show will be on a par with that presented annually in Montreal by the Hamid-Morton Circus under Shrine auspices, the bookers said. The performance will be staged circus fashion with three rings. The lavish use of high acts is planned. Their rigging will be set up behind the base lines so as not to damage the infield turf.

The bookers said the police are (See *Montreal Cops' Show*, page 61)

Rimberg To Import 6 Baby Elephants

NEW YORK, May 1.—Harry Rimberg announces that his firm, Circus Equipment Corporation, has scheduled six baby elephants for arrival at an eastern port in late May or early June. They will be available on a sale or rental basis.

Recent deals completed by Rimberg include the renting of two elephants to Dales Bros.' Circus and one to M. E. Beekman, Nebraska showman.

Rimberg has retained three of his recent elephant imports to cash in on their use on a rental basis in connection with the presidential campaign.

Motor Speed Round-Up:

Horn Gains 4th Win of Year In Arlington, Tex., 100-Miler

ARLINGTON, Tex. — Ted Horn, NAAM champion of Paterson, N. J., won the 100-mile Arlington Downs big-car race here Sunday, April 25, finishing in front by three laps. Returning to the dirt track where last year he clinched the AA title, Horn took the lead on the 47th lap. Duke Dinsmore, Osborn, O., was second and Duke Nalon, Los Angeles, third. In winning the race, his fourth straight this year, Horn had to travel a slushy track after a heavy rain Saturday. A crowd of 20,000 turned out. Horn drew \$2,478 for first place with the remainder of the \$10,000 guaranteed prize money split over nine places.

Big Cars for Chico Fair

GHICO, Calif.—Twenty standard-size cars will compete in the big-car race program here Sunday, May 23, staged by the Third District Fair. The half-mile track is being reconditioned

and dustproofed. Qualifying trials will be held early in the afternoon, followed by one long and several short races. More than 150 laps of racing are planned. Race will be the feature event of the closing day of the fair which opens May 20.

Boardman Wins Twice

ROSCOE, Calif.—Three new records were hung up Sunday, April 25, at the five-eighths-mile midget auto oval here. Speed Boardman set two of the marks. He won the 25-lap feature and the trophy dash. Hal Minyard was second and Fred Hanson third in the main event. Al Lang bagged the 10-lap semi-main.

Wins at Tacoma, Wash.

TACOMA, Wash.—Bob Vorbeck, Denver, captured first place in the 30-lap main event of the midget auto race program here Sunday, April 25, (See *SPEED ROUND-UP*, page 61)

Close-Ups:

George Coe Has Spent 58 Years On Show Lots and Still Going

By Sam Abbott

(This is another in the series of articles on little-known facts about prominent people in outdoor show business.)

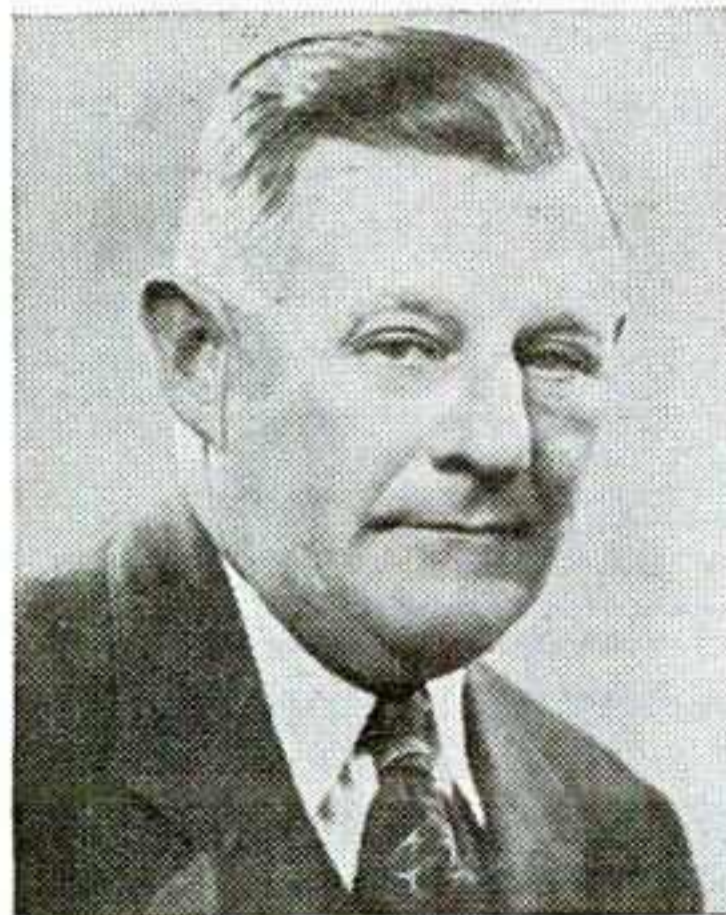
WHEN members of the Pacific Coast Showmen's Association in Los Angeles looked for a leader in 1948, they wanted a man who was, above all, a showman. The president they selected fills this requirement exceptionally well. In fact, of his 58 years, he has spent all of them in show business. His name in the outdoor field dates back to about 1840, which marks the entrance of the traveling circus on the American scene, and will be carried into the future generation, for his son is also "with it." To have a record of a life time in show business, a man must have been born into it.

Known universally as George, Everett William Coe, received his introduction to show lots in Lafayette, Ind., in October, 1889, when Coe Bros.' Circus, owned and operated by his father, Train A. Coe, and grandfather, Elijah Coe, played a one-night stand in that town. From his birthdate he never has been disassociated from the industry.

Today, in addition to holding the highest position this West Coast club can bestow upon a man, Coe also serves on the board of governors of the Regular Associated Troupers; is a member of Show Folks of America in San Francisco, Scottish Rite in Los Angeles, Free and Accepted Masons in Detroit, Al Malakiah Temple of the Shrine in Los Angeles, and the Sciots in Inglewood, Calif. These organizations, naturally, take up most of his spare time. He is active in the outdoor show world as business representative for the West Coast Shows.

According to every legal paper, the business representative of the West Coast Shows signs his name "E. W. Coe." But it is a rare occasion when he is not called George. In fact, there are many who accept this moniker as his true name. This is understandable, for he has been called this since it was bestowed upon him by accident at the age of 12.

Coe was working as a candy butcher on the Ben Wallace Circus. It was just about his first job and he was unfamiliar with the workings of the bookkeeping department. The show was in Peru, Ind., and the time rolled around for him to sign the payroll. Thru some discrepancy in the wagon, (See *GEORGE COE HAS SPENT* on page 62)



GEORGE COE

Peoria Does It in Two Days

Citizens pitch in — level 16-acre tract for amusement site

PEORIA, Ill., May 1.—"Operation earth mover" now is history! A 160-acre tract, five miles from this city, now is leveled and graded for the erection of Exposition Gardens, civic-sponsored, year-round amusement center, which will be the scene of the planned Heart of Illinois Exposition.

Held on an around-the-clock basis Saturday and Sunday, April 24-25, the project, in which 250,000 cubic yards of earth were moved, drew the participation of 500 union operators, who contributed their labor, and about 150 pieces of heavy earth-moving equipment, also donated.

Saved \$90,000

The project saved \$90,000, according to revised estimate of officials. It also focused national attention upon the civic-sponsored event and the move to develop a year-round amusement center into national prominence. Newsreels, newspapers, magazines and television stations were well-represented. Much of this publicity has yet to appear, but already the event has been widely plugged. National magazine and newsreel coverage has yet to break, and this is expected to be heavier by far than the spot newspaper and radio coverage.

Tremendous community good will was engendered by the project, it is believed by officials of Exposition Gardens. Indications are that other similar projects, smaller in scope, will also result to aid in the development of the amusement center.

To Honor Participants

Exposition Gardens tonight will honor those who participated in the event by a big get-together, in which radio talent will be provided. Too, (See *Peoria Moves Earth* on page 61)

3 Bailey Officials Enter Not Guilty Plea in San Fran

SAN FRANCISCO, May 1.—Three officials of Bailey Bros.' Circus, charged with responsibility for collapse of a grandstand in Redwood City April 6 which injured nearly 70 persons, entered a plea of not guilty in the court of Redwood City Police Judge W. H. Thorpe April 30.

The defendants, Robert Stevens, owners of the circus, Willie Lundy, boss canvasman, and Luke Murphy, show's fire prevention chief, were represented by Attorney Athan Cohen. The trio, at liberty under \$500 ball each, is now in Oregon with the show.

Meanwhile, the fourth damage suit, resulting from the accident, was filed this week in San Mateo County Superior Court. Three other damage suits were filed earlier. The four suits ask for \$172,000 and damages and are all directed against the circus and its heads.

A BLEVINS SPECIAL FOR SNOW OUTFITS during May



FLAVORS — BUY 2 AND GET 3 — FLAVORS CUPS — REDUCED PRICES — CUPS

Yes, buy two quarts of "Snow-Man" flavor concentrates at the regular price of \$1.75 per qt. and get an EXTRA quart FREE! This means that your full-strength, 4-oz. "Snow-Man" concentrates will cost you only \$1.16 a quart during this great May special! Buy four and get six. Buy eight and get 12. Buy 20 and get 30!

SOLD ON MONEY-BACK GUARANTEE

You can use famous "Snow-Man" flavors with confidence. If they are not all we say they are, return the unused portion for FULL CREDIT. And remember — You don't pay extra for citric acid. It's furnished free of charge.

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The beautiful two-color "Snow-Man" snow cone cup reduced to \$3.25 a thousand in case lots (minimum shipment: 5 M).

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Mediation Holds Officials' Hopes To Avoid Rail Strike

WASHINGTON, May 1.—Federal officials here are placing all their hopes in mediation to avoid the threatened May 11 rail strike which would completely stifle all train movements for circuses, carnivals, and traveling shows of all types. Justice Department legalists say there is little chance that the government can take any action to halt a train strike beyond a possible personal appeal by President Truman to the rail unions involved. It is pointed out that seizure of the railroads by the army during the 1946 strike was accomplished under the president's emergency wartime powers which have now expired. In addition, the anti-strike injunction procedure contained in the Taft-Hartley Act does not apply to rail union disputes.

Legislation governing labor strife in the railroad industry, legalists say, is embodied in the Railway Labor Act, which provides for mediation under the jurisdiction of the National Railway Mediation Board (NRMB), as well as a "cooling-off" period before any rail strike can be called. Justice attorneys explain that the unions have complied with all provisions of the act and that calling of a strike for May 11 is legal.

At a regular news conference this week, the president told reporters that he thinks the wage dispute which is causing the turmoil can be settled without a strike. The fact that negotiations are still going on is encouraging, he said.

With virtually all outdoor shows now on the road, effect of a train tie-up would be much more serious than the problems created by the recent coal dispute. At that time, only coal-burning trains were affected, and even shows on such lines were able to move thru makeshift arrangements. A strike of engineers, firemen and switchmen would halt virtually every train in the country.

College Popularity Poll Puts Hamid Among Leaders

NEW YORK, May 1.—The American Schools and Colleges Association this week informed George A. Hamid, head of the booking office bearing his name, that he is among the first 10 in a popularity poll now being conducted among students attending their member institutions.

The poll contestants are limited to individuals who have had an Horatio Alger-like success. Included in the first 10 are such nationally known men as James E. Forrestal, Paul Hoffman and Francis Cardinal Spellman.

Circle M Opens Indiana Tour at Madison May 16

LOUISVILLE, May 1.—Circle M. Rodeo, owned and managed by Hugh Muster, is slated to open a tour of Southern Indiana May 16 at Madison, reports Joe Masterson. Beulah Muster is secretary and director. The show has added a bucking Ford and will carry about 50 head of bucking stock.

Personnel includes Jack and Bill Dalton and Norman Beaverdick, bronk and bull riders; Dave Baines, in charge of chutes; Don Muster, announcer, and Masterson, trick roping and riding.

New Promotional Group Receives Virginia Charter

RICHMOND, Va., May 1.—Virginia Corporation Commission this week issued a charter to the Nester-Bartlett Enterprises, Inc., authorizing them to conduct a business providing entertainment, amusements, athletic and motorized contests. Capital was listed at \$15,000, to be divided into shares having a par value of \$50 each.

Officers are Raymond I. Bartlett, president; Irving P. Bartlett, vice-president, and Robert A. Nester Jr., secretary-treasurer.

Warner Offers 10G To Race Small Cars In Hartford Stadium

HARTFORD, Conn., May 1.—Attorney Charles N. Segal, representing Alexander Warner, promoter, this week offered the city \$10,000 a year for the private use of Municipal Stadium for staging midget auto races. Included in the offer was the promise to spend \$20,000 on stadium improvements. A second offer from another racing promoter, whose name was not revealed, also has been received, according to Mayor Cyril Coleman.

Plans for stadium races were protested by the trustees of the Colt bequest. It was the trustees' opinion that use by private business of park land, on which the stadium is situated, might violate the will of the donor of Colt Park.

The land was assigned to the city by the late Elizabeth N. Colt, widow of Samuel Colt, Hartford gunmaker. The will provided that the land go to the city "for park purposes only."

Warner, who operates midget tracks at West Springfield, Mass., and Bridgeport, Conn., has announced that he would pay the sum of \$10,000 a year for the use of the stadium one day a week for a five-year period.

It is understood that the city council will seek public reaction and advice from the park department before coming to a decision.

5 Showmen Install C-Cruise Devices

PORTLAND, Ore., May 1.—A new C-Cruise ride has been installed at Jantzen Beach Park here. Others adding the new ride, according to Tom Armstrong, sales manager of the C-Cruise Corporation, include Sol Golden, Ocean Park Pier, Santa Monica, Calif.; Frank S. Tilyou, Steeplechase Park, Coney Island, New York; Al Wagner, Cavalcade of Amusements, and J. W. (Patty) Conklin, Brantford, Ont.

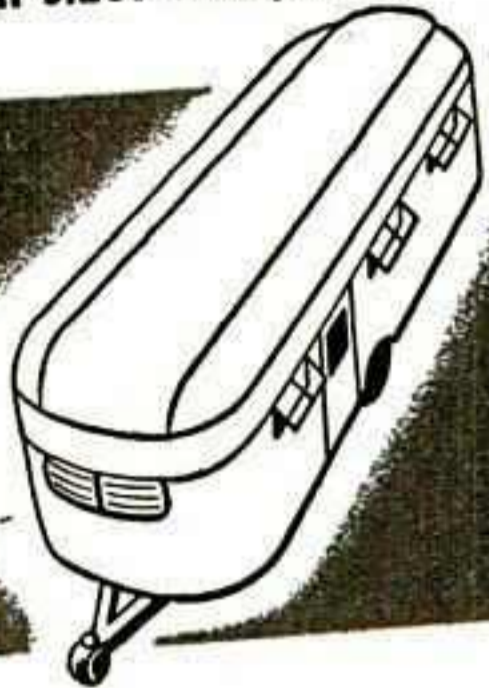
The ride includes four tubs and four boats, operating on a circular track that creates the motion of short, choppy ocean waves. The tubs also include a steering wheel, which, when manipulated, gives a twirling motion.

Mich. Showmen's Legion Post Adopts Children

DETROIT, May 1.—The Joey Moss American Legion Post of the Michigan Showmen's Club has informally "adopted" the children of Burton School, located a block from the post headquarters. The neighborhood in which the school is located is a near-downtown section, with the students chiefly under-privileged kiddies in need of extra-curricular assistance.

In the past few weeks the post has provided the kiddies with various school supplies and personal items. According to Commander Arthur Grzann of the Joey Moss Post, the Legion has turned over the use of its meeting hall to the kiddies for regular meetings. Sessions will be held under direction of the YMCA with suitable guidance programs and will be tied in with school activities.

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- 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

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INDIANAPOLIS, INDIANA

112-Day Ice Card In Quebec Coliseum Draws 411,360 Fans

QUEBEC, May 1.—An attractive, 112-day program, which included hockey, ice shows, skating exhibitions and curling, lured 411,360 patrons into the Coliseum here the past winter.

The season, which opened September 28, was brought to its successful conclusion April 27, with the presentation of the traditional Ice Festival. De-icing of the plant has been completed, and work readying the surface for summer activity is underway.

A special show, sponsored by the Kinsmen and Lions clubs and featuring Barbara Ann Scott, Canada's Olympic figure skating champion, attracted the top crowd of the season—a mob of 8,430 jamming their way into the building which has a normal capacity of 5,500.

Exhibition games matching the local sextet against the Montreal Canadians, New York Rangers and Detroit Red Wings of the National Hockey League proved popular attractions in the big arena, as did the regular local puck schedule.

Ice Cycles of 1948 played to 21,199 during its six-night stand and the International Bonspiel, which drew curling clubs from all parts of the Dominion and the United States, also attracted large gatherings.

Gene Rambo Cops Honors at Saugus

SAUGUS, Calif., May 1. — Gene Rambo returned to action after a year's layoff to capture honors in the annual Newhall-Saugus Rodeo which closed its two-day run on the Bonetli Ranch here Sunday. Bud Linderman was second. The event, which drew more than 300 top hands from all over the West, was witnessed by 30,000 fans in two days. Results follow:

- Saddle Bronk Riding—Gene Rambo, Sonny Tureman, Bud Linderman, Ross Dolerhide.
- Bareback Bronk Riding—Gene Rambo, Buster Ivory, Ed Akridge, Bud Linderman.
- Brahma Bull Riding—Jack Spurling; tie between Bob Maynard and Ed Akridge; Walt Sullins.
- Bulldogging—Glen Tyler, Bill McMackin, Chuck Shepherd, Lex Connelly.
- Calf Roping—Homer Pettigrew, Ed Schell, Gene Rambo, Lin Shepherd.
- Team Roping—Andy Jauregul-C. Shields; Gene Rambo-Shorty Valdez; tie between Claude Hanson-Homer Pettigrew and Chuck Shepherd-Ed Schell.
- Wild Cow Milking—Ben Johnson.

Aqua Queen To Be Crowned At Mpls. Coronation Ball

MINNEAPOLIS, May 1.—Minneapolis Aquatennial's Queen of the Lakes will be crowned this year at a coronation ball in Minneapolis Auditorium July 30, the Aquatennial committee has decided. Until now the queen was crowned in a ceremony at the Aqua Follies each year.

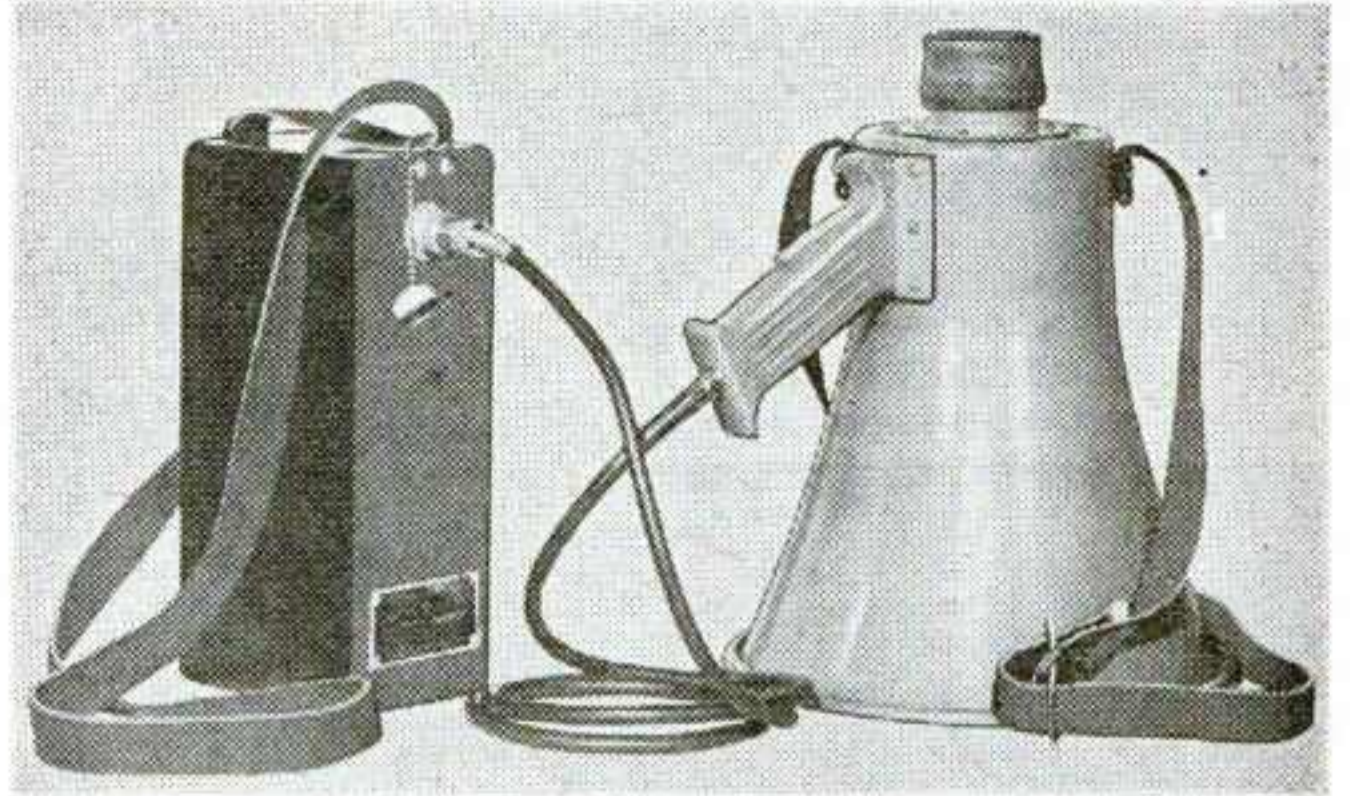
Another new ruling has extended to 20 the number of queen candidates from outside the Twin Cities to match the score of would-be queens from Minneapolis and St. Paul. The committee also reduced the cost of skipper pins from last year's \$1 to 50 cents.

Hennepin County Sheriff Ed Ryan was named queen chairman and John Hines appointed skipper pin chairman.

Brennan Reps British Firm

MIAMI, May 1. — John Brennan will be the representative of the Super-Car Company, Ltd., Coventry, England, in this country. The concern deals in scooter tracks and cars. The track, said Brennan, is constructed of aluminum alloy and finished in color anodised effects.

U. S. NAVY SURPLUS AT LESS THAN 1/2 PRICE
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PUBLIC ADDRESS SETS



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UNIT 1—Ruggedly constructed megaphone assembly, weighing about 4½ pounds. Operated by trigger mounted on pistol grip handle. Press trigger and set is in INSTANT operation.

UNIT 2—Sturdily constructed plastic case, 10½" high x 5½" wide x 3¾" deep, consisting of compact, powerful amplifying set and batteries—weighs about 8 pounds. Life of batteries, 3 to 6 months.

Replacement batteries are standard and inexpensive. Dealer handling replacement parts is listed and tagged to each set.

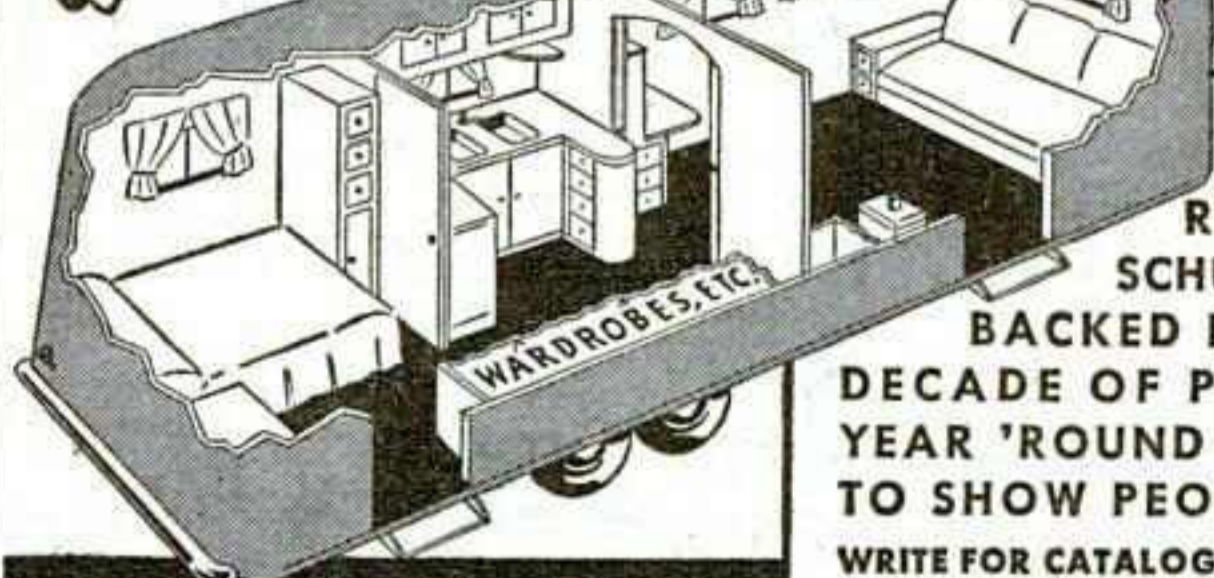
Securely packed, guaranteed to reach you in perfect ready-to-use condition. Approximate shipping weight of set is 15 pounds.

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- ★ Jantzen Beach, Hayden Island Amusement Co., Portland, Oregon.
- ★ Arthur Price, Gwynn Oak Park, Baltimore, Md.
- ★ W. W. Moser, Central States Shows, Aransas Pass, Texas.
- ★ Al Wagner, Cavalcade of Amusements, Mobile, Alabama.

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Appeals to young and old! A ride bonanza!
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Buck Takes In Gainesville Bow

New costumes and acts plentiful on community circus—Marvels featured

GAINESVILLE, Tex., May 1.—Featuring elaborate costuming and new acts, the Gainesville Community Circus opened its 19th season here April 21. Frank Buck, native of Gainesville, was honorary ringmaster for the opening engagement, receiving an engraved gold whistle from President Roy Stamps of the circus, for the chore. He also led an afternoon street parade in which 12 bands participated, the 626 musicians being guests of the show at the opening performance.

Visitors during the engagement included Mr. and Mrs. Brace Helfrich, Wichita, Kan.; Ray and Lucia Joliff, Victoria, Tex.; Mrs. Cecil Crowe and son, Cappy, Waco, Tex., and Jack Fenelon, Fort Worth.

New physical equipment for the show this season includes 500 additional chairs, giving the show a 1,106-seat grandstand on both sides, new 50-foot top with three 30-foot middles used for ring stock and dressing tent, and new marquee.

Outstanding new feature of the show is the flying act, billed as the Flying Marvels, six people trained by Gus Bell and Harold Ward. Bert Davis, juggler, who broke in with the show 12 years ago, is an addition to the program, as are Bud Lucas, Bill Wood, John Moore and Melba Dea, of Wichita Falls, doing perch, hand balancing, ladder and double trapeze, respectively.

The show has much special wardrobe from the Lanquay Costume Company, Chicago, including new horse blankets and banners, as well as a large assortment of wardrobe for spec and acts purchased from the Ringling show in Sarasota some weeks ago.

The band is directed by B. D. Ford and has 22 musicians and a calliope (See Gainesville Program, page 105)

Hunt Has Turnaway At Burlington Bow

BURLINGTON, N. J., May 1.—Hunt Bros. Circus opened its season here April 26 under Kiwanis Club auspices, the three-ring show getting off to a good start with a turnaway straw house at the matinee, report Mr. and Mrs. Leslie B. Ulrich, who attended the matinee as representatives of the Circus Fans Association. A cold snap slowed night business.

Among feature acts with the show is the De Rezkie Family, which drew generous applause. Dave Nimo's tabloid rodeo with Ethel Nimo, age 8, is the concert attraction.

Gran Circo Americano Featuring U. S. Talent

SAN JUAN, P. R., May 1.—Gran Circo Americano is playing to good business here with an excellent program featuring several United States acts. The current bill is set for a four-week run.

Line-up of acts includes the Juggling Jewels; Six Marcos, teeterboard; Andrea Sisters, unsupported ladders; Al Libby and Betty, comedy bike; Spiller's Seals, the Anchios, and the Flying Wilcos, trapeze.

Beatty Inks Vancouver

VANCOUVER, B. C., May 1.—Clyde Beatty Circus will play here May 24-28 on the Pacific National Exhibition Grounds. Org paid a city license fee of \$2,500.



JOHN IRVIN, University of Kentucky graduate, has joined the staff of Joyland Park, Lexington, Ky., to handle exploitation and advertising. While in school, Irvin, who majored in journalism and advertising, worked part time as promotional man for Joyland's Casino.

A. D. Watson Named CSSCA President at Richmond Gathering

RICHMOND, Va., May 1.—A. D. (Ham) Watson, Richmond, was elected president of the Circus Saints and Sinners Clubs of America which met April 23 and 24 in national convention in a large tent set up in a local park. He was one of three Richmonders named to high office on closing day by the 300 members in attendance.

Others elected were Fred Pitzer, New York, vice-president; James Sconoblom, Bradford, Pa., secretary; Joseph Kass, Richmond, treasurer; Morton Goode, Petersburg, Va., legal adjuster; former New Jersey Gov. Harold Hoffman, New York, director of activities, and Howard McCoy, Norfolk, Va., librarian. The new board of directors is composed of Dr. Guy Fisher, Staunton, Va.; McCoy; Dr. William H. Parker, Richmond; Rennie Arnold, Petersburg; George Huntington, New York, and Maynard Finney, Bradford, Pa.

Members of Dexter Fellows Tent, New York, put the convention into the right mood with stunts and skits and a parade down Broad Street. Members held a shad bake (liquid) the second afternoon and the meeting closed that night with a banquet and floor show in the Hotel John Marshall, George Hamid, New York, acting as emcee. Richmond's W. W. Workman Tent was host.

Denmark's Circus Miehé Observes 80th Anniversary

COPENHAGEN, May 1.—Circus Miehé, one of Denmark's leading tent circuses, this season is celebrating the anniversary of its founding 80 years ago by Heinrich and Louise Miehé.

With 19 children of their own and two by adoption, the Miehés were able to present a complete program with little necessity for engaging any additional talent. Feature of the circus was its horse numbers, which always have been outstanding.

For several years the Circus Miehé was managed by Dora Miehé, a daughter of the founders, but since her death a few years ago show has been under direction of Heinrich Kolzer.

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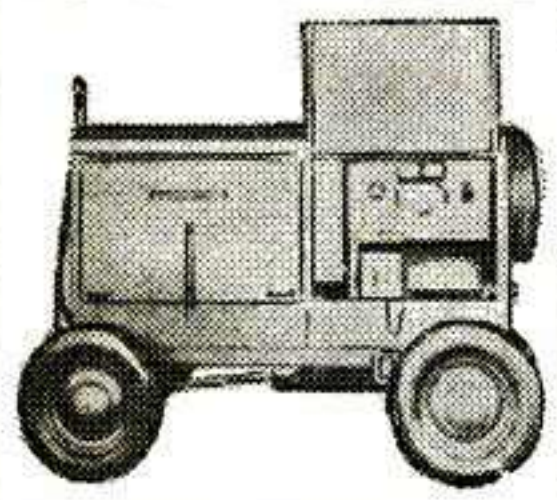
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ROUTE 6 MACON, GA.

King Invades Ohio, West Va.; No Beefs On Business to Date

HAMILTON, O., May 1.—After playing five stands in Georgia, two in Alabama, one in Tennessee and five in Kentucky, King Bros.' Circus, Floyd King, owner-manager, entered the Buckeye State here Monday (26), playing to a half-house in the afternoon and a full one at night. Weather conditions were ideal. Three other Ohio stands were made this week, the org then moving into West Virginia at Madison yesterday for six towns. King reports that the takes have been okay since the opening at Macon, Ga., April 10.

Wellston, O., April 28, netted three quarter houses at both matinee and night shows. Weather was cold and wet. At Hillsboro, O., Tuesday (27) matinee was light, with night house being three-quarters. Somerset, Ky., Thursday (22), gave with better than three-quarter matinee and almost capacity at night. Weather clear but crisp, especially at night.

King's motorized show moves on 38 show-owned trucks, the equivalent of a 15-car rail org. With the exception

of the big top, a 110 with three 40's, a holdover from last year, shows canvas is new. Menagerie top is an 80 with two 30's and a 40; side show, 60 with three 30's; pit show, 20 by 50; pad room, 20 by 50. Big top seats 2,800. General admission, including tax, is \$1.20; reserves go for a buck. The cookhouse, operated by Napoleon Reed, feeds 250.

Program Solid

Show offers an exceptionally pleasing program and performers are attractively costumed. Equestrian Director Charles Poplin, who has the two-hour program running smoothly presented a topnotch six-horse Liberty act. Teresa Morales, does a solid routine on traps, including heel and toe catches. The Chambertys (George, Millie, Max, Alex and Sosimo) present a crackerjack casting act, George accomplishing among other things a double pirouette to the hands of the catcher. Scoring with their tumbling and teeterboard work are the Cristianis, Chita, Cosetta, Remo, Benay and Adolph. They do difficult three-highs without a miss and in another spot, the two Cristiani girls give a flawless performance on a rosin back. The Caudillo Sisters (Carmen, Marguerite, Gloria and Dora), do nifty work as acrobats and on the steel thread. Other wire performers who scored were Eddie Hendricks, Sylvia Gregory and Betty Biller. Sylvia also does an iron-jaw number that commands attention. Gladys Fox does a number with three elephants in the ring, finishing with a mount of five bulls on the track. Sancho Morales puts his dogs thru their paces; Jewell Poplin does menage and appears in the Wild West. Mrs. Concha Morales is in charge of wardrobe, and Lillian Pierce is prima donna.

In the joey contingent are Fred Wenzell, Sidney L. (Red) Harris, Francis M. Cain, Billie Burke, Marvin E. Girard and Louis F. Shaw.

Jack Bell Has Band

The band, directed by Jack W. Bell, comprises Norman Webb, Jack Carroll, Homer Clark, Frank Cotton, C. F. DeArment, Felix Gambone, Buddy Geiss (air calliope), J. A. Johnson, M. R. Smith and N. W. Gregson.

F. R. Bolk does the announcing in an able manner.

Numerous visitors were on hand in Hamilton, among them Mr. and Mrs. Hugh A. Barnhart, widely known among circus folk; Jake Mills, Mills Bros.' Circus; Joe Chambers, of Cole Bros. legal department, and Harry and Johnny Anderson, Enquirer Printing Company; Carey Emrie, old-

(See King Invades Ohio on page 104)

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 30.

The complete List of Fair Dates was published in the issue dated March 27. The next complete list will be published in issue to be dated May 29. See each issue of The Billboard for corrections and additions.

ARIZONA

Duncan—Greenlee Co. Fair. Oct. 15-16. Stanley W. Coon.
Holbrook—Navajo Co. Fair Assn. Sept. 17-19. John H. Miller.

ARKANSAS

Prescott—Nevada Co. Fair Assn. Sept. 15-16. J. A. Craig Jr.

COLORADO

Longmont—Boulder Co. Fair Assn. Aug. 19-22. T. G. Thompson.

GEORGIA

Jackson—Butts Co. Fair Assn. Oct. 7-13. W. M. Redman.

IDAHO

Homedale—Owyhee Co. Fair. Aug. 20-21. Erma Parker.

ILLINOIS

Belvidere—Northern Ill. Fair Assn. Aug. 6-8. Mrs. Frieda Spencer.
Elizabeth—Elizabeth Community Fair. Sept. 1-2. L. V. Batz.
Griggsville—Griggsville Fair. July 6-9. J. R. Skinner.

KANSAS

Inman—Inman Community Fair. Oct. 15-17. Wm. J. Braun.

KENTUCKY

Paintsville—Johnson Co. Fair Assn. Sept. 9-11. John N. Mostoller.

LOUISIANA

Mansfield—DeSoto Parish Fair Assn. Oct. 6-9. May Huson.

MAINE

Union—North Knox Agrl. Soc. Aug. 24-28. James L. Dornan, E. Union.

MASSACHUSETTS

Seekonk—Rehoboth Agrl. Soc. Aug. 21-26. Wm. J. Whitaker.
South Weymouth—Weymouth Agrl. Soc. Aug. 15-22. Fauthal, Quincy, Mass.
Southwick—Southwick Community Fair. Sept. 10-11. Mrs. Barbara Mathews.
West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 25-27. Mrs. H. L. Lewis, Vineyard Haven.

MICHIGAN

Addison—Addison Community Fair. Oct. 7-8. Linton Smith.
Allenville—Mackinac Co. Fair Assn. Sept. 2-4. A. R. Sobloskey.
Bad Axe—Huron Co. Fair. Aug. 31-Sept. 4. Glenn Wakefield, Kinde, Mich.
Bellville—Wayne Co. 4-H Fair Assn. Aug. 18-21. W. E. Hennells.
Berrien Springs—Berrien Co. Agrl. Assn. Sept. 16-19. Lucie Slekman, Buchanan, Mich.
Brown City—Brown City Agrl. Assn. Sept. 23-25. Louis F. Reuter.
Corunna—Shiawassee Co. Agrl. Soc. Aug. 9-14. E. R. Hancock.
Decatur—Decatur Agrl. Soc. Sept. 8-11. Marshall Orr.
Goodells—St. Clair Co. 4-H Club Fair. Aug. 26-28. C. S. Parsons, Port Huron, Mich.

Hale—Iosco Co. Fair. Sept. 25-27. Harold F. Black, Whittemore, Mich.
Hudsonville—Hudsonville Community Fair. Sept. 2-4. Herman Vande Bunte.
Ironwood—Gogebic Co. Fair. Aug. 12-15. W. B. Faulh, Bessemer, Mich.
Manchester—Manchester Community Fair. Oct. 4-5. Donald C. Weed.
Monroe—Monroe Co. Fair. Aug. 10-14. Mrs. John Crane.
Pontiac—Oakland Co. 4-H Agrl. Soc. Aug. 10-14. Mrs. Irene Younker, Oxford, Mich.

MINNESOTA

Anoka—Anoka Co. Agrl. Soc. Aug. 16-18. Ed I. Iverson.
Elk River—Sherburne Co. Agrl. Soc. Aug. 16-18. E. E. Bjuge.
Grand Marais—Cook Co. Agrl. Soc. Sept. 8-10. M. J. Humphrey.
Litchfield—Meeker Co. Agrl. Soc. Aug. 19-20. D. E. Murphy, Dassel, Minn.
Littlefork—Northern Minn. Dist. Fair Assn. Aug. 5-7. George Dahl.
Mankato—Blue Earth Co. Fair. Sept. 21-22. W. C. Prat.
Motley—Morrison Co. Agrl. Soc. Aug. 15-17. Leroy Greig.
Pequot Lakes—Crow Wing Co. Agrl. Soc. Sept. 9-11. Myrtle Mabbott.
Perham—Perham Agrl. Soc. July 29-Aug. 1. C. B. Weber.
Pine River—Cass Co. Agrl. Assn. Aug. 23-25. Homer Fraser.
Saint James—Watonwan Co. Fair Assn. Aug. 27-29. Hubert Ransom.

(See FAIR DATES on page 71)

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Eggert Elected To Head St. Paul Winter Carnival

ST. PAUL, May 1.—A goal of 2,000 new members and a rebuilding of the winter carnival as an event for "all the people" were set as the prime objectives of Saintpaulites, Inc., for 1948 at the annual meeting here.

Arthur E. Eggert was elected president of the sponsoring organization and it was he who urged that winter carnival events be "built back into the event of all the people" as it once was. This can be done, he said, by keying the program to youth, urging their participation in more events.

New directors picked include H. E. Schell; E. C. Hampe, who is King Boreas, of the 1948 carnival; Harry P. Ryan and A. E. Giere. Retiring directors are Walter G. Seeker, Roland J. Faricy and Arthur Devine who were given life memberships in the organization by William Hickey, retiring president.

Fairfield Hypos Shows, Other Fees

FAIRFIELD, Conn., May 1.—New regulations governing licenses for vendors and amusements became effective today. Vendors now fall under two classifications covering those on foot and those on vehicles. Foot peddlers now will pay \$15, while those with vehicles will pay \$25. Both licenses formerly cost \$10.

A fee of \$25 for six days will be charged for a carnival license with a \$3 fee for the first day for each passenger carrying device and \$1 for each additional day. Proof of financial responsibility must accompany each application for a carnival license with passenger-carrying devices.

A fee of \$5 for the first day and \$1 daily thereafter will be charged for outdoor stage or motion picture presentations. A \$5 fee also has been set for each day of indoor or outdoor professional sports promotions.

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New Attractions In R-B Side Show

NEW YORK, May 1.—The Ringling circus side show is installed, as usual, in the basement of Madison Square Garden, with Fred Smythe in charge. Smythe's staff here is made up of two lecturers, Charles A. Zerm and Edwin Fairhurst. Ticket sellers signed for the road are Red White, Bobby Hasson and Zerm.

Attractions include the Doll family, midgets; Kutty Singlee, fire eater; Josph Nawrath, midget musician; Rasmus Nielson, strong man; Baby Irene (new), fat girl; Sid Krofft and His Peerless Puppets; Miss Patricia (new), sword swallower; Korianna, snakes; Johann Petursson (new), Iceland giant; Mr. and Mrs. Fischer, giant couple; Skeets Hubbard (new), human pincushion; Hanka Kelter (new), Long-haired girl; Frieda Pushnik, armless and legless wonder; Edward Hill (new), sponge cartoonist, and Mo-Lay (new), comedy juggler.

When the Big Show hits the road a troupe of Bohemian glass blowers and Arthur A. Wright, with a 25-member colored band and minstrel show, will join Smythe's aggregation.

Unexcelled Sales 200G Over 1947

NEW YORK, May 1.—C. Russell MacGregor, president of the Unexcelled Chemical Corporation, said here this week that fireworks sales are more than \$200,000 ahead of May 1, 1947, while production costs have been reduced by about \$100,000 annually. Other products manufactured by his firm show similar gains, MacGregor said.

At a stockholders' meeting, Carlton B. Waller was elected president of the board of directors; John R. Dillon, chairman; Theodore J. Kaufeld, chairman of the executive committee; John B. Wheeler, secretary, and Joseph W. Wankmuller, controller.

Sunday Play for Seaview Until Season Bow May 30

NORFOLK, Va., May 1.—Seaview Beach, Negro shore resort near Lynnhaven, will open the season tomorrow on a Sunday-only schedule until May 30, when it will switch to a policy of daily operation thru Labor Day.

The park, operated by Dudley Cooper, has five major rides, boardwalk, bathhouse, hotel, dance pavilion, and concessions. Free bus transportation from the city is provided.

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Hamid Acts Booked for CNE Show

Leonidoff To Produce

NEW YORK, May 1.—Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, who arrived here last week with Mrs. Hughes following a month's tour of Europe, completed plans for what will probably be the largest entertainment program ever undertaken by the annual.

Meetings were held here with George A. Hamid, booker, and Leon Leonidoff, producer of the Music Hall stage shows, with the result that the latter will have a hand in producing the Olsen and Johnson show, as well as aiding in the general production of other grandstand features.

While in London Hughes met with Olsen and Johnson who are appearing there. Plans for a more intimate presentation of the comics in front of the new 22,000-seat grandstand call for the construction of a portable stage mounted on tracks which can be moved right into the paddock.

Prior to sailing March 14 Hughes had inked the largest array of acts ever bought by the exhibition from Hamid in the 27 years that he has had the account. Hamid will feature a three-ring circus performance, with the Zacchini double cannon act, 12 aerial acts and 20 stage acts.

Afternoon entertainment will consist of the thrill acts, Hoaglan's Hippodrome Combination, and various thrill shows, including possible midget or stock car races if the track is completed in time. Night show will feature Hamid entertainment from 7 to 8:30, followed by the Olsen and Johnson show.

There is little doubt that the new grandstand will be ready in ample time for the exhibition opening. Construction of the track, however, will be slower because of the necessary installation of numerous sewage and drainage systems. The grandstand proper will also include restaurants, executive offices, etc.

Plans call for the infield to contain various athletic fields which can be used for major sports events thruout the year.

Also contemplated is the presentation of a different name band on each of eight days in the Coliseum.

Jack Kaster Killed In Fall at Akron

AKRON, May 1.—John M. (Jack) Kaster, 72, veteran Roller Coaster builder, died here today of injuries sustained in a 35-foot fall from a scaffold at Summit Beach Park.

He had mounted the scaffold to give instructions to a carpenter who was doing last-minute work on the high ride which Kaster had built. Kaster, who built his first Coaster in 1917, had built scores of rides thruout the country.

He leaves his widow, Carrie; three daughters and a son. Funeral services will be held at Cuyahoga Falls, O., Monday (3).

PEORIA MOVES EARTH

(Continued from page 55)
the Gardens' execs plan to give each participant a certificate and tokens indicating their participation in the project.

Preliminary construction work on the grounds was started this week. First to go up was a fence. Officials are confident that a 10,000-capacity grandstand will be up and in use by fall, when some still dates, as yet undetermined, will be held.

SPEEDWAY ROUND-UP

(Continued from page 55)
setting a new track record for the seven and a half-mile oval. Allan Heath, 1947 Northwest champion from Seattle, was second and Howard Osborn, Oregon titleholder from Portland, third. Stan Muir, Los Angeles, finished fourth.

Culver City Results

CULVER CITY, Calif.—Chick Barbo, after starting at the pole, sped to victory in the midget auto races at the speedway here April 27 before 4,517 fans. Trailing were Bob Pankratz and Sam Hanks, in that order. Semi-main was taken by Troy Ruttman, and Danny Oakes copped the trophy event. Heat winners included Barbo, Hanks, Mac Hellings and Pee Wee Distarce.

ARDC Approves Crise Dates

RICHMOND, Va.—Red Crise's application for midget auto racing dates in Richmond, Norfolk and Roanoke, Va., and Winston-Salem, N. C., has been approved by the American Race Drivers' Club.

Cherry Park Draws 4,500

HARTFORD, Conn.—Bill Schindler, Freeport, N. Y., won the five-mile

midget feature at Cherry Park Speedway in suburban Avon, Sunday (25). Attendance was estimated at 4,500.

Manchester Prem May 9

MANCHESTER, N. H., Small car races will get under way Sunday (9) at the Motordrome, it was announced by George Hart, acting manager.

Danbury Races Resumed

DANBURY, Conn.—Midget auto racing at the Danbury Fairgrounds track was resumed Saturday (1).

Detroit Hot Rods To Bow

DETROIT—Hot rod season at Partington's Pasture Speedway here opened Sunday (2).

MONTREAL COPS' SHOW

(Continued from page 55)

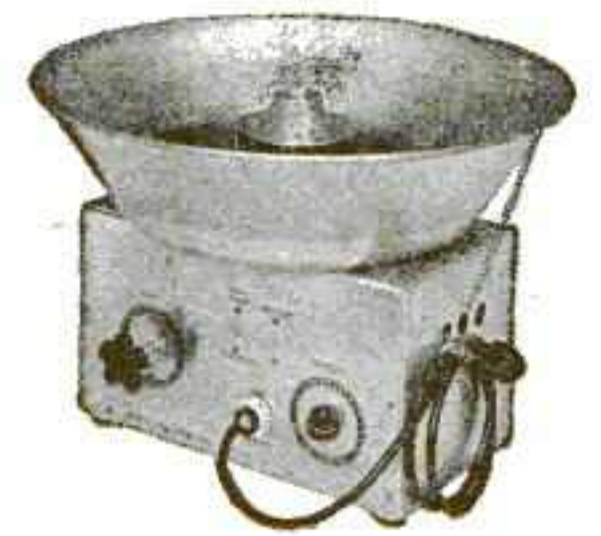
planning to make the show an annual event. An advance ticket sale, similar to the one used so successfully by the Hamid-Morton Circus, is already being set up.

Last year the police limited their show activities to the promotion of a field day which grossed around \$35,000.

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George Coe Has Spent 58 Years On Show Lots and Still Going

(Continued from page 55)

he was listed as George Coe. Since the money meant more to him than the straightening out of a little thing like a name, he did not bother to correct the error but signed simply as "George." The name has followed him thru life.

It was during his association with the Wallace show that Coe had one of the most memorable incidents of his show career. When the butchers were not pitching candy, they had other jobs to do. Coe's chore was to ride a camel in the parade. Wallace was playing Newcastle, Pa., and Coe was astride the dromedary, bobbing up and down along the main street. His section of the march had just reached the center of the business district when the animal suddenly remembered that back on the lot in the menagerie tent was a baby camel that she figured needed immediate care. So the animal took off for the lot with the youthful cameleer bouncing up and down at a rate 10 times faster than he had ridden to town.

Joins Sanger Shows

This young candy butcher remained with Wallace until show combined with the Carl Hagenbeck Circus. He moved over to the Sanger Shows, then owned by Art Bowers and Charlie Mugivan.

Coe's association with the Mugivan-Bowers outfit was short and he left the circus business to join a carnival, the Con T. Kennedy Shows. When he started, he had concessions. When he left in 1918, he was assistant legal adjuster to Walter Stanley.

About the time that Coe left Kennedy, the future of all outdoor shows was dubious because of World War I. The war was at its height and this country was having sugar rationing along with influenza and spinal meningitis epidemics. Despite the gloomy outlook, Coe made a change, moving over to the K. G. Barkoot Shows. Soon after he joined, the show was tied up in Paducah, Ky., for 11 weeks because of the flu epidemic. Just about the time a number of showmen were thinking of throwing in the towel, the Armistice was signed.

Stage Gala Armistice Fete

Like every city in the nation, Paducah, too, decided to celebrate. The mayor came down to the lot and asked the show to open and go all out for a celebration. Coe remembers that the lid was off for the night and the concessions, which he had, garnered folding money. He remained with the show thru 1919, leaving at the close of the season to join the Hort T. Campbell Shows in Athens, Ga., the next spring. After a few weeks he left Campbell and returned to the Barkoot show, accepting an offer to become a partner. Here again he had the concessions.

In the spring of the next year Coe formed a partnership with Edward Jessup and took over the midway concessions with Sol's United Shows when it opened in Metropolis, Ill.

Rejoins Barkoot Again

The Barkoot show had evidently exerted some strange influence over Coe, for in 1922 both he and Jessup returned to this outfit to take over the concessions and serve on the staff. Jessup was in the wagon and Coe became the legal adjuster. He remained until 1925 when he went with Boyd & Lindeman, now the World of Mirth Shows, in Pensacola, Fla.

Until 1926, Coe had been a candy butcher, a concession owner, an assistant legal adjuster and head legal adjuster. This year he moved into another bracket of show business—that of owner.

Like getting the nickname, George, his entrance into the ownership category and operation of Coe Bros.' Circus, too, was an accident. He was driving across Indiana when he pulled into Richmond and noticed a show unloading on a lot near the highway. It was high noon. Being curious, as are all showmen when they see rolling stock, Coe stopped to see what the May & Dempsey Shows had been doing and planned to do. When he pulled off the lot two hours later, he had bought the show, changed the title to Coe Bros.' Circus and was forming its tour of the Southern and Eastern part of the nation. He had this seven-car railroad show out until 1932.

Heads for California

The depression was well on its way to hit rock bottom the next year and things were not good in any business, let alone the amusement field. The Coes, George and his wife, Betty, decided to see what the West Coast section had to offer. In the middle of 1932 they landed on Venice Pier. Despite the downward economic trend, Coe did all right with his concessions there. He withstood the stationary aspects of this job as long as he could and in 1935 went out with Hildebrand's United Shows as manager. He remained with Red Hildebrand until late in 1939.

Early in 1940 Coe formed a partnership with Orville N. Crafts and took out the World's Fair Shows and Coe Bros.' Circus Combined. After a year of this operation, Coe signed as general agent with Corey Bros. and remained with this outfit until 1942.

Has Fling With Carnival

Martin E. Arthur, now one of the owners of Imperial Exposition Shows in the Midwest, had decided to take a fling at carnival operation and Coe became his general agent. This was a combination carnival-circus and was the forerunner of what later became Arthur Bros.' Circus in 1943. Coe left Arthur in 1945, serving the last two years of this association as manager.

The next jump was to that of general agent with Montgomery Wild Animal Circus.

In 1946 Coe joined the West Coast Shows as agent and business manager and this year took over his present job of business representative.

Wife Active in Showbiz, Too

In the 58 years that Coe has been in outdoor show business there have been times when things moved so rapidly that he has difficulty recalling what happened and when. One date, however, stands out in his mind. It is March 17, 1919. On that date in Springfield, O., he was married to Betty Nelson, who had been a singer and dancer in vaudeville. She also is active in show business today and travels with her husband. Prominent in show organizations, she is a past president of the Ladies' Auxiliary of the PCSA.

A discussion of the various shows with which he had been associated brought to light that he did not, immediately recall joining the Leon Washburn Shows. It did not take him long to remember this association, for it was while this outfit was playing Tampa that his son, Eddie, was born. Eddie is with the Johnny J. Jones Exposition and is destined to carry on the family tradition in outdoor show business.

Coe is the type of man who can make up his mind and stick to his decision. About 15 years ago while making a cross-country trip he decided that the further he traveled the worse the coffee became. So he de-

ecided that the only thing to do was to quit drinking it. This he did, and hasn't had a cup since.

Abandons Cane—With Reason

Altho he carried a cane on and off the lot for a number of years, he recently gave up the practice, temporarily, because of an incident on a circus lot. It seems that one of the patrons was hit over the head with a cane by another patron and the mishap was reported to local authorities. The man did not know who had hit him and gave only the description that "the man carried a cane." When the show personnel learned of the identifying description, naturally, they all quit carrying canes, Coe included.

Even tho he did not carry a cane for a long time, he evidenced little difficulty in getting back into the habit. But he has about 50 canes in his collection, one for almost any occasion. He declares that he's got too much invested in them to quit now.

But, his habit of using a cane runs parallel to his being a showman—he just can't quit.

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- Admiration: Stroud, Okla. Alamo Expo.: Vernon, Tex. American Beauty: Moberly, Mo. American Eagle: McLeansboro, Ill. American Expo.: Weston, W. Va. American Midway: Woodward, Okla. Anderson's Greater: Gainesboro, Tenn. Anderson's Greater: Oneida, Tenn. Anthracite: Wilkes-Barre, Pa. A. M. P.: Phoenixville, Pa.; Frackville 10-15. Badger State: Red Wing, Minn., 10-15. Baker United: Huntington, Ind. Barkoot Bros.: St. Louis, Mich.; Mount Pleasant 10-15. B. & C. Expo.: Dansville, N. Y.; Oswego 10-15. B. & V.: Carlstadt, N. J.; Waldick 10-15. Beam's Attrs.: Johnstown, Pa. Becht, Lee: N. College Hill, Cincinnati, O. Bee's Old Reliable: Danville, Ky. B. & H.: Liberty, S. C. Big Four Am. Co.: Chatsworth, Ill. Big State Am. Co.: Taft, Tex. Blue Grass: Leitchfield, Ky. Bogle & Reese: Greenfield, Mo. Bohn & Sons United: Seneca, Mo. Border State, Cudney: Dustin, Okla.; Stratford 10-15. Borderland: Hico, Tex. Borup's United: Sturgis, Ky.; Morganfield 10-15. Bright Lights Expo.: Covington, Va.; Charles Town, W. Va., 10-15. Brownie Am.: Broken Arrow, Okla. Buck, O. C.: Nenands, N. Y. Bullock Am. Co.: Blacksburg, S. C.; Forrest City, N. C., 10-15. California: San Leandro, Calif., 4-9; Auburn 12-15. Capell Bros.: Hobart, Okla. Capital City: Portland, Tenn. Caravella Am. Co.: Shamokin, Pa.; Harrisburg 10-15. Carr, Lawrence: Pawtucket, R. I.; Worcester, Mass., 10-15. Catlett Greater: Merriam, Kan.; Pleasant Hill, Mo., 10-15. Cavalcade of Amusements: Decatur, Ala. Central States: Russell, Kan.; Enid, Okla., 10-15. Cetlin & Wilson: Danville, Va. Chanos, Jimmie: Winchester, Ind. Cherokee Am. Co.: Independence, Kan. Coastal Plain: Ramseur, N. C. Coleman Bros.: New Britain, Conn.

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.

- Columbia: Gardiner, Me. Continental: Hudson, N. Y. County Fair: Sidney, Neb. Crafts Expo.: Merced, Calif., 4-9; Shafter 11-16. Crafts 20 Big: North Sacramento, Calif., 4-9. Craig, Harry: Brownfield, Tex. Crystal Expo.: Franklin, N. C. Cunningham's Expo.: Byesville, O. Curl, W. S.: London, O. D. & B.: Bennettsville, S. C. De Luxe: Chicopee Falls, Mass.; Holyoke 10-15. Del-Mar: Darlington, Pa. Denton, Johnny J.: Cumberland, Ky. Denton, Johnny J., Unit No. 2: Harlan, Ky. Dick's Greater: Hatboro, Pa. Douglas Greater: Springfield, Ore. Dowland, Floyd: (1st & E. Capitol Drive) Milwaukee, Wis. Down River Am. Co.: River Rouge, Mich. Dudley, D. S.: Altus, Okla. Dumont: Norristown, Pa. Dupree, Jimmie: Cimarron, N. M., 3-9. Dyer's Greater: Cape Girardeau, Mo. Eddie's Expo.: Ford City, Pa. Elliott, L. W., Am.: Three Rivers, Mich. Endy Bros.: Norfolk, Va. Evans United: Clinton, Mo.; Osceola 10-15. Exposition at Home: St. Clair, Penna. Fairway Amusements: Wills Point, Tex. Ferris: Dansville, N. Y., 8-15. Fidler's United: Oglesby, Ill.; Streater 10-15. Fountain of Youth: Pittston, Pa.; Shickshinny 10-15. Fleming, Mad Cody: Eastman, Ga.; Griffin 10-15. Florida Am. Co.: Seymour, Ind. Francis, John: Edwardsville, Ill. Franklin, Don: Georgetown, Tex. Frear's United: Atchison, Kan. Galey: Hornell, N. Y.; Newark, N. Y., 10-15. Garden State: Coplay, Pa.; Phillipsburg, N. J., 10-15. Gem City: Springfield, Mo., 5-15. Gentsch, J. A.: Greenwood, Miss. Georgia Am. Co.: Dahlonega, Ga. Gold Bond: Canton, Ill. Golden Gate: Elkton, Ky. Golden Rule: Runnemedede, N. J. Gooding Park Attrs.: Girard, O., 3-10; Cleveland 12-19. Grady, Kelly: Hohenwald, Tenn. Gra-Loy: Kendallville, Ind., 10-15. Greater United: Ardmore, Okla. Groves Greater: Franklin, La.

Barnes Gate Off 15% Going Into Stretch But It Nets Profit

CHICAGO, May 1.—The Barnes Bros.' Circus tomorrow winds up its 17-day, 33-performance stand at the Chicago Stadium as a money-making event but not nearly so profitable as the '47 edition, which ran 23 days with 47 performances.

Thru Friday, April 30, the gross, as compared with that for the corresponding number of shows last year, was off "about 15 per cent," Sam J. Levy said. Even with this drop-off, it assured Arthur M. Wirtz, Billie Burke and Levy of a comfortable profit margin.

The annual spring vacation of the public schools this week served to hike attendance over the earlier part of the run. So, too, did a revamping of the show's publicity and advertising. Emphasis this week was placed on the Edmondo Zacchini cannon act, which was featured the previous week in Life magazine.

- Gulf Coast: Flat River, Mo.; Festus 10-15. Hannum, Morris: York, Pa. Happy Attrs.: Alliance, O.; Dover 10-15. Happyland: Port Huron, Mich. Harrison Greater: Wytheville, Va. Hartsock Bros.: New Canton, Ill.; Pittsfield 10-15. Haywood: Picher, Okla. Heller's Acme: Haverstraw, N. Y. Hennies Bros.: Little Rock, Ark.; E. St. Louis, Ill., 10-15. Henson, J. L.: Benton, Ark.; Searcy 10-15. Heth Expo.: Washington, Ind. Heth, L. J.: McMinnville, Tenn. Hill's Greater: Dalhart, Tex. Home State: Fairfield, Iowa; Ft. Des Moines 10-15. Imperial: La Salle, Ill. Imperial Expo.: (Grand & Chouteau Sts.) St. Louis, Mo. International: Junction City, Kan. Jayhawk Am. Co.: Humboldt, Kan. J. & B.: Crewe, Va.; Chase City 10-15. Johnny's United: Madison, Tenn.; Portland 10-15. Jolly: Charlottesville, Va. Joltime: Highspire, Pa. Jones, Johnny J., Expo.: Altoona, Pa.; Johnstown 10-15. Kaus, W. C.: Elizabethton, Tenn. Keystone Expo.: Goldville, S. C. Kirkwood, Joseph J.: Binghamton, N. Y. LaCross Am.: Florence, Mass. L. B.: Carbondale, Ill. Law: Greater: Clearfield, Pa.; Du Bois 10-15. Lee United: River Rouge, Mich.; Sturgis 10-15. Leelight, J. R.: Herington, Kan., 3-5; Council Grove 6-8. Lone Star: Hagerstown, Ind. Lottridge, Harry: Gunterville, Ala. Magic Empire: Booneville, Miss. Magic Valley Am. Co.: Vega, Tex. Maine Am.: Sanford, Me. Majestic Greater: Lemoyne, Pa., 3-7. Manning, Ross: Peekskill, N. Y.; Ossining 10-15. Marks, John H.: Trenton, N. J. Martin's United: Watts, Calif., 5-9. McBride Bros.: Randleman, N. C. McCall's, Jim: Macon, Ga., 3-15. McKee, John: Fairfield, Ill.; Danville 10-15. Merit: Brockton, Mass.; Maynard 10-15. Merriam & Robinson: Boone, Ia.; Marshalltown 10-15. Merry Midway: Edinburg, Ind. Metro-American Banner: Valley Falls, R. I.; Providence 10-15. Midway of Mirth: Hillsboro, Ill. Midwestern Expo.: Bartlesville, Okla.; Columbus, Kan., 10-15. Mighty Hoosier State: Madison, Ind. Model: Clinton, Mo. Moore's Modern: Sikeston, Mo. Murray Am. Co.: Chillicothe, Ill. Nelson, George W.: Harrisonville, Mo.; Richmond 10-15. Nessler's: Rantoul, Ill. New England Am. Co.: Athol, Mass.; Amherst 10-15. Nolan, Larry: Holly, Colo., 3-5; Syracuse, Kan., 6-8. Ohio Valley: Kenton, O. Omar's Greater Am.: Bradford, Ark. Orange Blossom: Portland, Tenn.; Westmoreland 10-15. Page Bros.: Humboldt, Tenn.; Alamo 10-15. Page, J. J.: Appalachia, Va.

- Palmetto Expo.: Williamston, S. C. Parada: Osawatomie, Kan.; Chetopa 10-15. Paul's Am. Co.: Oswego, Kan. Pearlene: Covington, Okla. Peerless Celebration: Mooresville, N. C. Penn Am. Co.: New Oxford, Pa. Penn Premier: Middletown, N. Y.; Matamoras, Pa., 10-15. Peppers All-State: Greenwood, S. C. Perry, Jack L.: Kannapolis, N. C.; Albemarle 10-15. Piedmont Expo.: Elizabethtown, N. C. Pike Am.: Pittsburg, Kan.; Fort Scott 10-15. Pine State: Cartersville, Ga. Pioneer: Towanda, Pa.; Williamsport 10-15. Playland United: (Van Buren & Telegraph Roads) Detroit, Mich., 6-15. Playtime: Du Bois, Ill.; Hurst 10-15. Pleasureland: Eldorado, Ill. Powelson Greater: Newark, O.; Corning 10-15. Prell's Broadway: Wilmington, Dela. Queen City: Manchester, Ky. Rafferty, James M.: Whiteville, N. C.; Plymouth 10-15. Reid, King: South Glens Falls, N. Y. Robertson Bros.: Harlan, Ky. Rogers Greater: Mount Carmel, Ill.; Vandalla 10-15. Rocco's Midway: St. Paul, Minn., 8-15. Rosen, H. B.: Jackson, Tenn.; Clarksville 10-15. Royal American: Memphis, Tenn., 8-15. Royal Crown: Bowling Green, Ky. Royal Expo.: Lancaster, S. C. Royal United: Sioux Falls, S. D., 12-15. Rupe's Midway for Fun: Norton, Kan. Sam's Funland: Gibsonville, N. C. Schafer's Just for Fun: Dallas, Tex. Scotty's United: Des Moines (Urbandale), Ia., 5-8; Fort Des Moines 10-15. Shan Bros.: Grundy, Va.; Beckley, W. Va., 10-15. Siebrand Bros.: Winslow, Ariz. Silver Star: Fallon, Nev., 4-9. Silver States: Scott City, Kan. Skerbeck's: Escanaba, Mich., 8-15. Smith, Casey: Walters, Okla. Smith, George Clyde: Johnstown, Pa.; Nanty Glo 10-15. Snapp Greater: Carthage, Mo.; Columbia 10-15. Southern Am. Co.: Melvin, Tex. Southern Valley: Bald Knob, Ark. Srader, M. A.: York, Neb. Stafford United: Indianapolis, Ind. Star Am. Co.: Judsonia, Ark. Starlight Am. Co.: Waxahachie, Tex., 6-8. Starr, Joe: Eufaula, Okla. Steblar Greater: St. Paul, Va. Stephens, C. A.: Wise, Va.; Jonesboro 10-15. Strates, James E.: New Brunswick, N. J. Stumbo, Fred R.: Stilwell, Okla.; Lincoln, Ark., 10-15. Sunflower State: Oberlin, Kan. Sunset Am. Co.: Sedalia, Mo.; Chillicothe 10-15. Sutton: Alton, Ill. Sweeney's United: Moundsville, W. Va. Tassel, Barney: West Point, Va.; Orange 10-15. Tatham Bros.: Bement, Ill. Texas: Balmorhea, Tex. Thomas Am.: (Morris & Pa. Sts.) Indianapolis, Ind. Thomas Joyland: Parkersburg, W. Va. Tidwell, T. J.: (Fair) Fort Stockton, Tex. Tinsley, Johnny T.: East Point, Ga.; Atlanta 10-15. Tivoli Expo.: Taylorville, Ill.; East Peoria 10-15.

(See ROUTES on page 88)

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Weather Hits Dailey Bros. At Huntington

Other Spots Prove Okay

HUNTINGTON, W. Va., May 1.—Dailey Bros., which had been getting the weather breaks since its 1948 trek started, ran up against old man weather here Wednesday, April 28, and came off second. An all-day rain hurt attendance, which otherwise might have been good. Both the matinee and night houses were light.

It was a different story, however, in Logan, W. Va., the day before, where the weather was ideal. Both shows drew capacity houses. The matinee was late getting under way because of the trouble workmen encountered in traffic from the train to the lot. Logan is squeezed between two rows of mountains and has only one street running east and west. It proved a tough job moving the equipment down just one narrow and badly overcrowded street.

A two-day stand in Lexington, Ky., netted good business. Opening day the show had a strong matinee and an overflow at night. Second day there was a matinee only, which drew a fair crowd. The matinee the second day was staged only because the show had been rained out at Maysville, a scheduled stop. Show officials decided to make Lexington a two-day stand to get in the extra matinee for Maysville folks.

Biz Continues At Good Pace For Cole Org

Peoria Strike Hurts

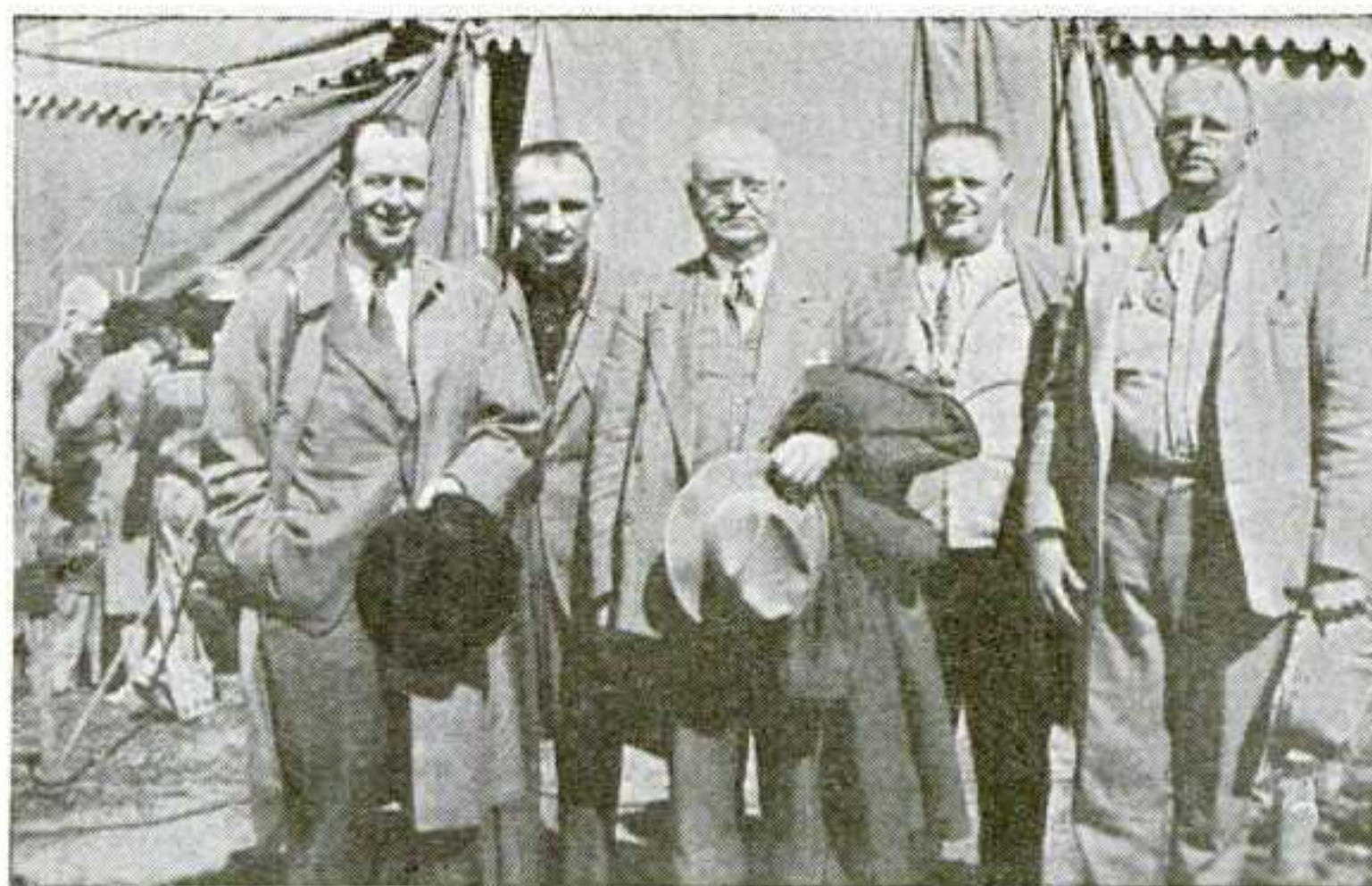
DANVILLE, Ill., May 1.—Outside of Peoria, which gave with only one day's good business on a two-day stand, Cole Bros.' Illinois tour is proving a money getter. Peoria, home of the Caterpillar plant, is having strike troubles, with some 20,000 men out of work, and as a result business for Cole was off.

Other Illinois spots, however, proved okay. Springfield, after a fair matinee, gave with a full one at night; Bloomington registered capacity at night after a strong matinee and Danville gave with capacity at night after a three-quarter matinee.

Ann Russel, trapeze performer, fell 35 feet during her act at Decatur but luckily didn't miss the safety net completely and escaped uninjured. Despite the fact the show was nearly two hours late in arriving, an estimated 5,000 persons were on hand to meet the show. Matinee biz was on the light side but night show drew a full house.

Lexington Nixes Parade Fee

LEXINGTON, Ky., May 1.—Board of city commissioners here has passed an ordinance, under suspension of rules, removing the \$100 license fee for circus parades. Move caused speculation as to whether the city would see its first circus parade in several years when Cole Bros. plays here May 17.



AMONG MEMBERS of the Circus Fans' Association and the Circus Historical Society attending the Mills Bros.' Circus opening at Circleville, O., April 17, were, left to right: Harry M. Simpson, editor of Hobby Bandwagon; Lloyd Bender; Dr. H. H. Conley, president of CFA; F. L. McClintock and Robert C. King.

Montreal Looms Lush for H-M

MONTREAL, May 1.—Col. Bob Morton, accompanied by Len Humphries, business manager, and about 76 performers, arrived here Wednesday (24) to prep for tonight's opening of the annual presentation of the Hamid-Morton Circus under Shrine auspices. Advance ticket sale, handled by Al Hamilton, is reported on a par with last year's record take and indications are that a record gross is in the offing.

Following this engagement which ends next Saturday (8) the circus goes to Ottawa for the week beginning Monday (10) under Kiwanis auspices. Omar J. Kenyon is handling the advance sale and promotion.

New Haven, Conn., is scheduled for the week beginning Monday (17) under auspices of the Junior Chamber of Commerce. Howard Y. Barry is handling the advance.

Last date of the season will be in Harrisburg, Pa., for the week beginning Monday (24) under Shrine auspices. Vernon L. MacReavy has charge of the advance.

Buckeye State Kind To Mills Bros., But Biz Slips in Indiana

MARION, Ind., May 1.—Biz was good for the Mills Bros.' Circus during its swing thru Ohio, but dropped off here Thursday (29).

Cool weather hurt, but the program and the advance sale under the auspices of the Marion firemen, enabled org and sponsors to show a slight profit.

Springfield, O., Firefighters' Association sponsored show in that city and a three-quarter house witnessed each of the two performances.

Stand in Piqua, O., was a red one under sponsorship of the Kiwanis Club. Matinee was a benefit for underprivileged children of the area.

The big show was well-patronized in Greenville, O., but the side show found the going rough. The org was under auspices of the Greenville Shriners.

Biz Fair for Dales

LONDON, Ky., May 1.—Biz proved just fair for Dales Bros. at both performances here, despite good weather.

R-B Heading For Record Garden Take

Gross Now \$1,357,500

NEW YORK, May 1.—The Ringling Bros. and Barnum & Bailey Circus goes into the final week of its run at Madison Square Garden with every prospect of chalking up an attendance record.

Since last Sunday (25) the only seats left at the ticket windows have been the \$1.20 balcony pews, and even these have been sold out for many performances. Past week's attendance, thru tonight's performance, will be approximately 90 per cent of the Garden's capacity or around 176,400. With previous weeks registering a gate of 366,600 this brings the grand total to about 543,000 and the total take, to date, close to \$1,357,500.

Big One is getting not only nationwide publicity but also getting big play in European papers which played up news of the sudden death of clown Albertino prior to the show's dress rehearsal. Albertino and Lulu (Victor and Louise Adams) were a veteran English clown duo and well known on the continent of Europe as well as thruout Great Britain.

Umberto Schichtholz, European representative of John Ringling North, arrived in New York recently and is making the Garden backyard his headquarters.

Fine Weather, Big Crowds Greet Cole Org in Pennsylvania

MAHONNY CITY, Pa., May 1.—James M. Cole played to capacity houses at both performances here Saturday, April 24, with weather conditions ideal. This followed a near-capacity date in Pottstown, Pa.

Joseph McMahon, assistant manager of the org, said much of the side show tent could not be put up at Pottstown because of low-hanging high tension wires.

A house trailer used by several of the crew collided with a circus truck 30 miles east of Mahonny City, but all escaped injury.

St. Louis Cop Circus Talent Set

Wirth Is Booker

ST. LOUIS, May 1.—Capt. John Buck, chairman, and Frank Wirth, booker, of the St. Louis Police Circus which opens here Sunday (9), have lined up a notable array of acts which reflect the expenditure of what was reportedly the largest talent budget ever available for this annual event. All production numbers have been devised and will be presented under the personal direction of Wirth and his assistant, John Lonergan.

New this year will be an opening spec, loaded with old-time circus atmosphere, including ballet girls in aerial routines and numerous mobile animal cages.

Terrell Jacobs and his group of mixed wild animals and three riding acts presented by the Loyal Repensky Family, Zoppe Zavatta Troupe, and the Poodles Hanneford Family, will be among the features.

40 Tumblers

The acrobatic display will include 40 tumblers, members of the Tien Tsi Liu Troupe, the Maschinos, St. Leons, Seven Brannocks, Ten Wong Troupe and the Valentine Troupe.

The Carl Wallendas will present two high wire acts. Obert Miller's elephants, Phil's Riding School, the Flying Zacchins and George Valentine's flyers also are set.

Horse acts will include Hoaglan's two acts, Buschboms Liberty horses the Rudynoff Family and Capt. William Heyer and Starless Night.

High pole acts will include the Sensational Alcedos, Sensational Appollo, the Seigrists and the Great Arthur. Other aerial routines will be presented by Aida, star in the moon, Mickey King, Aerial Solts, Wallenda's Aerial Ballet, the Valencia Trio and the Herzog Sisters.

Several Animal Acts

Novelty numbers inked are Rusko and his bear, Tiebor's seals, Friscoe's seals and Weldy's bears. The pony circus number will consist of Gaudier's Steeplechase, Nana Woolford's Daschunds and Mme. Loyal's dogs.

Other acts are The Shyrettos, cyclists; Jack Mayand and Eva, Laddie Lamont, Mell Hall, the Heerdinks, Tiny Smith's Ford, Patterson's Ford, Armstrong's Ford, Risiko and Nina, Maximo, Kay and Karol, Ebony Trio, Chick Yale, The Nissens and The Bricks.

Set for clown alley are Happy Kellens, Paul Rasche, James Cogswell, Charlie Frank, Florenz, Roy Barrett, Lew Hershey, Hopp Green, Lizzy Wilson, George McGee, Billy Rice, Two Klippels, Whitey Harris, Henry Boers, Bentlage and partner, Van Wells and Billy Sweitzer.

Marietta Fans Flock To See Rogers Despite Recent Floods

MARIETTA, O., May 1.—Recent floods here apparently failed to dampen the enthusiasm of circus fans and the Rogers Bros.' org played to a full house at a night performance, following a near-capacity matinee.

The fairgrounds, site of the circus, had been under six feet of water the previous week and a heavy covering of straw and sawdust was necessary to make the location usable.

Show arrived in Spencer, W. Va., too late for matinee, but played to a three-quarter house at night.

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Dressing Room Gossip

Ringling-Barnum

Third week in the Garden saw the show continuing a complete sell-out. Annual show at Bellevue Hospital was one of the highlights of the week. Program was supervised by Pat Valdo. Merle Evans, his band and a host of acts and clowns helped to make this occasion a happy one for patients and children.

The American Overseas Aid-United Nations Appeal for Children parade had many units from the show participating.

The Ringling branch of the Sarcirco Club had its first meeting of the season. Arriello Bogino injured his leg during the leap act and will be out of the show for several weeks. Jenny Wallenda made her initial appearance in the Zoppe riding act, replacing Rosita Zavatta. Antoinette Concello celebrated her birthday. Frank Miller returned from Florida.

Visitors: Father Ed Sullivan, Louis Arley, Mrs. McKenzie, Dusty Bagus, Butch Henline, George Hoffman, Dottie Yakim, Joyce Werst, Louise Peterson, Sherry Classe, Burt and Corrine Dearo, Eva May and Joe Lewis, Mr. and Mrs. Ridge Hammell, Ralph Holt, Marshall Johnson, Claire Faucett, Margie Geiger's family, Jimmy Sullivan, Bobby and Billy Porter, Shirley Carroll, and Doc Hall from King Bros.' Circus.

Celebrities included Billy Rose, Marlene Deitrich and daughter, Geraldine Brooks, Gloria Strook, Ann Sheridan, Steve Hannigan and Kay Kyser.

Back yard scenes: Merle Evans and the band's rendition of *The Sabre Dance* proves a big hit with the personnel. Paul Jung's rocket gag gets plenty of laughs. Midget members of Lou Jacobs' clown car gag, which always brings down the house, work hard to put the gag over. Fifi Dante sad over the fact that the Eldridge gimps are ill. Jeannie Sleeter always runs at the sight of a dog. Johnny Tripp and Bobby Clark cutting up jackpots in the dressing room, reminiscing about the old days. Barbetta beaming as he continually receives praise for his aerial production number, Monte Carlo.—**MARY JANE MILLER.**

King Bros.

We've put the miles behind us since our opening in Macon, Ga. Business continues excellent. En route to Corbin, Ky., a sleeper was side-swiped by a truck, damaging the trailer and injuring several of the big top boys. None was seriously hurt, however, and they are back on the job.

En route to Hamilton, O., Mr. Morales turned his bus over on a sharp curve. Nobody was injured and the only damage to the bus was a couple of broken windows.

The wire act of Sylvia Gregory, Betty Biller and Eddie Hendricks boasts a good-looking wardrobe in addition to a snappy routine.

The clowns are rehearsing the clown band daily, with Leopold Wenzel as conductor and the writer as prima ballerina.

Visitors have been many and included Ben Davenport and a party from Dailey Bros., E. Walter Evans and Charlie Wirth of *The Billboard*, Clyde Patterson and mother, Jimmy and Alice Foster, Mabel Mack, Harry and John Anderson and Hugh Barnhart. There was a surprise birthday party for Lucy Aarons, but more about that next week.—**BILLIE BURKE.**

Cole Bros.

Second week got off to a successful start in Evansville, Ind., to good weather and biz. Evansville is Billy Griffin's hometown. He had numerous visitors including his parents.

The concert is much improved over last year with Tommy Privett, Clarence Canary, Arizona Jack Campbell, Don Beale, Jimmy Kaaro, Joe Chirkwa, Ruth Nelson and Jinx Adams in the riding line-up, topped off by Wrestlers Frank (Red) Robinson and Tommy Marvin.

When Col. Harry Thomas was casting his *Ponce De Leon* and the *Fountain of Youth* specs, he had three in mind for the featured role—Capt. John Smith, Harry MacFarlane and the writer, the latter being blessed with plenty of blond, curly hair and looking somewhat like Atlas (it says here), got the nod.

James McElwee gave a between-shows dinner in his penthouse atop the Pere Marquette Hotel in Peoria with Lucio, Belmonte, Mogadore, June, Ortans and Corky Cristiani, Don Beale, Paul and Ruth Nelson, Noyelles and Hilda Burkhart, Hubert Castle, Winn and Marian Partello, Harold Voise and the Freemans as guests. Capt. John Smith and Frank (Alabama) Campbell started the season *A-Feudin' Fightin' and A-Fussin'.*

Recent visitors include Bertie and Harriet Hodgini, Van Orman, Kitty Clarke, Mr. and Mrs. Paul Mahaffy, Fred Reid, Herbert George, James Sheehan, Mrs. Niva Holmberg, Harry Mueller, Ben Wiley, Mrs. John Hoffs, Mr. and Mrs. Walter Armbruster, Doc and Ivy Wilson, Sverre O. Braathen, Father John Callahan and James McElwee.—**FREDDIE FREEMAN.**

Bailey Bros.

Journey from California over the snow-covered Sierras into Reno, Nev., was made without mishap, with drivers doing a dandy job on handling the big trucks and trailers.

Several persons were parted from their profits by the numerous gambling establishments for which the Nevada metropolis is noted.

Argument of long standing was settled when B. W. Huddelson, candy apple butcher, conceded Bob Broomson candy floss, to be the better salesman.

Jack Wright, 24-hour-man, closed and has been replaced by George DeSilva. Boss canvasman Blue Lundy has a full crew on the big top and gets it up and down on schedule. Lot Superintendent Andy White left. Birthdays were celebrated recently by George L. Myers, Skinny Goe, Otis Jones, Hunkie Johnson, Cecil Jones and Barbara Sadowski, the latter celebrating her first. Mrs. Hanna Griebing's daughter gave birth to a seven-pound boy April 11.

The following staged a performance at the Veterans' Hospital in Reno: George Myers, emcee; the Cardenas brothers, Hunkie Johnson, Prince Buddah, Johnny Leal, Buck Leahy, Albert White, Lew Kish, Ko-Ko and Lo-Co Fairburn and George Barnaby.

Polack's Western Unit was represented by Louis Stern, Harry Dann, Don Dorsey, Dennis Stevens, Rube Egan, Harold Barnes and his parents, Mr. and Mrs. Rex Ronstrom, Jack Joyce, Justus Edwards, Ed Raymond and the Chaisomay Troupe.

Other visitors included Ollie, John and Mary May, Jodi and Deway Conway and Frenchy Manning.—**RUSTY BADER.**

Dailey Bros.

Scheduled one-day-stand in Lexington, Ky., turned into a two-day affair when flood conditions in Maysville, Ky., prevented showing there. Matinee only was staged for hold-over in Lexington and personnel took advantage of time off to visit the grave of Man 'O War and several near-by horse farms.

Butch, baby elephant, is the center of attraction behind a specially built pen in the menage and does a short turn in the concert. Mr. and Mrs. Davis are doing a good job on wardrobe. Ray Milton arrived to take charge of the train. Lexington town-folk apparently regarded the show as an animal shelter, judging from the number of puppies and kittens left on the lot for adoption.

Mr. and Mrs. Tommy O'Brien and the writer were guests of Mr. and Mrs. Nolte Reynolds at dinner and a trip thru the Mammoth Caves. They also were dinner guests of Mr. and Mrs. Northcutt.

Visitors included Eddie and Golda Grady, Mrs. George Mettler and son, Gene; Milton J. Durham and Mrs. W. E. Tyree. Ty Tyree is coaching high school bands in Glasgow, Ky.—**HAZEL KING.**

Polack Bros.' Eastern

The GAT Club had its first party during the stay in Springfield, Mo., April 23-25, at a Spanish-styled inn 16 miles from town. It was pitch-till-you-win with the chicken. Gene Randow produced some good talent for the floor show.

Prior to the opening in Springfield, Irv Polack put on a sneak preview for a group of Shriners. Acts presented included Erma and Rio, Ray Wilbert, the Ericksons, and the writer. Polack was emcee, and Whitey and Edith Boyd supplied the music.

Charley Borza pulled into the parking lot piloting a blue and silver trailer, custom built. The Emil Palenbergs moved into their reconditioned house-truck. Richard Sidney entertains by showing his color movies. Christenson opened with his Black Horse Troupe. Else Sidney's injured leg has improved to the point where she is able to get around without crutches. The Lone Star line held the train for one-half hour in Jonesboro, Ark., permitting the show-folk to make connections to Tyler, Tex., for the stand which opened there April 28. Jimmy Mantlo's wife and son are on the show.—**BILLY BARTON.**

Garden Bros.

The move to Windsor, Ont., was dull and uneventful, with no ditches, motor trouble or flat tires. Attendance has been slightly off from last year, but we are enjoying summer weather.

A special Circus Night was celebrated with a banquet at the recently opened Elmwood Night Club. The Windsor Police Association was host. The Paiges, Jacques Gordon, Fifi, the Carr brothers, Empress, Modoc and Judy entertained.

On opening days our most popular man is Basil Whitfield, who is doing advance and 24-hour duties, thus picking up the mail. Ray Melzoras celebrated a birthday with cake and candles. Gladys Gillum's living trailer caught fire while she was absent, burning wardrobe and personal effects. Tommy Waters is on the half sick list, miserable but working.

Visitors: Dr. and Mrs. George Brown (the former Rosina Nelson, of the Nelson Family); Mr. and Mrs. Charles Zemater, Chicago; Norman Boyle, who is rejoining George Keller's act as soon as the professor dismisses his pupils and locks the classroom door for the summer vacation; members of the Wallace Shows and Don Smith, founder of the Circus Historical Society, with his fiancée, Julia.—**DOLLY JACOBS.**

ADDITIONAL DRESSING ROOM GOSSIP
ON PAGE 103

Albertino Widow Staying For 1948 Ringling Tour

NEW YORK, May 1. — Louise Adams, widow of Albert Victor Adams, and his former partner in the clown act of Albertino and Lulu, is remaining with the Ringling-Barnum circus to work clown walkarounds.

Adams, 48, succumbed to a heart attack while appearing on Joe Hasel's sport program at the WJZ studio prior to the Big Show's dress rehearsal April 6. Funeral services were held in New York. Interment was in St. Mary's Cemetery, Yonkers, N. Y.

The Adamses came from England to play a return engagement with the Big Show with which they appeared in 1939. Louise is a member of a well-known family of vaude artists, and Adams also came of theatrical stock, his brother, Bertie, being manager of the Hippodrome in Birmingham, England.

UNDER THE MARQUEE

One swallow doesn't make a summer on the Tableau & Chariot Circus, and the second one is bound to get you chased.

Billo, tramp clown, cards that he is with the James M. Cole Circus.

Marie Griffey visited the Mills show in Columbus, O., as guest of Louis E. Collins.

Ralph H. Bloss, who left the Bailey Bros.' advance, is night clerk at the Jefferson Hotel, St. Louis.

Harold Voise, who closed with the Clyde Beatty Circus April 3, has joined the Cole Bros.' Circus.

Hardy old-timer can always be spotted by his cane and bulging pocket that is filled with liniment bottles.

Bill Penny, of Pawnee, Okla., reports he plans to visit the Al G. Kelly-Miller Bros.' Circus when it plays his town May 7.

Producers Hunt Stromberg Jr. and William Berney are planning a musical comedy based on the life of P. T.

Barnum for fall production. The production will be called *Humbug*, with the chief episode having to do with the showman's discovery of Jenny Lind. William Gaxton is said to be interested in playing Barnum.

Art LaRue, clown cop on Clyde Beatty Circus, is building a funny Ford act to play West Coast fair dates.

The Mandos Sisters, one of the outstanding imports on the Ringling show this season, missed several performances the past week due to illness of one of the girls.

According to an old-timer, science couldn't discover a better cure for agitators than the red light at a country switch.

Gus Lind recently played the fair at King City, Calif., clowning and presenting his unsupported ladder and foot-juggling turn.

While playing Springfield, Ill., with Cole Bros., Jack Kennedy, whiteface clown, entertained several officials of International Harvester Company.

Willis Epps and Tex Leon again will be with the Kelly-Miller Circus. Art Miller handled their winter dates. Mr. and Mrs. Mel Lewis are expected back in quarters at Hugo, Okla., soon. D. R. Miller has returned to Hugo from a Chicago date.

Former Los Angeles fire captain, Harlan DeWitt, again is with the (See *Marquee* on page 88)

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ROGER BROS.' CIRCUS Latrobe, Pa., May 4; Natrona Heights, 5; S. New Kensington, 6; Merminle, 7; Jeannette, 8.

R-B Fire Victims To Get Additional 10% Payment

HARTFORD, Conn., May 1. — Judge Howard W. Alcorn in Superior Court April 23 authorized payment of an additional 10 per cent divided among the victims of the 1944 circus fire here.

Attorney Julius Schatz, counsel for Edward S. Rogin, receiver for the Ringling-Barnum circus, informed the court the receiver has on hand \$417,350.08. The judgment against the circus amounted to \$3,946,355.70. The dividend payment of 10 per cent will bring the total payment of the claim to 72.5 per cent of the judgment.

R. Fossett, Famed British Circus Owner, Dies at 74

LONDON, May 1.—Robert Fossett, 74, one of England's best known circus operators, died at Northampton Hospital April 16. Fossett was a member of one of the oldest English circus families and started his career as a rider in his father's circus.

At the time of his father's death, in 1924, Robert Fossett took charge of the family circus and remained in active command until the end of last season. Fossett is survived by his widow and by two sons and a daughter, who will continue the circus.

Stevens Staff Announced

TEMPLE, Okla., May 1.—Staff of Stevens Bros.' Circus, which opened April 9 in Boswell, Okla., includes Robert A. Stevens, manager; Tom McLaughlin, general agent; Les Garner, billing car; Carl Stone, side show manager; Edmond Shearer, concessions; Harry Rooks, equestrian director; Bob Grubb, ring stock; Don Compton, producing clown; Willie Rawls, tickets; Claude Garner, banners; Edward Baker, steward; Ruth Johnson, purchasing agent; Lura E. Stevens, front door; Bill Gowen, big top superintendent; Henry Smith, side show canvas; Emmett Carter, animals; Gene Stone, privilege car; John Kilpatrick, novelties, and George Kilpatrick, cotton candy.

King First in Binghamton

BINGHAMTON, N. Y., May 1.—King Bros.' Circus, booked in here for Saturday (22), will be the first to play the city this year, J. M. Beach, show contracting agent, applied for the license.

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STRONG FLACK FOR RIVERVIEW

Radio Inked By Chi Spot

Two new rides, shows are added to line-up—Schmidt looks for big '48 season

By Hank Hurley

CHICAGO, May 1. — George A. Schmidt, president and general manager of Riverview Park here, recently returned from a winter's vacation in La Jolla and Palm Springs, Calif., is back in harness overseeing the preparations for the May 19 opening of his funspot.

Cornered in his office last Thursday, Schmidt, in between answering personal telephone calls and issuing orders on this and that detail, was in an optimistic mood.

"I look for a very good year," he said by way of opening the conversation. "I don't say we'll equal 1946, which was a big season, but I do believe we'll beat last year's grosses. Last year, you'll remember, we ran into plenty of tough weather during the first month of our operation. While we did okay once the weather improved, that slow start still hurt. This year the weather certainly can't be any worse than last year and in all probability it will be better. If that proves true, we'll top last year in gross business," Schmidt said.

Maps Publicity Plans

The Riverview owner admits that profits will be less this year, "because of higher costs on almost everything." He explained that Riverview's aim this year is to increase attendance and his publicity department has mapped a strong program.

"We've always had a strong publicity program," Schmidt said. "This year, however, in addition to our mailing list, which now contains about 600,000 names, newspaper advertising and billboards, we will use radio. We will have five spot announcements of 50 words each seven days a week over WIND. These announcements will start about a week before the park opens and continue daily thruout the season. This is the first time we've tried radio and I believe we will get results," Schmidt went on.

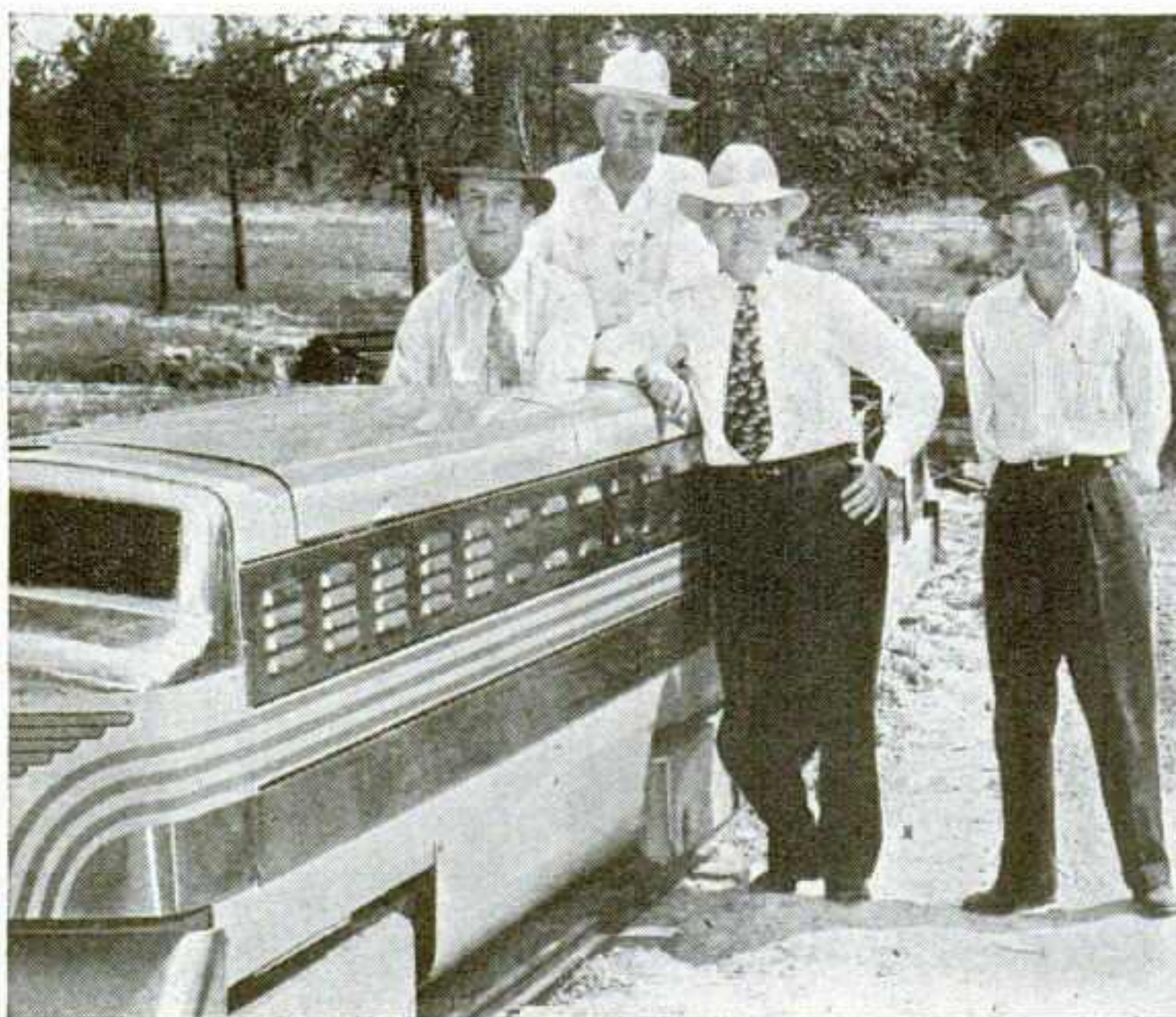
The usual painting and fixing up is going on at Riverview, and everything will be in tiptop shape for the opening. However, the customers will find two new rides and a new show on the midway this year. The new rides are the Water Bug and miniature train. The new show, leased to the Calameri and Trinker interests, is expected to be an illusion show.

Enthuses Over Ride

"This Water Bug is something different," Schmidt said. "It was used at the New York World's Fair and hasn't been in operation since. It's the only one of its kind in the country and I think it will prove a sensation."

Regarding the Water Bug, which is located on the spot formerly occupied by the Tumble Bug, Schmidt explained the outfit has 19 boats and that they have devised a new system for its operation.

The miniature train will boast two (See Strong Flack on opposite page)



WHEN NEW LAKE FOREST PARK, Henderson, Tex., opens May 7 it will sport a miniature train among other kiddie rides. At the throttle is John R. Alford, donor of the park, and seated in the rear is Curtis Pruitt, of the Texas forest service, who assisted in laying the track. Left to right, standing, are A. M. Wilkins, chairman of the park board, and J. T. Bell Jr., park superintendent. Former Gov. Coke Stevenson is expected to make the dedication speech at the opening of the park, financed by subscription of \$50,000 by business men. A swimming pool is ready for operation and other attractions are nearing completion.

Pontchartrain Bows for Season

NEW ORLEANS, May 1. — Pontchartrain Beach bowed for the season here today. Feature of the opening was a fireworks display, by the Thearle-Duffield Fireworks Company, Chicago, with Art Briese in charge.

Free act featured was the Gretanos, high wire. New rides this year include a Rolloplane and Funhouse, called Circus Daze.

Belle Isle May Get Miniature Railroad

DETROIT, May 1. — City-owned Belle Isle Park may get a one-mile miniature railroad as the result of a proposal by Harry Stahl, superintendent of Eastwood Park, who has offered to install the ride on a concession basis. Stahl also operates a minnie railroad at Jefferson Beach. The concession would be at the north end of the island, along the banks of the Detroit River. According to reports, Stahl offered the city 26 per cent of the gross.

The project was recommended favorably to city council by the Parks and Recreation Commission. A proposal by another concessionaire several months ago to install a Merry-Go-Round was turned down.

Philly Zoo Opens Monk Isle

PHILADELPHIA, May 1.—The annual opening of Monkey Island at the Philadelphia Zoo here is scheduled Sunday (2). Also scheduled as part of the opening ceremonies is a concert by the Girard College Band. Leroy Miller, of Station WFIL, will officiate at Monkey Island for the ninth straight year. Prior to the actual liberation of the monkeys, Miller will conduct an animal quiz program with zoo souvenirs as prizes.

New London Nixes Opening for Gloth

NEW LONDON, Conn., May 1.—Morris Lubchansky, counsel for Joseph Y. Gloth, disclosed this week that City Manager Edward R. Henkle has refused the concessionaire permission to operate at the city-owned Ocean Beach Park prior to official opening date, even though other concessionaires are now operating.

Gloth has been involved in a suit with the city, which charges he withheld money due the municipality on a percentage basis after last year's operations. Gloth's offer of \$4,000 as the first installment on this year's business has been refused, his counsel said.

After a temporary injunction restraining the city from canceling Gloth's contract was granted, the city filed a cross-complaint asking \$20,000 damages and contract cancellation.

Lubchansky declared that by not granting Gloth authority to open his concession early the city manager is reducing the municipality's percentage of the concessionaire's earnings.

John K. Balentine and William R. Canty, beach co-directors of activities, have been reappointed for the coming season.

Swedish Parks Bow With Circus, Vaude Attractions

STOCKHOLM, May 1. — Grona Lunds' Tivoli and Nojesfaltet, popular outdoor funspots, are in full swing. Nojesfaltet opened its season April 17, with Tivoli following suit Wednesday (28).

Both Stockholm parks, as well as Liseberg in Gothenberg, boast a good line-up of rides, restaurants and concessions and all present circus and vaude shows as free attractions.

Flint Funspot Bowing May 5

Free acts to be missing again this season—Glass House, lead gallery added

FLINT, Mich., May 1.—Flint Park opens for the season Wednesday (5). Park again will be under the direction of L. H. (Doc) Firestone, president, and Howard M. Oviatt, general manager, with Pat Anger as superintendent.

Park will open without free acts, as was done last year for the first time in years, but may book them later. Talent cost was said to be the reason for dropping the policy last season.

Some 30 picnics, including industrial, church and school organizations, have been booked.

New this season is a Glass House, operated by the management, and a shooting gallery. A new athletic field is being prepared, but probably will not be ready till midsummer because of work required to get the ground in condition.

Big Season Seen By Eddie Carroll

AGAWAM, Mass., May 1.—At conclusion of the third week-end of operation, Edward J. Carroll, owner of Riverside Park here, is convinced this season will be one of high grosses. Week-end business to date, according to Carroll, is keeping pace with that of last year.

With the addition of two new projects, Riverside Stadium and Riverside Gardens, which will preem about June 1, Carroll is highly optimistic and says grosses this year may even top previous highs.

Work on the stadium is going along on a night-and-day basis.

Riverside goes into daily operation this week-end.



CHARLES W. SWAN, who was recently named director of recreation and special events at New Bay Shore Park, Bay Island Beach, on Chesapeake Bay near Baltimore, brings to the resort a vast background of experience in the promotion of special events.

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Plan Set To Build Zoo in Louisville

LOUISVILLE, May 1.—Plans for establishment of a zoo here have been announced by Howard Van Arsdale, member of the recently organized Louisville Zoological Park Society.

Eventually, he said, the organization hopes to operate, in addition to the zoo, a park containing exhibits of natural resources and products manufactured in Kentucky.

The society plans to ask the city to allocate 25 to 35 acres for the park, with money for the program being raised by contributions. Incorporation papers authorize the organization to borrow up to \$100,000.

L. A. Ride Celebration

LOS ANGELES, May 1.—First anniversary of Griffith Park's miniature railroad was celebrated April 17, with a "birthday" party attended by screen celebs and civic leaders. Operated by Sam Bornstein, the train carried 589,000 people in its first year, it is reported.

Hauswald Resigns Post

SIOUX FALLS, S. D., May 1.—E. W. Hauswald, owner of several rides and of Playland Park here, has retired as manager of the Metz Baking Company, Sioux Falls, after 12 years in that position.

Strong Flack For Riverview

(Continued from opposite page) units on one track. Schmidt estimated over \$100,000 was spent on the two rides. The miniature train tickets will go at 10 cents each, with the price on the Water Bug being 25 cents.

Schmidt said there will be no change in Riverview's price policy. "We'll continue with our 2 and 5-cent days and all other prices will hold," he said.

Will Hold Mardi Gras Again

Schmidt says there is no doubt that money isn't as free as it was a couple of years ago, "and you've got to keep banging away with publicity and advertising to get the people out."

No special opening-day ceremonies are planned, Schmidt said. He added, however, that the park will hold its Mardi Gras carnival again this year. The Mardi Gras will open August 14 and continue thru September 12.

In regard to the Mardi Gras, which features band concerts, Schmidt reminded that this event was started last year after a wartime lapse. "It was a tremendous success last year and I see no reason why it won't be this year," he concluded.

Belmont Season Bow Skedded for May 15

MONTREAL, May 1.—A preview has been scheduled for Belmont Park Saturday (8) with the formal opening the following Saturday (15), Rex D. Billings, general manager, announces. Numerous guests will be hosted at the preview by the management.

Park again will concentrate on the booking of industrial, commercial and fraternal picnic groups. Free facilities offered include tables and benches, an athletic field, shelters and clubrooms for committees. Maurice A. Lamarre is business promotion manager.

Free attractions again will be featured.

The Bronx (N. Y.) Zoo recently added an afropavo (congo peacock), said to be the only one of its kind in captivity. It is bronze, green gold and brown and about the size of a ring-neck pheasant.

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Until May 20th write "WONDERS OF THE WORLD," FRANK COLEMAN, MGR., Temple, Texas; then Amusement Pier, Galveston, Texas.

Hoosier Fete To Get Record Air Coverage

235G Radio Center Set

INDIANAPOLIS, May 1.—Plans for the most extensive radio coverage of the Indiana State Fair in that event's history are well under way—spurred greatly by positive assurance that the \$235,000 Radio Center-Paddock will be ready for use when the annual begins its customary eight-day run. The center was slated to open in 1947 but construction difficulties intervened.

Each of the building's 12 modern broadcasting studios already has been allocated, and late comers are scrambling for advantageous spots elsewhere on the fairgrounds. Actually, however, 18 individual stations, in addition to approximately 10 Indiana FM Association outlets, will operate from the center. This will be possible as many stations have agreed to share facilities.

Stations Listed

Stations which will be present include WKJG, Fort Wayne; WXLW, WFBM, WIBC, WIRE, WISH and WHMC-WWHB, Indianapolis; WKMO and WIOU, Kokomo; WTHI and WBOW, Terre Haute; WHOT, South Bend; WHBU, Anderson; WBAT, Marion; WASK, Lafayette; WLBC, Muncie; WSUA, Bloomington, and WGFB, Evansville.

Several other stations (WTOM and WTTS, Bloomington; WOWO, Fort Wayne; WBAA, Lafayette; WLS, WBBM, WGN, Chicago; WHAS, Louisville, and WLW and WKRC, Cincinnati) have indicated they will be on the grounds for one or more broadcasts.

WLS will return with its *Dinner Bell Hour*, while organist Herbie Koch is slated to work the horse shows in the Coliseum for WHAS.

Dedication Fete Set

In a gigantic effort to express appreciation for the erection of the center, Indiana broadcasters will unite in a State-wide hookup of the building's dedication program, scheduled the afternoon of September 4. Thirty-three of the State's stations have signed to air the event and it is hoped at least one of the major networks will be present.

Hoosier Radio Round-Up, the talent (See *INDIANA SET*, opposite page)

Central Texas Pares Nut After 20G Loss

TEMPLE, Tex., May 1.—An operating loss of \$20,000 last year, making necessary the sale of 4 per cent bonds in that amount to cover the deficit, has prompted officials of Central Texas Fair here to make program retrenchments so that this year's event, scheduled for September 21-25, will finish in the black, reports Bob Gresham, advertising and publicity chairman.

A contract has been signed for the J. George Loos Greater United Shows to supply midway attractions, and rodeo purses have been approved by the Rodeo Association of America, said Gresham.

Last year the rodeo was offered in the afternoon, with Roy Acuff and His Smoky Mountain Boys taking over the arena for two shows each night. Both offerings lost money. This year the rodeo will be held at night. Smaller attractions will replace the Acuff show. The horse show, another 1947 loser, will be cut. The gate is 25 cents, including tax, for adults and 12 cents for children.

Around the Grounds:

Charles Yeager Is Named Head Of Dallas Press - Advertising

Charles Yeager, for 10 years with *Cosmopolitan* and other Hearst magazines in New York and prior to that with *The New York Evening Journal* and *The New York World-Telegram*, has been appointed director of publicity for State Fair of Texas, Dallas, according to W. H. Hitzelberger, executive vice-president and general manager of the fair.

Yeager is a native Texan and former Dallas newspaperman. Early in the war he did personnel and public relations work for the army air forces at Patterson Field, O., and later joined the navy as radar technician. At the State fair he will also head the advertising department, Hitzelberger said.

South Louisiana State Fair, Donaldson, this year for the first time in 30 years will operate with a free gate, Secretary Philip M. Sleet advises.

Miles Horst, Pennsylvania's secretary of agriculture, announces that an advance listing indicates that 88 county and community fairs will be held this year in 49 counties.

Max Cohen, general counsel of American Carnivals' Association, has been elected to the board of directors of Monroe, N. Y., County Fair for a three-year term.

Nic Huddleston, manager of the Placer County Fair, Roseville, Calif.,

Exhib Space Scarce As Big European Fairs Get Started

PARIS, May 1.—Three of Europe's most important commercial fairs, the Paris International Trade Fair, Milan International Fair in Italy's principal trade center, and the British Industries Fair held in London and Birmingham, will be in full swing this week.

International Fair of Milan, occupying a large group of permanent exhibition buildings, opened Thursday (29) with more than 15 foreign nations presenting exhibits. While the United States is not officially participating, several American firms occupy stands at this year's fair.

The Annual Foire de Paris, occupying permanent fairgrounds in the Porte de Versailles quarter of Paris, opens today with the biggest line-up of exhibitions since the end of the war. While this year's total of exhibitors tops last year's by 400, more than 12,000 requests for space were turned down due to lack of space.

Foire de Paris occupies an area of 550,000 square yards, of which 150,000 square yards are taken up by permanent exhibition halls, 29,000 square yards are covered by temporary wooden structures, and 102,000 square yards are given over to open-air displays. Fairgrounds lay-out includes a large building for special events, banquets and meetings and special attractions are promoted to draw the general public as well as buying agents. Fair runs 17 days.

The British Industries Fair, which is to be an annual, is split up between the Castle Bromwich Exposition Hall in Birmingham and the big Olympia Exhibition Building, London. Show primarily is aimed at boosting exports as bulk of all products of manufacturers of Great Britain are earmarked by rigid governmental regulations for the foreign market. Both sections of the show are set to open on Monday (3).

has announced that the State Centennial Commission will participate in this year's annual, which will be held for four days, beginning August 19.

Ed Ritter has resigned as secretary of the Miami County Fair, Troy, O., after serving in that capacity for 18 years. His retirement inspired an editorial in the Troy newspaper which lauded his ability, zeal and loyalty in behalf of the fair.

The All-Iowa Fair, Cedar Rapids, Ia., has increased the grounds admission price from 25 to 50 cents per person. Children under 12 will be admitted free. Earlier the fair adopted the no-pass policy for the 1948 exposition. Only other change in prices this year was the lowering of grandstand general admission for children from 30 to 25 cents.

The Fort Dodge (Ia.) Municipal Band faces a busy Iowa fair season. Walter Engelbart, business manager of the org. announced that it will play the Iowa State Fair, Des Moines; Buchanan County Fair, Independence; Sac County Fair, Sac City; Hamilton County Fair, Webster City, and the Clay County Fair, Spencer. The last two fairs are new to the band's schedule.

Program planning is under way for the annual Wapping (Conn.) Fair under the direction of Walter G. Foster, president. George Potterton heads the premium book and program committee. Mr. and Mrs. Potterton were appointed delegates to the annual meeting of the Association of Connecticut Fairs at the Hotel Bond, Hartford, April 30.

Jack W. Gordon, general manager of Gordon's Entertainment Bureau, Hartford, Conn., reports that he is lining up acts for small Connecticut fairs and carnivals. Gordon's daughter, Connie, heads for Paris in June to study art. She recently concluded studies at Columbia University, New York.

Attraction Bill Set At Middletown, N. Y.

MIDDLETOWN, N. Y., May 1.—The schedule has been set for Orange County's 108th annual fair here August 16-21. The *Rockette Revue* will be a grandstand attraction, along with fireworks.

Monday will be Children's Day with a pony giveaway. Tuesday features will include vaudeville and a local rodeo. Harness racing will be offered Wednesday and Thursday, vaudeville and a cavalcade Friday and auto races Saturday.

Return to Three-Day Run Sought by Estevan, Sask.

ESTEVAN, Sask., May 1.—Directors of Estevan Agricultural Society are anxious to expand their two-day summer fair into a three-day event and will apply to the Western Canada Fairs Association to have a third day added after this year. Estevan had a three-day fair prior to 1943, when Moose Jaw was readmitted to the Class B fair circuit.

Prize lists have been revised this year and awards have been increased. A feature display will be that of the best Aberdeen-Angus cattle in Saskatchewan. A building is being moved from Estevan airport for use as an exhibit building.

Move To Shift Santa Ana Operation To 32d Ag District

SANTA ANA, Calif., May 1.—Orange County Board of Supervisors, which recently decided to surrender county fair operations to the 32d Agricultural District, has taken action here to make the transfer official by resolution.

Wording of the resolution was that submitted by the State Division of Fairs and Expositions and set out that the county "will permanently discontinue holding a county fair for which the county would be eligible to participate in allocations from the State."

Earlier notice-of-intention to abandon the fair as a county-sponsored event threw the State Division of Fairs into a dither. Officials in Sacramento apparently had never run across anything just like that before and a flood of correspondence developed with Orange County Auditor Les Eckel, who has charge of the more than \$135,000 in fair funds which ultimately will be surrendered to the agricultural district.

Eckel said that before the fair board can continue any negotiations for transfer of the funds or physical properties of the fair, the resolution would have to be properly worded. Approval of the county's discontinuance of fair sponsorship is apparently routine.

Meanwhile, the fair board is continuing with negotiations with War Assets Administration for acquisition of 175 acres and some 120 buildings at Santa Ana Army Air Base for location of the fair.

No fair will be staged until mid-summer, 1949, however, since it will require considerable time to put the site and buildings into condition for the exposition.

San Joaquin County Planning Race Strip

STOCKTON, Calif., May 1.—Ed Vollman, secretary-manager of San Joaquin County Fairgrounds, announced approval of a new three-quarter mile strip inside the one-mile race track here.

The new oval will replace the present half-mile circuit and will be used exclusively for running races, with the mile route reserved for trotters and pacers.

Calif. Gov. Names Haigh, Nighbert in 42d District

SACRAMENTO, May 1.—Gov. Earl Warren has appointed two members of the board of directors of the 42d District Agricultural Association in Glenn County.

Melvin Haigh, Orland, a Glenn County road commissioner, will serve a new term on the board of directors ending January, 1952. He was first appointed in May, 1945.

R. C. Nighbert, deputy sheriff of Orland, who originally was appointed by the governor in October, 1944, has been reappointed for a new term also ending January, 1952.

Corporation May Take Over Annual in South Dakota

RAPID CITY, S. D., May 1.—Pennington County Fairgrounds probably will be managed by a corporation this year. A tentative agreement has been reached whereby the Black Hills Exposition Corporation will lease the fairgrounds from the county for \$1 a year for 10 years.

During that time, the corporation must sponsor a county fair each year and must turn all profits back into maintenance and improvement of the grounds.

Fair Dates

(Continued from page 59)

Saint Vincent—St. Vincent Union Indust. Assn. Sept. 16-17. L. C. Ward.
Waseca—Waseca Co. Agril. Assn. Aug. 5-8. Judge Leon Sexton.

MONTANA

Chinook—Blaine Co. Fair & Rodeo. Sept. 5-6. Floyd Bowen.
Forsyth—Rosebud Co. Fair & Rodeo. Aug. 17-19. Fred R. Cox.

NEBRASKA

Norden—Keays Paha Co. Agril. Soc. Sept. 9-11. Harley McCormick.
Weeping Water—Cass Co. Agril. Soc. Aug. 25-27. Owen Welch.

NEW HAMPSHIRE

Deerfield—Deerfield Fair Assn. Sept. 30-Oct. 2. Etta O'Neal, S. Deerfield.

NEW MEXICO

Alamogordo—Otero Co. Fair Assn. Sept. 10-11. Mrs. Lillian Bagwell.
Springer—Colfax Co. Fair Assn. Sept. 17-19. C. L. Krause.

NORTH CAROLINA

High Point—High Point Agril. Fair Assn. Sept. 20-25. T. C. Potts.
Rutherfordton—Rutherford Co. Agril. Assn. Sept. 13-18. T. W. Calton.
Winston-Salem—Western Carolina Fair. Oct. 12-16. W. Avery Jones.

OREGON

Albany—Linn Co. 4-H Fair. Sept. 1-3. O. E. Mikesell.
Eugene—Lane Co. Fair Assn. Sept. 22-25. Ernest McCulloch.
Hermiston—Umatilla Co. Fair Assn. Aug. 28-29. LeRoy E. Fuller.

PENNSYLVANIA

Beaver Springs—Beaver Community Fair. Sept. 23-25. Ker'eth H. Boyer.
Bellwood—Antis Community Farm Show. Oct. 21-23. W. C. Singleton.
Cambridge Springs—Cambridge Springs Fair Assn. Sept. 16-18. Caroline Russell.
Clarks Summit—Newton-Ransom Fair. Sept. 15-18. Edward C. Hopkins.
Claysburg—Greenfield Tp. Farm Show. Sept. 9-11. Kermit B. Wright.
Cochranon—Cochranon Community Fair. Sept. 15-18. Wm. McCullough.
Delmatia—Lower Mahanoy Tp. Community Fair. Oct. 20-22. Mrs. Ruth Tressler.
East Greenville—Upper Perkiomen Community Fair. Oct. 13-15. V. S. Ensminger.
Edinboro—Edinboro Community Agril. Assn. Sept. 9-11. Joseph Ondrey.
Greensburg—Harrod Community Fair. Aug. 19-21. L. D. Moore.
Home—Ox Hill Community Fair. Sept. 6-8. D. R. Hill.
Lampeter—Lampeter Community Fair. Sept. 1-3. Wayne B. Rentschler.
Lebanon—S. Lebanon Community Fair. Oct. 6-8. A. L. Lamm.
Linesville—Linesville Community Fair Assn. Sept. 1-4. O. C. Lance.
Littitz—Littitz Community Show. Sept. 30-Oct. 2. Wm. N. Young.
Martinsburg—Morrison Cove Community Fair Assn. Oct. 21-23. Ella E. Ebersole.
Mercer—Mercer Central Agril. Soc. Aug. 24-28. Harry Moore.
Mill City—Falls-Overfield Fair. Sept. 16-18. Mrs. Doris Gregory.
Mill Hall—Clinton Co. Grange Agril. Assn. Aug. 25-28. J. Rex Haver.
Millersburg—Millersburg Farmers' Fair Assn. Sept. 9-11. Nell B. March.
Millport—Oswayo Valley Community Fair. Sept. 8-11. Mrs. Nina H. Vanderhoof.
Montandon—Tri-Township Fair. Sept. 23-25. Clarence E. Emery.
Mount Joy—Mt. Joy Community Exhibit. Oct. 14-16. Joseph G. Shaeffer.
New Bethlehem—Farmers & Merchants Agril. Show. Aug. 11-13. Loudon Stuart.
Newfoundland—Greene-Dreher Community Fair. Sept. 2-4. Henry G. Botjer, Greentown, Pa.
Oil City—Farmers & Fruit Growers' Fair. Oct. 20-22. Chas. Fisher.
Oley—Oley Valley Community Fair. Sept. 30-Oct. 2. Carl W. Blank.
Perkasie—Sell-Park Community Farm Show. Sept. 23-25. Hugh S. Niles.
Pleasant Valley—Community Fair Assn. Sept. 7-11. Eugene V. Keefer, Connessville.
Port Allegany—Port Allegany Community Fair. Oct. 14-16. Clyde C. Lynch.
Port Royal—Junata Co. Agril. Assn. Sept. 6-11. J. Robt. Stimmel.
Shanksville—Stony Creek Community Fair. Sept. 22-25. Mrs. Milton Lowry.
Slatington—Upper Lehigh Valley Fair. Oct. 2-4. Mae G. Jones.
Trotter—Dunbar Tp. Community Fair. Sept. 15-17. Kenneth Mowry, Lelsening, Pa.
Turbotville—Turbotville Community Fair. Oct. 6-9. Carl Z. Stevens.
Ulysses—Ulysses Community Fair Assn. Sept. 2-4. A. W. Kerr.
Unionville—Unionville Community Fair. Oct. 21-23. Roland M. Conrad.
Waterford—Waterford Community Fair Assn. Sept. 8-11. Chas. Bowman.

SOUTH CAROLINA

Chester—Chester Co. Colored Fair Assn. Oct. 11-16. M. M. Sitton.

TENNESSEE

Gallatin—Gallatin Colored Fair. Aug. 26-28. Edw. V. Anthony Sr.
Sevierville—Sevier Co. Fair. Sept. 13-18. Ernest Thurman.

TEXAS

Bowie—Montague Co. Fair Assn. Sept. 23-25. O. B. O'Dell.
Cleburne—Johnson Co. Fair & Rodeo. Sept. 13-18. Jack D. Brown.
Fredericksburg—Gillespie Co. Fair. Aug. 20-22. H. C. Meurer.



FRANK H. KINGMAN, Brockton, Mass., secretary of International Fairs and Expositions, is shown with his three-year-old daughter, Holly. The youngster recently was lost for three hours and found only after an extensive search in which police, press and radio co-operated. The incident was deemed worthy of a sizable feature story in The Brockton Enterprise-Times.

Boone, Ia., Shifts to Fair From Achievement Program

BOONE, Ia., May 1.—Boone County Agricultural Association, shifting this year from an achievement program to the establishment of a fair, is pushing a campaign for \$25,000 to carry out a plant-building program already under way.

Two structures to house livestock and exhibits are under construction. In previous years the exhibits have been scattered in buildings throuout the city.

The association is one of the oldest in the State sponsoring an achievement show. The shift to a fair is intended, among other things, to qualify it for State aid.

Figy's Authority Is Cut By Atty. General's Ruling

LANSING, Mich., May 1.—Charles Figy, Michigan director of agriculture, has no voting power or veto authority as chairman of the board of fair managers of the Michigan State Fair, Attorney General Black ruled here.

Hazen L. Funk, board secretary, had asked for a ruling, pointing out it would do much to clear up "mis-understandings" which have occurred between State fair managers and the agriculture department.

Mitchell, Neb., Annual To Be Held Sept. 6-11

MITCHELL, Neb., May 1.—Scotts Bluff County Fair will be held here September 6-11, board of directors announced. President William Ledingham Jr., of Lyman, also announced the appointment of four men to his executive committee.

They are C. R. Watson, M. C. Cannon, Lewis Newell and E. A. Lmpson, all of Mitchell. It was suggested by the board that the admission prices be reduced.

Rocky Mt. Empire, V. Roy Shows To Play S. D. Date

BELLE FOURCHE, S. D., May 1.—Alfred Hanson, chairman of the Butte County Fair Board, has booked the V. Roy Show thru the Johnny Gunier Agency, Sioux City, Ia., for the Butte Fair, August 26-28.

The Rocky Mountain Empire Shows will furnish rides and concessions. The Belle Fourche Cowboy Band and the Newell, S. D., Band will furnish free entertainment on the grounds.

PALESTINE—Anderson Co. Fair (Texas Fruit Palace). Oct. 11-16. C. O. Miller Jr.

WISCONSIN

Webster—Central Burnett Co. Fair. Sept. 2-4. Albert Stone.

Indiana Is Set For Extensive Radio Coverage

(Continued from opposite page)

show which has been a smash hit since its inauguration two years ago, will be presented the evening of September 4, with a sellout virtually assured.

Harry Smythe, Fort Wayne impresario who introduced the show, has given up its production to devote his time to activities at his Buck Lake Ranch. This year the attraction will be handled by the Association of Indiana Broadcasters (AIB). The AIB has completed negotiations with the fair board and a committee headed by Ed Mason, program director of WIBC, will handle the details. An outside producer will be obtained.

As in the past, bulk of the talent will be supplied by Indiana radio stations, with one or two name stars featuring the bill. The signing of Red Skelton and Lum 'n' Abner to fill the featured spots currently is in the rumor stage.

Likewise, several large Hoosier business concerns are being nudged for possible sponsorship of the presentation, which last year was under the auspices of the Monon Railroad and Kingan & Company.

Virtually the same hookup which is to carry the dedication ceremonies will air the *Hoosier Radio Round-Up*, with the AIB paying a card rate to all carrying the show and established fees to all talent from its share of the proceeds.

All radio activities again will be handled by representatives of Gemmer-Johnson, Inc., Fort Wayne public relations and advertising firm.

Weyburn, Sask., Ups Preems; To Get New Cattle Building

WEYBURN, Sask., May 1.—Prize money for the two-day Weyburn Agricultural Exhibition will be boosted 20 per cent, to about \$4,000. A new cattle barn will be built at a cost of \$4,000 and \$400 will be spent on the industrial building.

Prizes for horse racing will be about \$1,500. W. Martin's sheep-herding dogs from Maple Creek, Sask., will be one of the featured attractions.

Ed Hill Pushes Full-Scale Plans at Kalispell, Mont.

KALISPELL, Mont., May 1.—Ed E. Hill, recently named manager of the Northwestern Montana Fair here, is pushing plans for a full-scale fair. Events this year will include a night grandstand revue, horse racing, fireworks, midway, and youth activities and exhibits.

For several years Hill was president of the Eastern Montana Fair at Miles City. Dates for the event here are August 26-28.

Abel, Nelson Open Agency

HOLLYWOOD, May 1.—Neal Abel and Bert Nelson, for the past several years with the Joe Bren Talent Company, have opened a booking agency here. It will be known as Neal Abel-Bert Nelson Entertainment Agency, booking attractions at clubs and fairs. Associated with the agency are Mona Pratt, who will handle women's clubs, and Freddie Miller.

Foam Lake Elects R. Tebby

FOAM LAKE, Sask., May 1.—R. Tebby has been engaged as secretary-treasurer of Foam Lake Agricultural Society. President Fred Smith and a committee will revise the stock prize list. A contract has been signed for the E. J. Casey Shows to play the fair.

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Now booking Free Acts direct for Fair, September 2, 3, 4, 1948. Prefer Flying-Return Act, Teeter Board and Comedy Act. Contact:
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TWO MORE MAJORS HIT ROAD

Weather Blanks C&W's Bow In Petersburg But Owners Looking Thru Rosy Googs

Raynelle, Purtle, Judy Units Add Class to Midway

By Jim McHugh

PETERSBURG, Va., May 1.—In-clement weather beginning at 8 to-night washed and froze out the preem performance of Cetlin & Wilson Shows here.

It was a bad beginning, but Co-Owners Jack Wilson and Issy Cetlin aren't anticipating anything but good fortune, since their shows as presented here fresh out of their fairgrounds winter quarters a few blocks from the Washington Street lot is geared to require big grosses and impress fair secretaries.

Altho only starting their third season on rails, the owners this year were able to concentrate largely on attractions after two years of effort and the expenditure of several barrels of money in getting physical equipment in tip-top shape. The result shows promise of rating considerable notice in the trade and adding up to first-class bragging material for the partners. Rides and the front end can hold their own, indicating that no one department has been slighted. Everywhere there are indications that the boys' ambitions are as big now as they were when they decided to abandon a highly creditable fleet of trucks and paraphernalia in favor of a train.

Already in operation and lacking few of its planned final frills is Raynelle's Girl Show, which rates a nod from all visiting showmen. Raynelle's revue unit (she also has the Posing Show) cost about 14G, Wilson said. The figure is quite believable, since stage settings and costuming are lavish, as is the new neonized corrugated stainless steel wagon front.

The show is presented in a new 900-seat top and the talent is good to the point that staffers have not yet

Name Gal Sought As Hennies Bows In Hot Springs

HOT SPRINGS, May 1.—"I'm still shopping," Harry Hennies, owner of Hennies Bros.' Shows, said Thursday (29), in discussing his intention to find a replacement for Sally Rand who last year headed a highly successful unit with his org. Harry added, "I probably will close for an outstanding name gal within the next few weeks."

His shows this week came out of hibernation, bowing before the folks in this city, where it had wintered. He was satisfied with its pleasing appearance. After counting up the take for the first three days, he allowed that business was "up to expectations" for this resort.

Not all equipment was up for the opening. Two rides, a Pretzel and a Hi-Ball, will be used for the first time at Little Rock, where the shows play next week. Sixteen shows, including Duke Pilgrim's minstrel unit, a new addition, are working here.

tired of sitting thru nightly hour-long performances. Tariff is only 60 cents, but it is likely the fee will be upped whenever it is felt the natives can stand it.

Acquisition of Raynelle, who served what amounted to a career on the Royal American Shows, resulted in a package deal, since hubby George Golden is the org's new business manager.

Another top-bracket show feature acquired this year is Earl Purtle's Lion Motordrome. This will be Purtle's first season on the road since the war. He had his 'drome, following

(See Weather Blanks on page 86)

Endy Savannah Bow Gala Event; Show Is Flashy

SAVANNAH, Ga., May 1.—Fine weather, excellent attendance and receipt of numerous congratulatory messages and floral pieces marked the April 24 opening of the inaugural stand of Endy Bros.' Shows here.

The show arrived from Miami quarters on 35 cars painted in aluminum and blue, and from front to rear it is flashy. Wagons are painted red with blue letters and 70 of them are now equipped with pneumatic tires. The remainder are to be so equipped during the tour. Proof that superintendent John Dempsey and trainmaster Art Riley put in a busy winter is the new entrance carrying 2,500 feet of neon tubing. During the winter 11 wagons were built, three flat and two stateroom cars were added, and the Latin Quarter got a new front.

There was much picture snapping in evidence at the opening, and the many visitors included Guy and Mel Dodson. Betty and Bennie Fox, free attraction, did a bang-up advertising job in advance of the show's arrival by working tall buildings in the city.

A new attraction arriving here and to be ready for the next stand is Charles C. Whitmore's Animal Show from England. Sam Strauss, U. S. trainer, will work the animals. Two new rides are also scheduled for de-

(See Endy Bows Well on page 88)

Gold Weather Hurts Kuntz Bros.' Biz in West New York

NEW YORK, May 1.—Kuntz Bros.' Shows, of Leonia, N. J., winds up a 19-day stand in Memorial Park, West New York, N. J., tomorrow night. Spot is just across the Hudson from midtown Manhattan and in a heavily populated area. Chilly weather, however, held attendance down.

Shows have seven rides, including a Ferris Wheel, Spitfire, Octopus and Chairplanes. A pony ride and about 30 concessions round out the midway.

Gooding Ups Mark

COLUMBUS, O., May 1.—The Gooding Amusement Company has added another notch to its record for holding the midway contract at the Ohio State Fair. Signing of the 1948 contract, announced this week, gives Floyd E. Gooding's org the ride contract for the 29th time. Doubly impressive is the fact that Gooding, in playing the fair this year, will be fulfilling the contract for the 29th time in the last 30 years of the fair's operation.

Chester Big For Strates

To use flickers depicting units in action to kill dull waiting in sit-down shows

CHESTER, Pa., May 1.—Ideal weather here for the first time in eight consecutive annual showings resulted in a banner date for the James E. Strates Shows. As a result grosses were well above those of previous years, with notable increases being registered on the pay gates. Sizable crowds turned out nightly thru the April 24 closing. A kiddie matinee on closing day was patronized by both youngsters and

(See Strates Uses Pix on page 86)

Wash. Date Good For Jones Expo; Week-End Big

WASHINGTON, May 1.—Thru Thursday (29) Johnny J. Jones Exposition, spotted at Oklahoma and Benning Road here, had racked up better than satisfactory business despite a chilly opening night and a dent in patronage two days, Tuesday and Wednesday, due to the weather. The 11-day engagement, which closes tonight, should end on a high night, week-end patronage looming big in the light of the heavy play the first week-end.

Good grosses were racked up four straight days following the chilly first night. Saturday and Sunday play was outstanding, with those nights netting large turnouts.

Much new equipment was unfolded at this engagement. Up for the first time were a new Rocket, Tilt-a-Whirl, Octopus, Spitfire and two new kiddie rides, a Merry-Go-Round and an auto ride. The Minstrel Show also flashed a new front.

From here the show goes to Altoona, Pa.

Shorty Lowe Injured

HUNTSVILLE, Ala., May 1.—Pinned beneath his truck near here April 18 when the jack slipped, Shorty Lowe sustained several fractured ribs and a fractured finger. Aided by passengers in a passing car, his wife, Katie Lowe, succeeded in pulling him from under the truck. The Lowes were en route to Washington, Ind., to join the Hoosier State Shows.

Imperial Org Flashes Power In St. Louis

Ride, Show Line-Up Strong

ST. LOUIS, May 1.—The Imperial Exposition, the former Wonder Shows of America, purchased last winter from Max Goodman by Martin Arthur, J. C. McCaffery and Herbert Bye, made its debut under Arthur here Thursday, April 29, under a blaze of lights that accented the vast changes made during the winter.

Spotted at Spring and Chouteau, a location never before used by a railroad show, the Imperial Exposition had an auspicious opening. The turnout was estimated at 7,000, rated as excellent for a Thursday night play.

Brilliant lighting stamps the ex-Goodman org. A battery of flood lights, posted on both sides of the midway, supplements the light towers, which had been part of the Goodman equipment. The side lights, presented in clusters of fours and equipped with reflectors, throw the light into the show fronts and give the midway an unusually bright, colorful appearance.

Ride line-up is stronger than last year and includes a Merry-Go-Round, twin Ferris Wheels, Rolloplane, Octopus, Fly-o-Plane, Scooter, Heydey, Caterpillar and Moon Rocket and five kiddie rides, which are attractively set up in a kiddieland area. Small fry rides are a Roller Coaster, streamlined train, auto, boat and airplane ride. The last three are in the center of rings formed by the layout of the Coaster and the miniature train.

Show line-up also is stronger than in '47, and the fronts pack more appeal. Shows include *Pago Pago Samoan Revue*, Florida Snake Farm, *Fountain of Youth*, Posing Show, *Scandals*, Girl Show, *Wildlife Show*, Leonard Duncan's *Harlem Swing Revue*, side show; Grandpa Gabe's Hayloft, hillbilly unit; Glass House, Funhouse, Motordrome and War Show.

Buck Registers Record Opener In Troy, N. Y.

TROY, N. Y., May 1.—Balmy weather the first week-end of O. C. Buck Shows' 10-day preem, which ends here tonight resulted in one of the best opening dates the org has ever had. Cold weather the first part of the week hurt the take somewhat, but not enough to take the edge off.

Considerable revenue was unavoidably lost thru lack of space. The small lot made it impossible to erect the org's new flash feature, the main entrance with revolving light towers, the Posing and Monkey shows and the new Hi-Ball ride. However, the new Tilt-a-Whirl was in operation and earned a good gross. New light plants, mounted on special trailers, had customers gawking.

Units presented here included a Merry-Go-Round, two Ferris Wheels, Tilt-a-Whirl, Whip, Rolloplane, Fly-o-Plane, Looper, Caterpillar, Hi-Ball, Kiddie Auto, miniature train, Motordrome, Side Show, Arcade, Funhouse, (See Buck Chalks Up on page 86)

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- 1 Seven-Car Tilt-a-Whirl, 34½-Ft. Trailer and Cab over Tractor.
- 1 24-Seat Chairplane, like new.
- 2 Kiddie Rides, 1 Airplane, 1 Chairplane.
- 1 Large Airplane Ride.
- 1 Transformer Truck.

TRANSPORTATION WITH EVERY RIDE.

All the above equipment is in perfect shape for operating, and can be seen in operation at Merriam, Kansas, May 5th thru May 8th, and Pleasant Hill the following week. We will buy any kind of Rides, in any condition for cash.

JOHNNY'S UNITED SHOWS

"Honesty Is Our Policy"

We positively hold contracts for Portland, Tenn., Strawberry Festival, May 10 thru May 15, followed by Red Boiling Springs, Tenn., Spring Festival; Corydon, Ind., Homecoming, June 2 thru June 5, and Marengo, Ind., Homecoming, June 7 thru June 12.

Especially Want—Fun House, Monkey Show, Snake Show. Good opportunity for Fish or Duck Pond, Scales, Age, Novelties, Jewelry, Bowling Alley, Cat Rack, Milk Bottle, Coke Bottle, Bumper, Dart, String, Country Store, Clothes Pin, Long or Short Range Gallery.

Good opening for Cook House, due to disappointment. Emerson Bowers, please contact.

NO GYPSIES FREE GATE NO FLATS

JOHN PORTEMONT, Madison, Tenn., May 3 thru May 8.

MID-WESTERN EXPOSITION

"America's Sho' Beautiful"

— CAN PLACE —

RIDES—Tilt, Octopus, Roll-o-Plane, Kiddie Autos, Airplane, Pony Track. SHOWS—Have complete outfits for Girl and Snake Shows; place Laug, Drome, Wild Life, Fun House or any Grind Shows. Low percentage, Rides and Shows. CONCESSIONS—Popcorn, Bingo, Diggers, Palmistry, Custard, Photos, Cork Gallery, Jewelry, Long or Short Range Gallery, Wheels, Skilios. Agents for Percentage and Slum Stores, Ball Games; office owned.

18 CELEBRATIONS AND 12 FAIRS STARTING JUNE 10 IN IOWA. All bona fide downtown locations. First in. Free gate. Long season. Best of treatment.

OCTAVIO PEDERO Gen. Rep. All replies: TED WOODWARD Owner-Gen. Mgr.

BARTELSVILLE, OKLA., now;
COLUMBUS, KAN., next week.
"A MIDWAY OF FUN FOR EVERYONE"

V. F. W. ANNUAL CELEBRATION

Mitchell, Indiana May 31st to June 5th Inc.

All day Memorial Day

Want Concessions of all kinds: Bingo, Cook House, Age and Weight, Basket Ball, Ball Games, Ice Cream, Snow Ball and Candy Floss. P.C. booked. Sorry, flats will not work here.

Want Agents for Coke and Pea Pool. Shows of any kind excepting Girl Shows. Fun and Glass House.

HOMER M. GINTHER

Mitchell, Indiana.

LAWRENCE CARR SHOWS

New England's Finest

WANT

CONCESSIONS: Fish Pond, String Game, Photos, Penny Arcade, Slum, Bowling Alley, all Concessions working for stock. GIRL SHOW with two or more Girls with wardrobe; have complete equipment. AGENTS for Baker Buckets, Swinger and Count Stores. Working Acts for Side Show. **LAWRENCE CARR** Pawtucket, R. I., May 3-8; Worcester, Mass., May 10-15

WE WANT SOMETHING NEW AND ORIGINAL!! For the Largest Annual Exhibition In North America

THE CANADIAN NATIONAL EXHIBITION

TORONTO, CANADA — AUGUST 27-SEPT. 11

ATTENDANCE: 2,368,000 IN 1947

SHOWS

In 1947 we pioneered a practice of limiting the quantity of shows in a Midway Area. We liked the idea so well we are going to continue with it. Naturally this restricts the field and permits us to choose only the BEST. Will place meritorious shows capable of earning good grosses.

We have an 80x120 new Tent and are looking for a real outstanding attraction that will be capable of using this size tent.

RIDES

Will book a KIDDIE ROLLER COASTER—A KIDDIE WATER RIDE—TILT-A-WHIRL—HI BALL—C-CRUISE—HEY-DEY—CATERPILLAR OR TUMBLE BUG.

CAN ALSO PLACE ONE OUTSTANDING FUN HOUSE.

Will book Toronto Attractions at Great Western Fair, London, Sept. 13-18th.

If you have the best—contact us immediately.

J. W. Conklin

P. O. Box 31

Brantford, Ontario

LAST CALL for HELLDORADO DAYS

"The Pendleton of the Southwest"

LAS VEGAS, NEV., MAY 12-16

CALICO DAYS

"Little Cheyenne"

YERMA, CALIF., MAY 19-23

NEED CONCESSIONS AND SHOWS

LUCKY BOYS—DON'T ANSWER

WIRE OR WRITE:

Frank Babcock United Shows

En Route — Victorville, Calif., to May 9, or

Chandler Hotel, 834 S. Main St., Los Angeles 14, Calif.

WANTED

WANTED

WANTED

RIDE HELP: First and Second Men for all Rides. Salary to match your ability and "getwithness". CONCESSIONS AND CONCESSION HELP: Can place Short Range Gallery and Novelties for season. Can place large and fast stepping Cookhouse for Fourth of July at Flagstaff, Arizona. A real eat spot. Charley Thompson can use male and female Hanky Pank Agents for all stores. SHOWS: At present I have no Shows. Would like neat Five-in-One, Three-in-one, or Single Pit Attraction. As I play crowded downtown lots, I will not book over one or two Shows. Write and tell me what you have. This is a good opportunity for an able operator with his own transportation.

H. L. SEIFER, Mgr. Utah Exposition Shows

Stock Show, Spanish Fork, Utah, week of May 10th; Big Spring Festival, Grand Junction, Col., week of May 17th.

BORUP'S UNITED SHOWS

Want Cook House; must be neat, well framed, capable of handling 7 Rides, 30 Concessions, Shows, and cater to Show People. Can place Ball Game and 3 Hanky Panks. One P.C. Dealer who can and will handle outfit and stay sober. No flats carried.

SHOWS—Want Side Show with something inside. Will place well framed Girl Show with talent and a capable Manager. Man who can Grind to take charge and Manage Fun House. One more Grind Pit or Platform Show.

Want to book or buy Tilt; we have the transportation. Want to book a Sunshine Train made by Holman, Tampa, Fla. Address all mail and wires as per route:

STURGIS, KY., V. F. W. CELEBRATION, MAY 3 TO 8; MORGANFIELD, KY., J. B. R. KIDDRES CLUB, MAY 10 TO 15. Positively no phone calls answered.

NEW DESIGNS LITHOGRAPHY
PRINTING
TYPE AND PICTORIAL
SHOW PRINTING
CARDS
Specialists
In Stock
Designs
for parks, carnivals, rodeos,
circuses, fairs, sports, races,
magicians, orchestras, tent
shows, etc. — Special De-
signs (Union Printer).
24
HOUR
SERVICE

METROPOLITAN
PRINTING COMPANY
1330 Vine St. Phila. 7, Pa.

SIX CATS

Buckets, Skillos, everything else you need.

BAKER'S GAME SHOP
8108 Desoto DETROIT 8, MICH.
Phone: UN. 2-0464

WANTED

A-1 WAITERS

Top Wages for Same

C. F. MELLE

Care of World of Pleasure Shows,
Battle Creek, Mich., May 4 to 13

FOR SALE

2 LUSSE BROS.' 1942 MODEL SKOOTER CARS

Completely Rebuilt: New pinion gears, new swivel gears, motors completely new rebuilt, auto paint job, plus plenty of parts. Cars are guaranteed in perfect condition.
\$600.00 Takes Cars and Parts

SAMUEL D. LIPMAN

P. O. Box 596, Jacksonville Beach, Fla.

WANTED

FOR BIG CAMP DOUGHBOY REUNION

Last week in July or first week in August, 1948, a big Carnival with plenty of Shows, Rides and Concessions; will give "X". We will have big Free Attraction. Also big Rodeo. A good spot. Plenty of money and big crowds. Contact by wire or letter stating what you have or can guarantee. Also want big out-door Free Attraction, Aerialist preferred.

MAC RAWLINGS

DeWitt, Ark.

WANT

Agents for office owned Pin Store, Blower, Skillos, Roll Downs, Razzle Dazzle, Ball Game, Pan Game. Will place Concessions of all kinds; come on. We are now playing the choice lots of Houston, Tex., in the heart of the big payrolls, to be followed later by our Fairs and Celebrations.

Permanent address:

BREWER'S UNITED SHOWS
17 N. SAMPSON ST., HOUSTON, TEX.

George W. Nelson Shows

ROUTE: MISSOURI AND IOWA

Have three new Rides. Would like to book nice Merry-Go-Round. Want Stock Concessions of all kinds with good canvas that do not conflict: Scales, Snow Cone and Hoop-La; 10¢ Diggers and Cookhouse. Frank or Britt Evans, contact Charley Reynolds at once.

Harrisonville, Missouri, May 3 to May 8;
Richmond, Missouri, May 10 to May 15.

DEL-MAR SHOWS WANT

Will book or buy #5 Wheel or 2-Abreast Merry-Go-Round. Concessions: Age, Scales, Duck Pond, Clothes Pin Pitch, Cat Rack, Photos, Hoop-La, or any Legitimate Concessions. NO GRIFF.
AL DELFORE, Mgr. DARLINGTON, PENNA.

MIDWAY CONFAB

Marie (Mom) Russell has returned to the Douglas Greater Shows.

Walter (Wingy) Schafer has resigned as publicity man of the W. G. Wade Shows.

George Geisler purchased a new Dodgem and plans to place it in the Detroit area this summer.

E. M. Brownie is convalescing in Ward 3, Veterans' Hospital, Fayetteville, Ark.

Midway cooking is of the generally high fairground quality and anyone that doesn't like it must remember that it provides a swell item to beef about.

Elaine Smith, daughter of Mr. and Mrs. J. A. Smith, recently celebrated her eighth birthday on Wolfe Amusements and received many gifts.

Paul Montgomery recently returned from France, where he purchased a new wardrobe for Sandra Lee, reports Francis Dwyer.

Belle Evans reports that her nephew, Bill Cartmell, has joined her on Rupe's Midway. He will operate percentage for Eggs Melton.

Barry brought his Midget Show up from Southern territory to join the Happyland org and Homer Woods joined with his cookhouse.

En route to Gadsden, Ala., with the Cavalcade of Amusements, Pinky Pepper stopped off to visit friends on the Royal Crown Shows, including the Bancroft Family, veteran side show operators.

Ben Wolfe, owner of Wolfe Amusements, announces that he recently closed a deal for a modern tourist court between Hollywood, Fla., and Miami, on U. S. Highway No. 1, near Gulf Stream Park.

Proof that midway business is getting back to normal is attested to by the turning away of men asking for jobs.

Cecil (Bumps) Latham, billed as the Frog Boy, highlights the Oddities in Dick Best's Side Show on Cavalcade of Amusements. Mrs. Reva Latham is the nurse in Louis-Louise attraction.

Mrs. Al Campbell held open house for the personnel of the Twin City Shows at Ava, Mo., April 19 in honor of her birthday. Mrs. George Crabb



JOHNNY J. DENTON SHOWS' No. 2 unit will play Paintsville, Ky., the week of July 4 under auspices of the Disabled American Veterans' Vocational College. Shown following the contract signing are, left to right, Foster E. Day; C. C. Leasure, Denton general agent; William R. Vice, commander of the D.A.V., and Richard P. Painter, adjutant and treasurer of the D.A.V.

Jack and Myrtle Beard advise they are joining the Magic Empire Shows at Winona, Miss. Myrtle was hospitalized most of the winter in her home town of Fargo, N. D.

Tommie and Etta Henderson and daughters, Hedda and Juanita, and Mildred Justice, with her son, Jo Jo, took a boat trip from Norfolk to Baltimore, en route to New York.

A showman's financial standing isn't measured by the amounts he mentions in his jackpots.

Mr. and Mrs. Harry Zugg, owners of the park at Branson, Mo., visited their friends, Jewell and Odis Cannon and Jack and Virginia Barnes, at Ava, Mo., during the Twin City Shows engagement there.

Mr. and Mrs. Pete Schuet report good business with their clothes pin game on the Rupe Midway. Butch, their son, is recovering from a dive into an empty swimming pool.

Joe Hilton will have his circus side show on the Happyland Shows. Doc

was hostess at the same time in honor of Jimmie Stein's birthday. Both received gifts.

Louis Bright recently visited Mr. and Mrs. Frank Long, who are connected with Playland Park, between Petersburg and Richmond, Va. He also visited with Pete Thompson at Petersburg during the recent opening of Cetlin & Wilson Shows there.

Foes of pleasant living are the John Barleycorns who can do without the stuff until two hours before teardown time.

When the Matthew J. Riley Shows played the Kensington Avenue lot in Philadelphia, William Hagelman, concessionaire, had Mr. and Mrs. Joseph Lehr and Mr. and Mrs. O. Behl, of Philadelphia, as his guests on the lot.

Joseph Lehr advises from Philadelphia that William Hagelman joined the Matthew J. Riley Shows with four concessions for the org's Philly bow, but that George (Curly) Ingram came on with a grab stand and French fries and not two grab

KROGER BABB

Is Looking for the
BIGGEST MAN
in the
WORLD

Will you please call at once, collect.

HYGIENIC PRODUCTIONS, INC.

Wilmington, Ohio Phone 2514

DOBSON'S UNITED SHOWS

LAST CALL! WANT LAST CALL!

Opening May 10 at College and Wabasha Sts., St. Paul, Minn.

Want Ride Help on all Rides; must be Semi drivers. Shows to join at Red Wing, Minn., June 7th. Walter Woodard wants Agents for Slum Stores. All replies to:

DOBSON'S UNITED SHOWS

Box 491, Willernie, Minnesota

FOR SALE

USED MERRY-GO-ROUND TOP

(Khaki) for 36-Horse Allan Herschell Ride, excellent condition, extra heavy. No rips or opened seams. Reasonably priced. Ready for immediate use.

LAKEVIEW AMUSEMENT COMPANY

Washington Park Michigan City, Indiana

HAVE CASH

for

FERRIS WHEEL

EITHER PORTABLE OR PARK TYPE.

J. B. SILOGY

4339 Hickory St. Hammond, Ind.

WANT READERS

APPLY TO

BLANCHE LEMESH

c/o MARKS SHOWS, TRENTON, N. J.
(Route by applying to the above)

R. W. ROCCO GOLD BOND SHOWS

WANT Manager and Crew for Bowling Alley, or For Sale: Complete Bowling Alley. Will place same on Show.

For Sale: Complete One-Dice Game and Beat the Dealer.

Fred Gifford, contact me. Address:

R. W. ROCCO, c/o Gold Bond Shows
Canton, Ill., this week.

COOKHOUSE HELP

WANTED

Griddle Man, Waiters, Dishwashers.

D. L. HALL

c/o WALLACE BROS.' SHOWS
Union City, Tenn., this week;
then Memphis Cotton Carnival.

LAST CALL FOR SAMMY LANE AMUSEMENT PARK

On Beautiful Lake Taneycomo. Thousands of Tourists to work to. Open May 1st, close October 1st. Can place Scales, Age, Jewelry, Sno Cone, Basket Ball, American Mitt, Diggers or what have you? Want couple Stock Concession Workers. Frank and Sally, can place your Diggers and Mitt Camp. Can use small Merry-Go-Round.
SAMMY LANE AMUSEMENT CO.
c/o Harry H. Zugg, Branson, Mo.

RIDE HELP WANTED

First and Second Men wanted for new #5 EH Ferris Wheel. Must be sober and reliable. Year around employment. Billie Reynolds and Buck Jones, take notice and wire at once.

BOX 170, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

IMMEDIATE DELIVERY

Anatomical Wax Works of all Social Diseases. Unborn Show and Natural Embryological Specimens, all sizes.

Complete Dope Show Outfit. Natural Petrified Man. Double-Headed Baby.

Large Assortment of Full Size Mounted African Animals for Jungle Scenes.

FREAK SHOWS — Every Description MADE TO ORDER

SCHLIESSER STUDIOS

5715 Melrose Ave., Hollywood 38, Calif. Phone: HI. 1070 Night Phone: HE. 5702

SIDE SHOW TALKER

Wanted Immediately

\$75.00 PER WEEK

If you are sober, reliable, and willing to keep Front hot, wire at once

CHAS. H. HODGES

c/o EASTWOOD PARK

Gratiot at 8-Mi. Road, Detroit, Mich.

Night work only except Sunday and holidays.

FOR SALE

1947 ADDISON MINIATURE TRAIN

Used only 4 1/2 months and in excellent shape thruout. 310' of track, ticket booth and lite stringer, \$2,350.00. 1941 1 1/2-Ton Ford Truck with '46 engine and special built bed for transporting train, \$850.00. Will sell separately or all together. Can be picked up in Albuquerque or will crate and ship to you. Contact

H. L. WARD

301 So. Montclair Albuquerque, N. M.

Wanted at Once for Zoo

1 Player and 2 Outside Men. 20% each for 6 weeks here. Have 2 locations for next fall and winter. Those answering now will get preference.

MAURICE HELMAN

818 S. Rampart St., New Orleans, La. Phone, after 6 p.m.: Valley 4619

Sunflower State Shows

WANT

STOCK CONCESSIONS OF ALL KINDS. Frozen Custard, Strings, Clothes Pins, Fish Pond, any Stock except Bumper and Add 'Em Up Darts. All others open. Will book or buy 2 nice Kiddie Rides. Shows of all kinds, except Side Show. All others open, including Girl Shows. (I have equipment). Can always place good Ride Men. Also Sober Agents for Slum Skillos and Count Stores. Want Swingers (Buddy Wall, wire). Will frame Shows for reliable Showmen. For Sale: New Dark Fun House, built on Semi, \$1,000.00. 1946 Mix-Up, 24 seats, with Semi, \$1,500.00. Will book both on Show, 25%. Wire: C. A. GOREE, Oberlin, Kan., this week.

RAY ELLIS

CONTACT ME, HAVE GRIDDLE OPEN. Counter Men Wanted.

FRANK CHASE

'SOUTHERN VALLEY SHOWS
Bald Knob, Arkansas

BEVER THOMAS WANTS

Cookhouse Help, Man for Grab, Agents for Coke, Bumper Man for Floss. Boys I know, contact. With Central States Shows, playing 17 Fairs and Celebrations where we get action every day.

BEVER THOMAS, c/o Central States Shows Russell, Kan., this week; Enid, Okla., May 10-15

FOR SALE

SMITH & SMITH KIDDIE AIRPLANE RIDE

Complete with ticket box, fence and ground cable. Used two weeks. \$2,000.00; with truck to haul same, \$3,000.00. BOX D-300, c/o The Billboard, Cincinnati 22, O.

stands and French fries as was recently reported. George's brother, Frank (Peg) Ingram, also joined with one concession. Lehr adds that the Riley org has 8 rides and 25 concessions.

Bobby Burns, who joined the C. A. Stephens Shows in Douglasville, Ga., March 30, reports that business has been good. Attractions include Miss Electric, electric chair; Miss Dona, blade box; Edna, iron tongue, and Thelma, annex. Earl Smith handles the tickets.

Frank Zorda has opened his third season with the 18-act side show on the Mighty Page Show and reports business good. A bus transports the side show personnel. The Page org is carrying 9 rides, 8 shows and 60 concessions. Zorda also has an iron lung show on the midway.

Here it is the second month of the season and no one has caught an opposition showman in the act of propositioning his workmen.

Duke Wilson, who has fronted such attractions as Dick Best's Freak Show, Leon Claxton's Hep Cats, Victory Follies, Gangbusters and Charles A. Taylor's Little Harlem, has been contracted to handle the front of Sally Rand's Show on the Royal American Shows midway this season.

Sam Sobel has secured a concession from the Detroit city council to install a Merry-Go-Round for the first time in River Rouge Park, largest city-owned recreation area. Concession will be operated on a percentage basis, with 30 per cent going to the city.

Big Al, rock python owned for over 17 years by Helen Golden, of Crystal Exposition Shows, recently surprised showfolk by laying some 40 eggs. The show personnel is jumping with excitement over the event wondering what happens next.

Guys we like: The showman who never gets around to buying a new record to replace the cracked one on his loud-speaker turntable.

Fitzie Brown, who has his string of concessions booked on the H. B. Rosen Amusements, has purchased a Flying Scooter and a Silver Streak ride from Oscar Bloom, owner of the Gold Medal Shows. He also purchased motor equipment from Bloom to transport the rides.

L. H. (Doc) Firestone and Howard M. Oviatt, of the Genessee Amusement Company of Flint, Mich., have had rides on the Cavalcade of Amusements and other shows the last three years, signed to place a Dark Ride and a Glass House on the Happyland Shows during that org's run at Port Huron, Mich.

A good legal adjuster is one who always is trying to make concessionaires happy, knowing full well that he won't make a living unless he succeeds.

W. A. Davis writes from Chanute, Kan., that he opened with the Cherokee Amusement Company at Chanute. He reports a visit from Mr. and Mrs. Jim Ivy, Wichita, Kan., formerly of the World of Today and International shows. The Ivys are off the road this year and are operating a trailer camp in Wichita.

Charles M. Holm, advertising agent of the Pickett Post No. 21, American Legion, Jonesboro, Ark., advises that the showgrounds there, known as Cole's Showgrounds, now are inside the city limits and the licenses to play the spot are way beyond the Legion's control. The local post had sponsored a number of carnival and circus dates in previous years.

Joe V. Palmer, legal adjuster, and Mrs. Palmer were visitors at the Bat-

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

HONEY LEE WALKER

WANTS IMMEDIATELY

GIRLS

GIRLS

CHORUS GIRLS—MUST BE DANCERS. ALSO STRIPS, EXOTIC, NOVELTIES. SINGERS. DANCE TEAMS.

Excellent Top Salaries From Office. If I Don't Know You, Send Pictures and Details.

WIRE IMMEDIATELY: % Johnny J. Jones Shows

Altoona, Pa., this week; Johnstown, Pa., May 10 to 17.

W H E E L S

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cats, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street New York 11, N. Y.

WANTED TO BUY

25 LIFE SIZE WAX FIGURES

OF WESTERN BAD MEN. (PREFER BILLIE THE KID, DILLINGER, Etc.) State if in crates. Will come after same. ALSO WANT OLD PISTOLS, GUNS AND FIREARMS OF ALL KINDS.

WILD ANIMAL FARM Richmond Hill, Georgia

FREE ACT . . . FIVE RIDES . . . FREE GATE

Can place for Kenbridge, Va., week of May 10th; Chase City, Va., week of May 17th. Cork Gallery, Age and Weight, Slum Spindle. Want two small Shows—Monkey, Snake or Midget Show. All short jumps, playing Maryland and Virginia. All replies to

J. AND B. SHOW

CREWE, VA., THIS WEEK.

P.S.: No gypsies.

WANT—KEYSTONE EXPOSITION SHOWS—WANT

PLAYING A PROVEN SPRING ROUTE OF MILL TOWNS IN THE CAROLINAS

Will book Bingo, Photo, Penny Pitch, Balloon Darts, Hoop-La, Pitch-Till-You-Win, Basket Ball, Bumper, Clothes Pin, Coca-Cola, or any other Stock Stores that will work for stock. No Racket, Free Gate. Office owns 5 Rides, Blackie, contact. Bob Mahan wants Stock Store Agents. If you have been playing blanks, get with a Show that is playing big pay days every week. Come on or wire.

KEYSTONE EXPOSITION SHOWS

GOLDVILLE, S. C., this week.

CARL O. BARTELS, Owner-Manager.

WANT RIDE HELP AT ONCE

Foreman and Second Man for the following Rides: Merry-Go-Round, Ferris Wheel and Chair-plane. Also Agents for Ball Game and other Grind Stores. Top wages, good treatment. Good opportunity for the right people.

PRUDENT AMUSEMENT SHOWS

124 CEDAR AVE., PATCHOGUE, N. Y.

Want—TIVOLI EXPOSITION SHOWS—Want

PENNY ARCADE, SIDE SHOW, SNAKE SHOW. HAVE COMPLETE OUTFIT FOR HILLBILLY OR VAUDEVILLE SHOW, IF YOU CAN CUT IT. CAN PLACE A FEW MORE STOCK CONCESSIONS. All address:

H. V. PETERSEN, Mgr.

Taylorville, Ill., this week; then East Peoria, Ill., and Peoria, Ill.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

DECORATION DAY, JAMESTOWN, N. Y. — JULY FOURTH, OSWEGO, N. Y.
Want now for Clearfield and Du Bois, Penna.

RIDES—Kiddie Auto and Train Ride. Very liberal percentage. SIDE SHOW HELP—Al Renton wants Half-and-Half. Johnny Reddick wants Talker for MINSTREL SHOW, also Musicians, Comedians and Chorus Girls. CONCESSIONS—Frozen Custard, Arcade, Short Range Lead Gallery, Guess Your Age and Weight, Duck Pond, Fish Pond, Novelties and Jewelry.

WANT HIGH ACT FOR SEASON — ALSO STILT WALKING CLOWN

RIDE HELP—Foreman for ROLL-O-PLANE and SECOND Men on all RIDES.

RIDE OWNERS AND ATTRACTION MEN

We will augment this Show at the FOLLOWING FAIRS: Charleston, W. Va.; Winston-Salem, N. C. (Colored Fair); and Union, S. C. We also have seven other good Fairs starting August 23rd and for balance of season. We are booking now for these dates. Write us what you have.

CLEARFIELD, PA., this week; then DU BOIS

BISTANY & MARTIN SHOWS WANT

for Firemen's Spring Celebration, Kenilworth, N. J., opening May 5th, 10 days; other Big Celebrations to Follow.

CAN USE—One or two Major Rides, such as Octopus and Tilt; also Kiddie Rides. SHOWS—Want up-to-date Girl Show, also any Show with own outfit, and legitimate Concessions of all kind, especially Bingo, Cook House, Mitt Camp, Scales and Ball Games, Fish Pond, Cecil Purvis and Jack Chiula, wire.

CAN USE—Ride Help. Write or wire:

LEO BISTANY or **JACK MARTIN**
SHERATON HOTEL, NEWARK, N. J. BAYONNE, N. J.

ATTENTION ATTENTION ATTENTION OMIE CARVER

Now Connected With

FITZIE BROWN, OF H. B. ROSEN SHOWS

Carver will have charge of Corn Game.

Want to thank all G Top Managers, especially Mr. Babe Emsweller, of D. A. Vernon Shows.

FOR SALE ONE 7 CAR TILT-A-WHIRL \$5500.00 Cash

GID L. FALLON

American Legion Festival, Cuyahoga Falls, Ohio, May 6-15

CAN PLACE FOR SEARCY STRAWBERRY CARNIVAL

Searcy, Ark., May 10 Thru 15

SPONSORED BY CHAMBER OF COMMERCE

Place Roll-o-Plane, Tilt or Octopus; low percentage. Grab, Floss, Diggers, Pitch-Till-U-Win, Basket Ball, Ball Games, or any Legitimate Stock Concession; low privilege. Will book any clean Show with own except Snake, 20%. A small Show playing a good route in Illinois, Missouri, Arkansas and Louisiana. No racket. Free gate. All reply:

J. L. (JIMMIE) HENSON SHOWS
BENTON, ARK., this week; SEARCY, next.

BARKER & ERNIE'S MIDWAY ATTRACTIONS

Opening May 8 at Blasdell, N. Y.

BONA FIDE CELEBRATIONS, CONVENTIONS AND FAIRS BOOKED

Will book Flat Rides not conflicting, also more Concessions. Get with it now and get well immediately. Reasonable privilege. Committees: A couple of dates open. They must be good and have the backing of the community as a whole.

Featuring 5 Rides, 2 Shows, Fischer & Graham Trio, Fireworks, and only Legitimate, clean Concessions. Committees operate their own stands. Contact:

**Gerald Barker, P. O. Box 405, Sinclairville, New York, or
Gerard Ernewein, 18 East Lake Ave., Blasdell, New York**

SMITH AMUSEMENT CO. WANTS

CONCESSIONS—Bingo, Slum. Agents for Skillo, Roll Down. Man to take charge Clothes Pin. SHOWS—All kind. Man and wife to take charge Girl Show. RIDE HELP—Foreman for Merry-Go-Round, Second Men for Tilt, Mechanic; Butch, who was here last year, come on.

PLAYING LOTS IN HOUSTON, TEXAS, UNTIL JUNETEENTH CELEBRATION.

tle of Flowers, played by the Alamo Exposition Shows recently in San Antonio. The Palmers served a dinner, featuring Southern cooking, for Joe and Ethel Rosen, Jackie and Bill French, Emo Williams and Emma Carr, in their 1948 Pan-American house trailer.

When a carnival played a hamlet that boasted of only one store, a cotton gin and 40 homes, it's press agent wrote: "Business was big for this-size town."

Hugh G. (Slim) Coffey has joined Peerless Celebration Amusements as auditor.

Carl J. Sedlmayr, owner-operator of the Royal American Shows, is itemed in the Freling Foster column in the current issue of *Collier's*.

Mr. and Mrs. Larry Narcassio have their niece, Ann Louise Eddy, of New York, visiting with them on O. C. Buck Shows.

Helen Barfield is in Mayo's Worrall Hospital, Rochester, Minn., recovering from two spinal operations. She has been in the hospital since March 30.

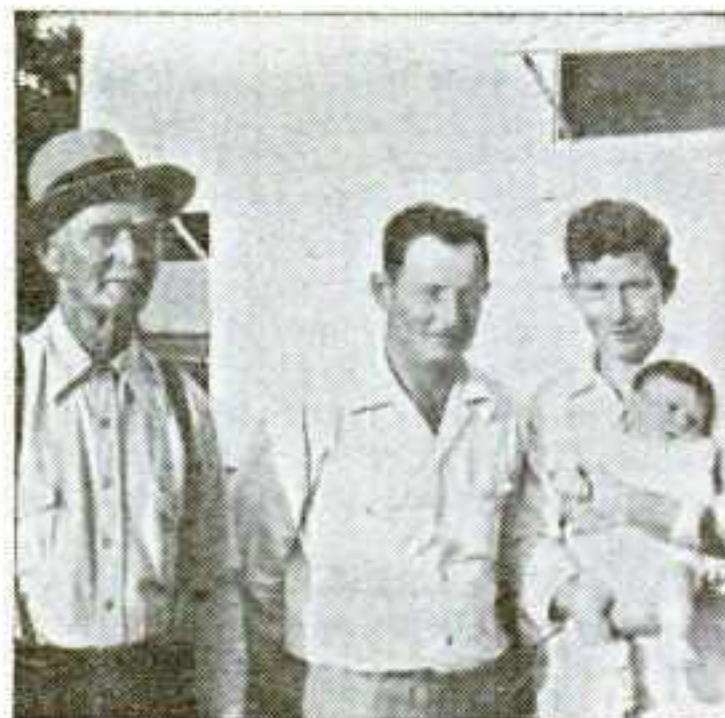
King of the Carnival, Warner Bros. short subject depicting Carl J. Sedlmayr and his Royal American Shows, is being screened at newsreel theaters thruout New York.

Lou and Peggy Hall have joined Vivona Bros.' Shows with scale, age, Coca-Cola and nickel glass pitch. Frankie Ryan, with root beer barrel, also is on the midway. Margaret is handling mail and is *The Billboard* sales agent.

Pete and Alice Burns, with Jack Rogers's Side Show on Caravella Amusements, closed at Reidsville, N. C., and returned to Washington, where Pete entered the Mount Alto Hospital. He had a severe heart attack and will be there six weeks. He is in Ward G, Room 210.

Gerald Barker, former owner of Sunburst Shows, and Gerard Ernewein, of Ernie's Midway Attractions, have set the season's bow for May 8. They have added Ray Fotch with his four concessions and a new kiddie train ride. Earl Webber will have two shows, and Harry Brown, formerly of Brown & Engel Shows, bingo.

Recent visitors of James Heron's Wild Life and Animal Oddities Show in Pulaski, Tenn., included Mr. and Mrs. Carl Thompson, owners of Dolly, the two-headed cow; Mr. and Mrs. William Prevost, wild life pioneers, and Albert Powell and family, circus performers. The Powell Troupe is playing schools, following two years with truck circuses.



FOUR GENERATIONS of Pooles in the carnival business. Left to right: Great-Grandfather Robert G. Poole; Grandfather Forrest O. Poole; Forrest J. Poole, the daddy, and the youngster, Forrest W. Poole. The grandparents and the great-grandfather are with the Wallace Bros.' Shows this season. The parents are with the J. J. Denton Shows.

★ WANT TO BUY RIDES ★

MERRY-GO-ROUND—2 Abreast

OCTOPUS

#5 FERRIS WHEEL

TILT-A-WHIRL

And other Rides that are in good condition. Also Kiddie Rides. NO JUNK.

WILL PLACE

Any Adult and Kiddie Rides (non-conflicting). Concessions: Ball Games, Pop-corn and Novelties—FOR SUMMER RESORT

Playland Amusements

CHARLES RUBENSTEIN

239 W. 125th St., New York City, N. Y.

Northern Exposition Show WANTS

Small, clean Cook House, about 20x30, for Meals and Grab. Want good, sober, reliable Tilt Foreman and Ride Help for 8 other Rides. Good men, come on; no wires or phone calls.

Winter Quarters now open. SHOW OPENS HERE MAY 14TH. Can use few more Slum and Stock Concessions not conflicting with what we already have.

MIKE SMITH

WORTHING, S. D.

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, Little Rock, Ark., this week; East St. Louis, Ill., May 10-15.

KIDDIE RIDES WANTED

In new Amusement Center, 100% Boardwalk location. Excellent percentage lease.

FUNCADE AMUSEMENT CORPORATION
2427-35 BOARDWALK
ATLANTIC CITY, NEW JERSEY

WANTED

BINGO CALLER AND MANAGER

GOOD PROPOSITION. Reply:

A. R. WHITESIDE

Card of JACK PERRY SHOWS
KANNAPOLIS, N. C., this week.

GEORGE HARMS OF CETLIN & WILSON SHOWS WANTS AGENTS

One Count Store, one Peek Store, Bear Hoop-La, one Percentage Counter Agent, preferably woman. Also General Help in all departments. Wire or phone:

DANVILLE, VA., now.

WANTED Experienced Fun House Operator

Join on wire. (Little Red, contact.)

Peppers All States Shows

GREENWOOD, S. C., this week.

FOR SALE ONE ALL ELECTRIC CANDY FLOSS MACHINE

Brand new, ball bearing; must sell at once. First \$135.00 takes it.

Perfect. Wire, don't write:

OWNER

125 S. Union, Pueblo, Colorado

**Best Wishes To
FRANK R. WINKLEY**
All-American Thrill Drivers
HOWARD W. SUESZ

Clyde Bros.' Circus
For 1 Year's Solid Work.
E. J. FLOYD



GRA-LOY SHOW
 We open in Kendallville, Ind., May 10. First Show in 18 years. WANT CONCESSIONS: String Game, Cigarette Shooting Gallery, Scales and Age, Novelties, Jewelry, Custard, Clothes Pin Pitch, Bumper, French Fries, Huckley Buck, Snow Cones, Cane Rack, Blower, Country Store, BB Gallery, or any Legitimate Grind Store. What have you? WANT SHOWS—Mechanical, Walk-Thru, 10-in-1, Snake, Monkey and Fun House; interested parties, contact Winter Quarters, or be on Lot not later than May 9. Can use reliable Ride Help that can drive Semi Trailers. No drunks. Address: Waterford Road, R. R. No. 5, Goshen, Ind., until May 8.

STEBLAR GREATER SHOWS

WANT

Duck Pond, Pitch-Till-You-Win, Balloon Darts, Shooting Gallery. Second Man for Ferris Wheel. Griddle Man. Shows—Snake Show, Monkey Show, Girl Show with own outfits. Henry Palleson, let me hear from you. All mail:

ST. PAUL, VA., MAY 3 TO 8.

ROY ALLEN WANTS

Men to take care Grind Stores and Wheels, also Outside Men for same. Long season, good pay and treatment. Want 3 Capable Roll Down Agents. Address:

ROY ALLEN

c/o J. J. KIRKWOOD SHOWS
 Binghamton, N. Y., this week;
 then per route in Billboard.

ROYAL UNITED SHOWS

Want Agents for Razzle Dazzle and Clothes Pin Stores. Can use two more Slum Store Agents. All people connected with this organization report to Winter Quarters at Sioux Falls, S. D., on May 10 for our opening date in Sioux Falls May 12. Wire

JOHN DORLAND

1615 S. 5th Ave. Sioux Falls, S. D.

W. E. ATTRACTIONS

Can place Slum Concessions of all kinds, privilege, \$15.00; Grab, \$20.00. Agents wanted for office owned Concessions: Ball Game, P.C. and Stock Stores. Man for Photo. Ride Help that can drive. Shows with own outfits, welcome.

Jasper, Ga., this week; Adairsville to follow.

W. E. WEST, Owner

SAM WEINTROUB WANTS

Bingo Manager or Caller and Counter Men. Also Grind Store Agents for heart-shaped Hoop-La. One man for Pan Game. Jack Lydick, get in touch with me at once. Drunks, stay where you are.

SAM WEINTROUB

Care of B & H Amusement Co., Liberty, S. C. P.S.: Alabama, come on.

MIDWAY SHOWS ROCCO & SON

OPENING MAY 8TH. Ramsey Playgrounds, St. Paul, Minn. Can use Grab Bag, Jewelry, Novelties, Clothes Pins, Bumper, and other Legitimate Concessions. Want Men on all Rides, Second Man on Tilt, First on Wheel. Want Manager and Help for office owned Shows. Long season, best salaries. Call or contact ROCCO SHOWS, Como Sta., R. 5, St. Paul Minn. Tel.: Nestor 9870.

WANTED

Nice Photo Gallery, Cigarette Shooting Gallery, Balloon Dart, String Game, Jewelry, Hoop-La, Bowling Alley, Watch-La. Want man to operate new Pretzel Ride.

MOUND CITY SHOWS
 1417 Grattan St., St. Louis 4, Mo.

WANT

Dog or Monkey Act, put on 25-minute Act. Three or four weeks' work. Want clean Banner Man, Assistant Mechanic. State lowest. Show opens May 10, Valdosta, Ga.; Quitman, 11; Thomasville, 12; Cairo, 13; Moultrie, 14; Ashburn, 15.

WM. KETROW RENFRO VALLEY FOLKS
 General Delivery, Valdosta, Ga.

Cold, Rain Hamper Lawrence Greater At 4 Early Stands

CUMBERLAND, Md., May 1.—An almost continuous combination of cold and rainy weather has resulted in poor business at each of the first four dates played by the Lawrence Greater Shows. The fifth week, which winds up here tonight in the community ball park, has also been affected by a full measure of inclement weather. This date can still be fair, depending upon today's weather and take.

Other bad breaks for the org included the explosion of a searchlight which destroyed the truck used to haul it and badly damaged a passenger car parked near by. The show's Diesels were several weeks late in arriving because of the coal strike.

Staff includes Sam and Shirley Levy, owners-operators; Herb Shive, general representative; John F. McDevitt, secretary-treasurer; Del Yanson, special agent; Tommy Carson, business manager; Tom Evans, lot superintendent; Ben Cheek, ride superintendent; Cecil Shipman, Diesel engineer; Horace Repass, transportation superintendent, and Louis Gueth, *The Billboard* and mail agent.

20-Cent Pay Gate

The org is moving on 33 trucks, carrying 11 rides and operating behind a 20-cent gate. The show's early jumps were made purposely long in an effort to get away from competition and into new territory.

Trailerites include John F. and Kay McDevitt, Tommy and Rhea Carson; Tom and Dorothy Evans; Morris and Hattie Myers; Cliff and Betty Osteen; Jake and Kate King; Ben Cheek and daughters, Edna and Benay; John and Glendora Daniels; Al and Winnie Edwards; Erwin and Helen Eule; Casy and Berth Sens; Ivan and Anna Miller; Al and Mom Renton and the twins, Francis and Fay.

Concessionaires back with the shows include Hiram Beale, Jack Stern, Jew Murphy and Harry Kemp. Anson Ackley is operating the diggers. Casy Sens has the corn game, Funhouse and Spitfire.

Recent visitors include George and Ann Whitehead, W. C. Kaus Shows; Rocco Masucci, owner-operator, Virginia Greater Shows; Sol Nugent, Joe Ennis and Allan Travers, general representative, Prell's Broadway Shows.

Wm. T. Collins Bows In May 17

ALEXANDRIA, Minn., May 1.—Plans are nearing completion at winter quarters here for the opening of the William T. Collins Shows, which will go out under the title of the State Fair Shows.

Three semi-trailers are being rebuilt, two truck bodies have been overhauled, and the new anti-aircraft searchlights have been mounted on a 30-foot trailer. The electrical wagon has been reinforced by a 75-k.v.a. transformer and the Glass House, a recent purchase from Norman Smith, Little Rock, is getting a new coat of paint.

New tops have arrived for the Merry-Go-Round and the Motor-drome, with three other tops slated to arrive before the shows' debut.

Harley (Father) Evert is in charge of quarters.

Klein Makes 1948 Debut

SIOUX FALLS, S. D., May 1.—Klein Amusement Company opened its season at Stoney Point near Watertown, S. D., April 18. First major engagement is at the Tulip Festival, Orange City, Ia., May 21-22.



Grundy, Va., This Week; Beckley, W. Va., Week May 10

WANT Shows with own outfits, 25 per cent. We have Drome, Minstrel and Fun. Will place few Slum Stores.. No racket; no gypsies. Geo. Kelley wants Slum Store Agents. Smith, Sears, Bob Arthur, come on. Want Trombone and Tuba for Jim Show. One more Free Act join on wire. All Address:

SHAN BROS.' SHOWS, Grundy, Va.



WANT QUICK

Foreman for brand new 1948 Parker Merry-Go-Round; must be sober and capable. Ralph Miller wants Agents for best flashed and framed Hanky Panks in the business. John Duggan can place Skillo, Swinger and Count Store Agents. No drunks or bad habits. (Debbs, Pat Patterson, Brownie Yeakle, Big Jack, wire.) Chas. Scott needs Agents. Gary Hern can use one Strong Freak. Jo Ann can use good Front Man, make Opening and Grind on Feature Half and Half.

ALL WIRE:

LARRY NOLAN

Holly, Colo., May 3-4-5; Syracuse, Kan., May 6-7-8.

Note—THIS IS THE FASTEST MOVING, HARDEST HITTING, MONEY GETTING SHOW IN THE BUSINESS FOR SOBER, WORKING CARNIVAL PEOPLE. But no place for slap-happy rum dums. I patch and handle my own lot and this year it comes to the office.



WANT

CONCESSIONS—Novelties, Scales, Age and Weight, Palmistry, Ball Games. Will book any Ten-Cent Grind Stores. WANT SOUND TRUCK. GENERAL AGENT, come on. SHOWS—Have complete outfits for Girl Shows. Want reliable Man for Fun House. Will book any Shows not conflicting. HELP—Ferris Wheel and Chairplane Foreman, Semi Drivers given preference. Contact:

ROX GATTO, Mgr.

ST. CLAIR, PA.



WANT TO BOOK RIDES

Train, Octopus. SHOWS—Manager and Operator for Girl Shows. Have nice Front and Top for Side Show. What can you put in it? Sonny Bullard wants Help for Athletic Show. Bronze Keyve wants Musicians, Chorus Girls, Comedians. Want reliable people. Salary, rain or shine. Write or wire TINEY MARSHALL or JIMMY SANE. Want man to make Openings and handle Front of Minstrel Show. Man to operate and handle Sound Car. Will book Wild Life, any Grind Show, Motor Drome. CONCESSIONS—Will book Scales, Age, Novelties, Slum Store, Basket Ball. Can use few Count Store Agents and Viewing Store Agents. Sailor Craig wants fast Griddle Man and Help for Cook House. Celebration and Fair Committees, have few open dates. BROWNFIELD, TEXAS, MAY 3 TO 8; then watch route.

WANT

Experienced Agent for Pop Corn and Apples. Agent for two Ball Games. Fran and Bruce, come on. Pan Game Dealer. All must be capable and join immediately. Good proposition. Wire:

MRS. HARRY KAHN

NEW ENGLAND AMUSEMENT CO.

ATHOL, MASS., NOW; AMHERST, MASS., MAY 10-15.

L. O. WEAVER SHOWS

Will book or buy Octopus. Want Shows: #1 Girl Show opening. Want Second Help on all Rides.

OPEN NEWTON, IOWA, MAY 14-8 DAYS

Only 3 Still Spots, then all Celebrations and Events. Write:

L. O. WEAVER, Fairbank, Iowa



Earn 900% Profit with the Polar Pete Snow Cone Machine

HERE'S HOW A DIME WILL GET YOU A DOLLAR!

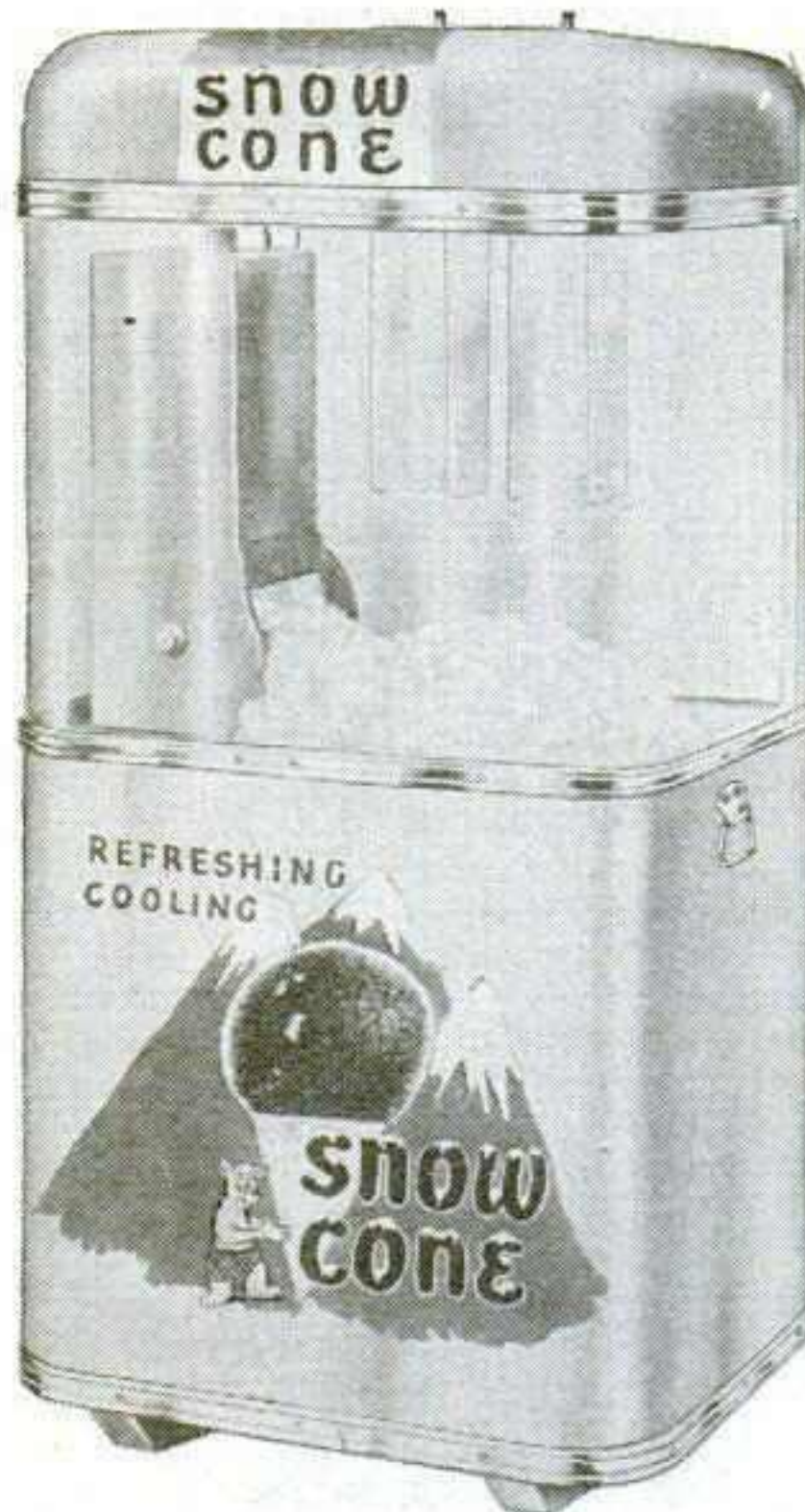
The "Polar Pete" new, exclusive Snow Cone Machine is a sure-fire profit maker for you. Just take a look at these figures. Fifty pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon or 85c if you make your own. Ice is 25c. Cups—about \$3.00 per thousand. The 175 snow cones mean \$17.50 in sales. And your total material cost has been \$1.65. That's profit in any man's language! The season for Snow Cones is just beginning. Place your order NOW . . . and make your location pay off with 900% profits!

SNOW CONES SELL!

Because everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. And they sell FAST! One location reported \$600 worth of business in one day. Even cutting that in half, it's REAL PROFIT . . . when a dime will get you a dollar!

MULTIPLE PRODUCTS CORP.

3612 CEDAR SPRINGS, DALLAS 4, TEXAS, PHONE LAKESIDE 4147



CHECK THESE FEATURES

- **NEW** method of merchandising snow cones . . . revolutionary!
- **EXCLUSIVE** with Multiple Products Corp. No other machine like it!
- **BEAUTIFUL CABINET** will decorate even the finest location!
- **RUSTLESS METALS** Aluminum and stainless steel used throughout!
- **REAL SNOW** from the patented ice shaver . . . 250 lbs. per hour!
- **SYRUP DISPENSERS** two of plexiglas. No funnels needed to fill!
- **ICE STORAGE** 100 lbs.—two removable pans in bottom of cabinet!
- **LEAK PROOF—NO MESS** because entire cabinet bottom is one piece!
- **CASH DRAWER** and a BIG one! In the back where it's handy.
- **CUP STORAGE** placed overhead . . . out of the way but convenient; fast!
- **LOW OPERATING COST** motor and one light globe—120 V. 60 cycle, A/C!
- **COMPACT** 30" wide, 20" deep, 60" high. It fits almost anywhere!
- **PLEXIGLAS DISPLAY** of snow and syrups . . . sanitary . . . spectacular!
- **ILLUMINATED** section of plexiglas in top . . . and light on display!
- **COLORFUL** decals . . . large, beautifully designed customer attraction!
- **SWITCHES** conveniently located to right of operator on back panel!

\$395.00

F. O. B. DALLAS, TEXAS

TERMS: 50% Cash with Order. Balance C. O. D.
Delivery 30 days — Quantity Discount.

DISTRIBUTORS: Write, wire or phone your orders NOW!
First come, first served! Requirements are reasonable. Profit possibilities unlimited.

THE TRUTH AT LAST

Not for sale nor will I book in park: The sorriest old dilapidated, antiquated, rundown, Long-Range Shooting Gallery in the world. Built on a weak, flabby, rotten semi-trailer, pulled at, by an old beat-up Chevrolet tractor, never serviced nor repainted. Living quarters too small; galley too heavy to pull. Less than 1½ dozen old rusty, worn out rifles and pistols, never cleaned nor oiled. Not even 1½ dozen cases of small, weak, cankered, corroded shells. Canvas and side walls you can throw a dog through. Not selling on account of bad health, sickness in the family nor other occupation, but just because it's not worth a Continental! Just let it sit here and finish rusting out. Don't even bother to contact.

JOHN LYONS

Box 1742

Huntington, W. Va.

DICK'S Greater Shows

RIDES—Will book
ROLLOPLANE

CONCESSIONS—Ball Games,
Photos, Hanky Panks

NOTICE—CHARLES WREN, get in touch with Whitey
Fulmer. IMPORTANT.

R. E. GILSDORF, Manager
Lacey Park, Hatboro, Pa., this week.

RIDE HELP—Second Men
ROCKET and all other
rides.

SIDE SHOW ACTS

JAS. M. RAFTERY'S SHOWS

Plymouth, N. C., May 12 to 17; Morehead City, May 19 to 24

CAN PLACE: Ball Games, Coke Bottles, American Palmistry, Mug Outfit, String Game, Watch-La, Pitch To Win, Balloon Darts, Bowling Alley, Penny Arcade, or any Legitimate Concession.

WANT: Ride Help at all times.

WANT: Cook, Waiters and Counter Man for Cook House. Salary the best. Ted and Shirley Blank want Girls for Girl and Posing Shows. Talkers, Grinders, and Ticket Sellers; those having worked for us before, kindly get in touch with us.

FOR SALE: Pair Young Lions, very healthy; also Steel Cage. Can be transported on Truck or Trailer. First \$300.00 takes Lions and Cage.
WILL BOOK one Flat or Track Ride.

This Week, Whiteville, N. C.

ALL ADDRESS: JAS. M. RAFTERY

GULF COAST SHOWS

WANT

ONE OR TWO MAJOR RIDES, 25 PER CENT.
STOCK CONCESSIONS AND BALL RACKS.
WILL SELL EXCLUSIVE ON POPCORN AND CUSTARD.

THIS SHOW HAS A GOOD ROUTE. WIRE, DON'T WRITE:

F. M. SUTTON SR., Mgr.
Flat River, Mo., this week; Festus, next week.

WANT

ROGERS GREATER SHOWS

Want Wheel Foreman and Ride Help; must drive Trucks. Want Girls for Girl Show.

Want 10-in-1, Mechanical Show, Fun House and other Shows. Want Hanky Panks.

No grift. Want Roll-o-Plane and American Palmistry.

MT. CARMEL, ILLINOIS, this week; VANDALIA, ILLINOIS, next week.

ORANGE BLOSSOM SHOWS

Want Concessions—Small Cookhouse or Sit-Down Grab, Milk Bottles, Cat Rack, Duck Pond, Slum Spindle, Huckley Buck, Guess Your Age or Weight, Cigarette Shooting Gallery, Hoop-La, Novelties, P.C., Mitt Camp, or any Stock Store not conflicting.

Shows—Any Grind Shows with own outfit.

Rides—Merry-Go-Round or Octopus. Johnny, "Dad" Pierce said come on.

Portland, Tenn., this week; Westmoreland, May 10 to 15; then the big Strawberry Festival, and then some of the best hillbilly towns in Kentucky. All replies to:

A. P. HINNANT or W. H. MYERS

CAN PLACE

HAWAIIAN TROUPE

Must have at least ten people in troupe.

PHOTO GALLERY OPEN

CAVALCADE OF AMUSEMENTS

Decatur, Alabama, this week;
Evansville, Indiana, following week.

KEELER MODERNISTIC SHOWS WANT

Foremen for Ferris Wheel and Merry-Go-Round and other useful Ride Men. Can place a few more Slum Stores that don't conflict. Barney Abel can place a few capable Agents for Slum, Fish Pond, Penny Pitch.

FARMERS' WAREHOUSE #1
Fayetteville, N. C.

WALLACE UNITED SHOWS

Lease or book Rides that don't conflict: Train, Pony, Caterpillar, Tilt open, Mike, wire, Open Side, Girl, Snake, Wild Life, Fun House, Shows with own outfits, wire; A-No. 1 route to offer. Concessions, all kinds open. Sell exclusive on Bingo, Scales, Penny Arcade, Diggers, American Palmistry, Photo; also Merchandise Wheels. Address: Smithville, Tenn., Celebration, this week; Lafayette, Tenn., Legion Home Coming following.

P.S.: Opening for sober, reliable Legal Adjuster; Brownie, wire.

WANTED

For Hurst, Illinois, May 10-15 and balance of season, Stock Stores, Hi Striker, Grab Outfit, Basketball, Agent for Penny Pitch, Help on kid ride.

PLAYTIME SHOWS

Dubois, Ill., May 3rd to 8th

WANT

FOREMAN for Fly-o-Plane, Roll-o-plane DIESEL ELECTRICIAN who lives on lot
Will pay higher salary if reliable

Lawrence Greater Shows

Clearfield, Pa., this week; Du Bois next.

Rupe's Midway For Fun

Will book Mug Outfit, Cotton Candy, Sno Cone, Slum Spindle, Blower, Short Range Lead, Cork, Watch-La, any other legitimate Concessions not conflicting. Will book clean, flashy Mitt Camps; one Reader only.

W. R. RUPE, Mgr.
Norton, Kan., this week.

WANT

LADY DROME RIDER

To join on wire. Betty Lee Allen. Contact

SHAN BROS.' SHOWS

Grundy, Va., this week; Beckley, W. Va., week of May 10th.

OWING TO DISAPPOINTMENT

Can place Bingo, Glass Pitch, Balloon Dart, Photo, Guess Your Weight, Fish Pond. Have Photo Gallery for sale, cheap.

Cudney Border State Show

Dustin, Oklahoma, week May 3; Stratford, Oklahoma, week May 10.

SECOND-HAND SHOW PROPERTY FOR SALE

15¢ Bunting Flags for Banner Line. Flashy colors. \$18.00 Wax Head David Butler, Great Scientist. \$15.00 Wax Head Queen Elizabeth, Glass case. \$25.00 Irgun Zvat Leoni. Leader Arabian Army now fighting Palestine. Fine cond. Glass case.

WEIL'S CURIOSITY SHOP
10 So. 2nd St. Philadelphia 6, Pa.

FROM THE LOTS

International

PONCA CITY, Okla., May 1.—Biz was slightly off the 1947 pace the first couple of weeks, but picked up during the local stand, which opened April 26 and closes today. Next stop is Junction City, Kan., opening Monday (3), for a six-day stand.

Four new Dodge trucks were purchased during the stay at Hope, Ark., quarters.

Show's staff includes Coleman Lee, owner and manager; S. W. F. Scott, secretary-treasurer; Nelson Lee, superintendent of rides and lots; Pappy Graham, advance agent; Mac Findley, electrician and mechanic, and Hank Farrar, carpenter.

Concessionaires are Charlie Elder, bingo and five stands; Mac Findley, 6; Mr. and Mrs. Langston, 2; R. B. Williams, 1; Joyce Lee, 1; Mr. and Mrs. Gabe King, 3; Clara Lee, 2; Helen Scott, 1; N. R. Wells, 1; Nelson Lee, 1; Mr. and Mrs. John Long, cookhouse; Dorothy Fletcher, 1, and Mr. and Mrs. Marion Thompson, 2.

Shows and operators include Mr. and Mrs. Bob Martin, two girl shows; Paul Bejano, Side Show; Art Wheeler, Animal Show; Smoky Joe Evans, Minstrel; Suzanne Lewis, Monkey, and Don Lewis, Snake. Ray's Wild Animal Life will join soon.

Ride operators are Elmer Watkins, Spitfire; Hank Farrar, Tilt-a-Whirl; Joe Eldridhe, Ferris Wheels; Roy Ellison, Merry-Go-Round; Russell Bakke, kid autos; Jack Lee, Kid Swings; Buster Fletcher, Mix-Up; Art Wheeler, ponies, and Ginger Jones, Rolloplane.—S. W. F. SCOTT.

John H. Marks

LEBANON, Pa., May 1.—Monday night's (26) opening here under auspices of Perseverance Fire Company on the new lot at 16th and Willow near the heart of town was one of the best this year. Business has been better so far this season than during the corresponding period of 1947. Newspapers and radio gave freely of space and time. Wednesday was news carrier night.

Three weeks of good business were racked up in the Richmond, Va., area before coming here. Opening of the Richmond stand on the Broad Street location was above expectations, tho it was topcoat weather. Stations WMBG and WLEE co-operated with several remote pick-ups. Thru a tie-in with the Louis O. Bowman Company, Crosley Shelvador distributor, and dealers, the show grabbed excellent publicity. Dealers distributed 20,000 tickets thruout the city and at the opening of WTVR, television station. Ticket holders visiting the lot were permitted to cast votes, the local hospital receiving the most being awarded a Shelvador which was displayed on the lot.

Dalley's Movieland Monkeys joined in Richmond. The Vanities did business, as did Slim Kelly's Freak Shows of the World's Fair. Buster Morgan is sporting a new trailer, and Johnny Rea recently bought a new Vagabond.

Good business was done at the Newport News stand, altho weather was on the wet side, with rides, shows and concessions getting money.

Douglas Greater

LONGVIEW, Wash., May 1.—Show moved here from Everett, Wash., and opened to fair biz. Five new Dodge tractors have been added. Bud and Bobbie Douglas have added a snake and alligator show; Jack and Bob Wiard have a deep-sea diving show; E. M. Butler, two kiddie rides; Sam Goldstein and Larry Kirkwright, jewelry surprise bags; Brooks brothers, ice cream; Marsden (Ernie) Hulme, cookhouse; Wendell (Fergie) Ferguson, billposter.

World of Today

FORT SMITH, Ark., May 1.—Opening here under auspices of the Chamber of Commerce proved okay, with business thruout the week being good. Show made a flash with its all-noon front gate and with flags of all nations as a decoration. Sponsors co-operated in every way.

L. C. Reynolds and H. Wells had the show well lighted from front to back. Org has added five new tractors to its motorized equipment.

Bill Starr's concessions had a big week here. Art Signor is helping in all departments. Ray Ayers has a good line-up on his American Cuties show, and the Monroe brothers are packing them in at their side show.

Show's line-up follows:

L. C. Reynolds and H. Wells, owners; Bill Starr, concession manager; Louis Ingelheim, billposter; Ellory Reynolds, general agent; Bill Rawlings, publicity; Art Signor, secretary-treasurer; Truscels Dader, stockman; Mrs. Dunlavy and Mrs. Schofield, front gate tickets; Mr. and Mrs. Stewart, cookhouse.

Concessionaires: Leona Crowe and Mrs. Louis Steman, ball games; Mrs. Hewitt, four slum concessions; Johnnie Weutterick, Jack Littlefeld, blower; Van Heywood, alley; Louis Steman, skilios; Bill Crowe, rolldown; Jimmie Bybee, razzle dazzle; Walter Pearl, clothespin; J. Carlson, radio wheel; Art Signor, candy floss; Mrs. Bill Starr, over and under; Mrs. Bob Harris, pea pool; Bob Harris and Iva Diss, pan joint; Tom Wells, diggers; Mrs. H. Wells, mitt camp; M. E. Reynolds, popcorn; Tim Taylor, custard; Chief White Cloud, short range; Ivan Candlery and Bill Rawlings, long range.

Rides: Duke Warner and Ivan Costo, kiddie rides; Charleston Walters and Ken Walton, Merry-Go-Round; John Looney, Loop; Jay Bazell and Lytle Covey, Tilt-a-Whirl; Carl Agman and W. Rowatt, Octopus; Martin Feltman and Roy Little, Rolloplane; Floyd Schenel and Frank Goodale, Wheels; Buck King, Spitfire; Mac Tally, Ridee-O; Verman Hall, train.

Shows: Side Show, Monroe brothers; American Cuties, Ray Ayers; Minstrel, Pee-Wee Parker; Unborn, Ray Herbers and Madline Regan; Funhouse, Bob Bushue; Bubble Dance, Ray Ayers; Glass House, Johnnie Johnson; Snake Show, Bob Adams; Mickey Mouse, Jim Dunlavy; Motordrome, Sweed Anderson.

Virginia Greater

SALISBURY, Md., May 1.—Shows rung up a week of satisfactory biz here April 24. Move from Suffolk, Va., was supervised by Bob Milligan. The VFW committee arranged for the display on the lot of the first television set seen in operation in this vicinity.

Midget Leo Matina is manager of the Funhouse and has his two trained ducks working bally. Alin Stewart joined the cookhouse as griddleman. Members of the Cambridge, Md., committee visited William C. Murray, general agent. Walter Walters, hobo clown, closed here.

Mr. and Mrs. Harry Harrison had only returned from the funeral of Harry's brother-in-law when they received word of the death of his brother, James, whereupon they returned to Connecticut.

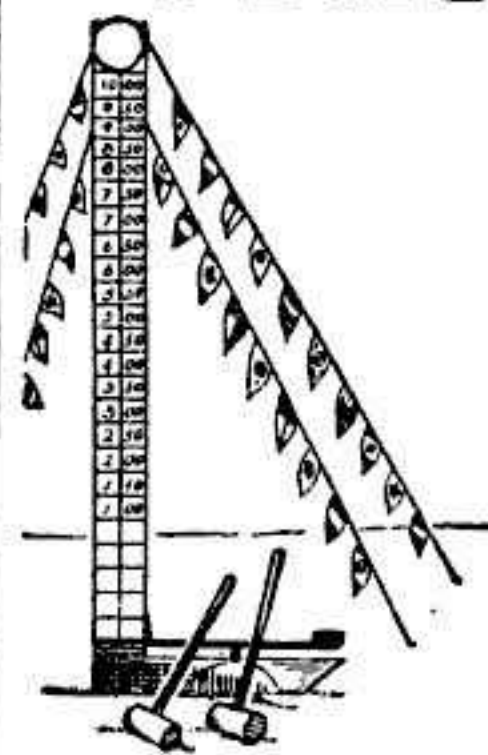
Oliver Jones, who had novelties and the penny pitch last year, announced he would join in Elkton, Md. Mrs. Jones and the children will join when school vacation begins. Dominic Augustino, whose father operates several shows, will assist in operating the Wild Animal Show. Cynthia Speight, Minstrel Show manager, was taken to a hospital for observation following several days' illness.

Page Bros.

DICKSON, Tenn., May 1.—Biz was good in week's stay here ended Saturday, April 24. Indications point to good stand in Humboldt, Tenn., (3-8), as strawberry crop thereabouts has been reported excellent.

A pair of two-ton Chevrolet tractors were delivered at Springfield. Capt. Harrell is working three lions in a steel arena. A new-born monkey, christened Nancy, is featured in the Monkey Circus.

FIRST



ALL STEEL
With 6 Steel Guy Cables, 2 Hammers.
LIGHTS
Made Into Sides
STAR
Lighted Top. Bronze 10# Bell Weights Less Than Wood.

HI-STRIKER

\$250.00

BETTER, YET LESS THAN ANY OTHER

1/3 Deposit With All Orders

ORDERS FILLED IN ROTATION

Amusement Enterprises

Mfg. Dept.

1001 Louisiana Houston, Tex.

LOOK WANTED TO BUY

Kiddie Rides, new or used; Miniature Steam Train or Diesel Streamliner (gas); Track, new or used; Kiddie Auto Ride, Ferris Wheel, Airplane Ride, large or small Merry-Go-Round (or what have you?). State best price, age, condition, location and guaranteed delivery dates. Photos if possible. NOT INTERESTED IN JUNK.

ATTENTION, MANUFACTURERS
Send complete description with photos, also if you will finance.

F. A. CLEMEN

5016 Stewart Ave. Cincinnati 27, Ohio

RIDE HELP WANTED

Foremen and Second Men for 2-Abreast Parker and Octopus, top wages. Man for Kiddie Rides. Few other Second jobs open. Come in to Winter Quarters now at Waterloo, Neb. Show Help Wanted: Man for Front of nicest framed Animal Show on the road. Talent for Athletic Show. SOME CONCESSIONS STILL OPEN — What have you?

SILVER STATES SHOWS, UNIT NO. 1

JIM CARPENTER

119 S. 73RD, OMAHA, NEB.

Phone: Glendale 7271

Opening Plum Creek Days, Lexington, May 24

ATTENTION SIDE SHOW ACTS

Need Feature Freaks, Midgets, Pin-Headed People and A-1 Talker for Bally. No Advance Scratch or Tickets.

THE GERRYS

c/o L. J. HETH SHOWS, McMinnville, Tenn.

H. B. ROSEN SHOWS WANT SECRETARY

One who understands all forms of taxation. Join on wire. Address:

H. B. ROSEN, Mgr.

H. B. Rosen Shows, Jackson, Tenn., this week.

WANTED

Experienced Ride Help for All Rides
Experienced Merry-Go-Round Foreman

HADJI DELGARIAN

2303 N. Melvina CHICAGO 39, ILL.

JOHNNY J. DENTON SHOWS

CAN PLACE

CONCESSIONS—Will sell "X" on Custard and Snow Cones. Good opening for Buckets and Swingers. All other Concessions open.

SHOWS—Will book Monkey Show. Will give good proposition to Motordrome. Fred Tillman, please contact.

THIS SHOW HOLDS CONTRACTS FOR 14 BONA FIDE FAIRS AND TWO OF THE BEST FOURTH OF JULY DATES IN SOUTH

All wires to

JOHNNY J. DENTON
CUMBERLAND, KY., MAY 3-8

W. G. WADE SHOWS

KALAMAZOO, MICH., MAY 10-15

Can place Looper Ride and Glass House. Also legitimate Merchandise Concessions. **WANTED**—Experienced Man to operate searchlight and up and down six light towers. Also Electrician's Helper. Contact

W. G. WADE SHOWS
Pontiac, Mich., this week

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation
WANT AT ONCE

Girl Show Manager to take over two Girl Shows. Must have girls and wardrobe. Happy, are you coming? Answer yes or no.
Elkton, Maryland, this week; Woodbury, New Jersey, next week. All mail and wires to
WM. C. (BILL) MURRAY

PIONEER SHOWS

high class midway attractions

WILLIAMSPORT, PENNA., MAY 10-15

Want Concessions not conflicting, Penny Arcade.
Shows of all kinds. Will book Roll-o-Plane, Kiddie Rides.
Want Help in all departments. All address
MICKEY PERCELL
This week, Towanda, Penna.

RIDES WANTED FOR PERMANENT PARK

YEAR ROUND OPERATION

Roll-o-Plane, Caterpillar, Whip and all Rides not conflicting. Need Kiddie Rides bad. Also Duck and Fish Pond. Can also use Shows and Free Acts for one to two-week stands. This park 5 minutes from Columbus, Ga., and world's largest military camp, Ft. Benning. 300,000 to draw from. 7-day week. Will play strictly percentage, no deposit or privilege. Power and lights furnished. Contact

J. L. MARLOWE, General Manager Idle Hour Park
TELEPHONE 23823 P. O. BOX 348, Phenix City, Ala.

A.M.P. SHOWS

Juggy

Due to disappointment can place at once Ferris Wheel Foreman and A-1 Electrician; Ride Help in all departments. Want Photo Gallery, Shooting Gallery, Ball Games, Pitch-Till-You-Win and other Slum Stores not conflicting. Shows—Want Fun House, Wild Life, Animal, Monkey or any Show not conflicting.

A. M. PODSOBINSKI
Phoenixville, Pa., this week; Frackville, Pa., next week.

WANT BINGO CALLER OR RELIEF CALLER

Must be sober, won't tolerate drunks. Can also use Agent for Corks and Bumper. Permanent location, no ups or downs.

ART D. HANSEN
FOLLY BEACH, CHARLESTON, S. C.

FROM THE LOTS

Turner Bros.

SPRINGFIELD, Ill., May 1.—The weatherman gave the show a break in this spot for the first time in several years, and rides, shows and concessions did a bang-up biz. Show opened here April 20 and closes to-night.

Evelyn West and her show, brought in from the Skyvue Club, Dallas, proved a hit, as did Art Converse's Side Show, which features Seal.

Roy Rozier's Life Show has a new front and lighting system.

The concession line-up includes Andy Rasmussen, 3; Dale Quillman, 3; M. M. Fullerton, 2; J. A. (Tim) Waters, 2; Whitey Richards, 2; Wayne Hubert, 2; Jerry Dondineau, 3; Harry (Pretty Boy) Hopkins, 3; Sonia Marlow, 2; Marie Turner, 9, managed by Walter Fellis; Harry Phillips, grab; Bob Posey, jewelry; Sam Spangle, popcorn; W. F. (Bill) Johnson, bingo, and Beulah Price, novelties, mail and *The Billboard* sales agent.

The staff includes C. G. and Ray Turner, managers-owners; Dorothy Turner, secretary-treasurer; Marie Turner, concessions; J. C. (Jack) Price, general agent and personal representative; Lloyd Palmer, electrician; R. V. Collins, mechanic, and Ethwill Foster, front gate.—**JACK PRICE.**

Bee's Old Reliable

COOKEVILLE, Tenn., May 1.—Business here picked up after two weeks of inclement weather at the opener in Dallas, Ga., and the engagement at McMinnville, Tenn.

Staff this year includes M. V. Ban Hooser, ride superintendent, pea pool, mailman and *The Billboard* sales agent; Raymond C. Huls, secretary; H. H. Dawson, legal adjuster; John Huls, electrician, high striker; Charles E. Britton, assistant electrician, lot man, cigarette gallery; Kenneth Holt, concession manager, popcorn; Leonard Watson, cookhouse; Mrs. M. B. Van Hooser, front gate; H. L. Archer, four concessions; C. M. Moore, bingo; Herb Crager, rate game, beat the dealer, and Sol Sheftall, penny pitch.

R. G. Baker has the fish pond; Richard Whiteman, coke bottles; M. J. Ephraim, palmistry booth; Mary Johnson, milk bottles; P. J. Ephraim, buckets; John Johnson, ring game; Vincent Bellamo, glass pitch; Barney Johnson, darts; Harry E. Baker, girl show; Chief Congo, Snake Show; Raymond Huls, Glass House, and Lon Barton, bears.

Rides are Ferris Wheel, Troy Scruggs, Cecil Parker; Octopus, James Wallace, James Wilson; Merry-Go-Round, Hoover Hatmaker, Lee Moyne Stanton; Chairplane, William Stone, and Frank Peebles, kiddie rides.

Johnny's United

WAYNESBORO, Tenn., May 1.—Everything was ready to go here Monday (26) night despite an afternoon shower, and business was fair.

The org opened this year with a new Allan Herschell Merry-Go-Round and Bill Portemont's new bingo built on a 33-foot semi. New planes have been added to the kiddie airplane ride. Kenny Etzle is back with his Rolloplane, and the show now carries a 40-foot panel front featuring a free gate. Others who have returned are Harry Williams, John White, E. Johnson and Lorard and Jack Thorner with their concessions.

Executive personnel includes John Portemont Sr. and Jr., co-owners and managers; Kathleen Bush, secretary; Jimmy Bush, booking agent; Bill Portemont, mail and *The Billboard* agent, and Lorard Thorner, electrician.—**MARILYN PORTEMONT.**

Hill's Greater

LITTLEFIELD, Tex., May 1.—Concessions had a big week here, despite strong winds and dust storms. Stand ended April 24.

Biz also was satisfactory in Lubbock, Tex., where the show played the previous week under auspices of the VFW.

Press, radio and hand bills have been used effectively in building up the org, with special kiddie matinees featuring reduced prices for all attractions also playing a part in the successes to date.

Mr. and Mrs. C. O. Hill gave a birthday party April 16 for H. P. Hill, with most of the show on hand to offer congrats and best wishes. Mr. and Mrs. Jimmy Case motored to their home in Stamford, Tex., where they received delivery on a new, M-System trailer. Mrs. Case's brother, Marvin Jordan, returned with them to join the show.

Joe Williams had a successful week with his bingo game during the stand here. Mr. McDoner joined the org with his girl revue. Eddie Clark was feted at a surprise birthday party. Among the gifts was a set of luggage.—**BONNIE HALIFIELD.**

Sunflower State

COLBY, Kan., May 1.—The org set up for biz here following a successful six-day stand (April 19-24) in Goodland, Kan., where it was the feature of the annual Tractor and Implement Show.

Biz was steady thruout the week, with Wednesday and Thursday (21-22) crowds packing all shows and rides. Wednesday was Band and Children's Day, with eight bands taking part in the two-mile parade, following which the crowd jammed the midway until 11:30 p.m.

The stand was slated to end Friday, April 23, but high winds and cold forced cancellation of shows and rides that day.

Owner C. A. Goree renewed acquaintances with his friends in the vicinity.—**FRANK GASKINS.**

Mighty Hoosier State

WASHINGTON, Ind., May 1.—Ride Superintendent Kenny Ritchie and his crew got the show loaded at Vincennes, Ind., in good time and everything was in readiness early Monday (19) for the opening here, which drew a 3,000 paid gate.

The opening stand the previous week was good and W. R. Geren, owner, expressed satisfaction with the date. The weather cleared Wednesday and the org enjoyed a big Saturday afternoon and night. Hugo Zacchini's cannon act proved an excellent free attraction, drawing considerable newspaper publicity and an interview over the local radio station. Mayor William Betz presented Geren with a key to the city and congratulated him on the cleanliness of the show.—**M. G. STOKES.**

Brewer's United

HOUSTON, May 1.—Business has been excellent in this area and the show will stay around the big pay rolls until the start of fairs and celebrations June 19.

Recent arrivals were Mr. and Mrs. Fogle, cookhouse; Mr. and Mrs. Marks, bingo, and Eddie Fuller, who joined with snow cones but had to return to the hospital for treatment. Personnel recently sent him a bouquet with wishes for a speedy recovery.

Concessions and the six office-owned rides are in tip-top shape. Manager Brewer is expecting early delivery of two new rides.—**HELEN BREWER.**

Ohio Valley

MANSFIELD, O., May 1.—Shows, owned and operated by Roxie Harris, bowed here April 24, playing to a packed midway. The Ferris Wheel paced rides, with the Merry-Go-Round second.

Press and radio publicity was excellent, and shows and concessions reported good biz.

Concessionaires and attractions on hand for the opening were: Bob Chism, cookhouse; Roy Nelson, photos; Ralph Baughman, diggers and snow contest; Ralph Wolfe, candy apples and floss; M. Nord, block pitch; Preice, two ball games and cork gallery; Melnick, add 'em up and milk bottle; Ace Ross, basketball, milk bottle and pan game; Bertha Kent, popcorn; Donald Jameson, pinball game; J. Hillsheimer, swinger and short range; Bill Wolcott, Pennyland, color game, pea pool, long range and penny pitch; Bill Harris, beat the dealer; Nip Harris, hoop-la; Herb Englining, pitch til you win; Gordon Miller, age and mitt; Warner, cork gallery, novelties, weight and cigarette pitch; Jimmie Johnson, girl show, and Bing Saldek, bingo and fishpond.—BILL HARRIS.

Alamo Exposition

ABILENE, Tex., May 1.—There were new faces galore as the show moved here following a red one at the Battle of Flowers in San Antonio. Additions to the org as it opened a week's stand here April 26 included Topsy and Pat Brumlow, Roy and Neil Jones and Mr. and Mrs. Larry Lawrence.

All rides and shows topped last year's gross during the San Antonio stay, with a record-breaking crowd milling thru the streets to take part in what was labeled as the "largest street carnival ever to visit the city."

Weather has been fine all along, with storm scheduled to hit San Antonio Saturday, April 24, holding off until 4 a.m. Sunday.

The Stealls' kid rides did a banner biz in S. A., as did the pan game. Babe Ulcar is out of the hospital and looking swell. Joe Rosen purchased a ticket to the police ball. Visitors included Mr. and Mrs. Denny Pugh, Dallas; Bill Ruback, and Tommy Stephens, secretary of the Waco, Tex., Fair.—SAMMY SAPSON.

Del-Mar

STRUTHERS, O., May 1.—The org opened at Youngstown, O., April 12, doing fair biz despite cold and rainy weather. Weather was good at Struthers and takes were okay. Owner Al Delfore bought another 25kw. power plant, show now having three. Concession line-up: cookhouse, Tom Hughes; cane rack and shooting gallery, Harry Lehew; slum spindle, Elmer Wilcox; coke bottles and balloon dart, Millard Barrows; huckly buck, Earl Sells; balloon pitch, Dan Wilcox; ball game, J. P. McDowell; milk bottles, Harry Pope; mitt camp, Y. Nicolus; popcorn, Mickie Delfore, operated by Zip Hershey and Catherine Barringer; high striker and photos, George A. Grant.

J. G. Steblar's Greater

CHILHOWIE, Va., May 1.—Mr. and Mrs. Hogan are settled in their new trailer, as are Mr. and Mrs. J. G. Steblar. Henry Johnson joined with his three-abreast Merry-Go-Rounds, and S. Pease returned from a successful business trip thru West Virginia and Maryland and Pennsylvania.

Shows carry 4 rides, 5 shows and 30 concessions. Official staff includes J. G. Steblar, owner-general manager; S. Pease, assistant manager; Mrs. J. G. Steblar, treasurer; Harley Devine, secretary; Bill Cameran, lot superintendent; Ben Holliday, electrician, and Robert Crawford, ride superintendent.—ACE EARGLE JR.

Wolf Greater

AUSTIN, Minn., May 1.—Shows opened here today for a week's engagement with 9 rides, 6 shows and 35 concessions. Henry Hingst has built a new Glass House and Penny Arcade. Emil Kedrowitz enlarged his miniature sawmill, and Joe Lempke added another chimp to his Monkey Show.

The Johnson brothers and Paul Appel have a number of new animals arriving for their 10-in-1 Show. E. R. Bussey has the *Gay Paree* and Girl Show. Paul Zerbes is here with bingo, as is L. G. Staley with diggers. Henry Hingst also has ice cream and candy floss layouts, while R. S. Reed has 3 stands; Mrs. Day, 6; Ralph Ekaust, 2; Leo Naegle, 3, and Tex Roberts, 11.

Mighty Hoosier State

WASHINGTON, Ind., May 1.—The move here was made in good time and everything was ready early. Business started off with about 3,500 paid admissions, and despite cold weather business was good the entire week, with Saturday (24) topping expectations. Hugo Zacchini's cannon act continues to draw them thru the gate, and Owner W. R. Geren states that he is pleased with early returns.

Speedy Palmer and his Motor-drome and Johnny Colburn's Monkey Circus joined here. New Funhouse will be delivered soon. Weekly distribution of 10,000 school children tickets with a bicycle giveaway is paying off.—M. G. STOKES.

American Beauty

MEXICO, Mo., May 1.—Shows opened at DeSoto, Mo., April 10 to fair biz. Fulton, Mo., stand included six nights and two matinees to fair biz despite rain and cold weather. Harold Eutah, concession manager, has 10 stores; John Lantz, 2; Hazel and Harlan (E. O. Harlan), 1 joint and cookhouse; W. C. Bell, Penny Arcade and shooting gallery; Val Hogan, hoop-la and ball game; Chief Ed Eagle, jewelry store; Clint Renn, ice cream; Mr. and Mrs. Atherton, candy floss; Katherine Sharp, bingo; Jack Robinson, What Is It? Show; Pete Leslie, Animal and Big Snake Show and 2 concessions; Dale Parrish, Girl Show; Walter Marco, photos and sound truck.

Rides — Merry-Go-Round, Oshia Dopp; Ferris Wheel, Archie Norris; Spitfire, Evan Hall; Tilt-a-Whirl, Ward Cartee; kiddie ride, Bryan Rucker; pony ride, Dan Scott; electrician and *The Billboard* sales agent, Pete Leslie; kiddie train and new Chairplane, John and C. R. Master-son.

Joe Sharp states there are but four open weeks until October 24, the route including 12 fairs and 6 celebrations, starting July 14.—PETE LESLIE.

Georgia Amusement

CUMMING, Ga., May 1.—Shows, located on the fairgrounds, opened Monday night (26) to a good crowd, altho it was cold. Org has been on the road five weeks, biz being only fair the first three. First two spots, Dacula and Sugar Hill, were good.

Steve Kubasek and family joined with two concessions; Ike and Inez Maxwell have two concessions; Mr. and Mrs. Charlie Aldrich have joined, with Aldrich dealing pea pool, while his wife works a ball game; Mr. and Mrs. Harold Hard, high striker; Goldie Leach, penny pitch, and Mr. and Mrs. Dan Wheeler, heart pitch and over and under.—EDDIE CURTIN.

Donnie Miller, son of Mr. and Mrs. Cal Miller with the 20th Century Shows, had a birthday party in the cookhouse at Lawrence, Kan., and received many presents, as did Marie Brunk on her birthday at Manhattan, Kan.



CARAVELLA AMUSEMENTS

WANT

Talkers for Fun House, Side Show, Girl Show. Musicians for Colored Minstrel Show; money out of office.

All Concessions open. Can use Agents on all Concessions.

All wire or write Shamokin, Pa., this week; Harrisburg, Pa., next week.

F. H. CARAVELLA, General Manager

BULLOCK AMUSEMENT CO.
lean entertainment for the whole family

WANTS LEGITIMATE CONCESSIONS

Photo Gallery, French Fries, Bowling Alley, Mitt Camp, John Marks, wire. Short-Range Gallery, Dart Joint, Scales, etc. Want to book Grind Shows and Kiddie Train. Want experienced Ride Help that can drive trucks. This week Blacksburg, S. C.; week of May 10, Forest City, N. C. in heart of town; week of May 17, North Wilkesboro, N. C.; then 15 weeks in the heart of the coal fields of West Virginia.

29th ANNUAL TOUR

29th ANNUAL TOUR

PARADA SHOWS
AMERICA'S FINEST MIDWAY

CAN PLACE

Bingo Caller and Counter men. Need Second Men all rides.

CONCESSIONS—Can place Stock Stores, one of a kind; Photo, Penny Pitch, Darts, Blower, Glass. Wire me what you have. Will place Shows with own equipment. Osawatomie, Kansas, week May 3rd; Chetopa, Kansas, week May 10, on streets

All address: H. C. SWISHER

Home State Shows Want FOR LEGION SPRING FESTIVAL

On State Capital Grounds, Des Moines, Iowa, May 19-22.

Also 9 big days, Ft. Des Moines, starting May 10th, and 3 State conventions to follow.

Legitimate Concessions, Shows. Opening for 1 Flat Ride. Jack O'Brien wants Side Show People. Foreman for Chairplane.

Fairfield, Iowa, this week; Ft. Des Moines to follow.

WILSON GREATER SHOW WANTS

Agents for Slum Stores, Swinger Agent or will book same. Also Grind Store. Will sell exclusive on Photo and Short Range. Can place few more Concessions. Attention, fair secretaries in Nebraska, Wyoming, Colorado, have a few open dates in August and September. We carry Six Rides, Four Shows; free gate. Flagstaff, Arizona, May 3-9.

LLOYD WILSON



UNITED STATES SHOWS

10 RIDES — NEON LIGHTED

PLAYING HEART OF WEST VIRGINIA COAL FIELDS
MY FIFTH YEAR AT SAME FAIRS—STARTING AT MARLINTON, W. VA.
FOURTH OF JULY SPOT BEST IN THE EAST

Opening this week at Bluefield, Va. Wonderful territory for Penny Arcade, Rotaries, Coke Bottles, Country Store, Novelties and Hanky Panks. WANT PHOTO GALLERY. GOOD TERRITORY FOR SAME. Want Mechanical City, Fat Show, Wild Life and Snake Show. Have new big top for Ten-in-One, new banners, for right party, plus transportation. WANT COUNTERMEN FOR BINGO. Want good Semi-Drivers and Ride Help for Rolloplane, Octopus, Wheel, Merry-Go-Round, Spitfire, Chairplane, Kiddie Aeroplane, Auto Ride and Train. Will book Boat Ride and Ponies. Contact
PREACHER POWELL KELLER, everything OK; come on back.
L. P. BRADY, Mgr., Bluefield, Va., this week

GREATER UNITED SHOWS

WANT SHOWS

OCTOPUS, SPITFIRE OR ROLL-O-PLANES (WITH OWN TRANSPORTATION), ALSO MIX-UP.

CAN PLACE "LAUGH IN THE DARK," MONKEY SHOW, FAT SHOW OR ANY WORTH-WHILE ATTRACTION.

GOOD OPENING FOR FUN HOUSE.

CONCESSIONS

BUMPER, BALL GAMES, FROZEN CUSTARD, FISH POND.

LONG SEASON. EXCELLENT ROUTE OF FAIRS. WIRE

J. GEORGE LOOS

WEEK MAY 3, ARDMORE, OKLA.



H. H. ROSEN AMUSEMENTS

CAN PLACE FOR CLARKSVILLE, TENN., WITH 30,000 SOLDIERS AT CAMP CAMPBELL EVERYDAY A PAY DAY WHILE WE ARE THERE.

CONCESSIONS: All Concessions open. Can place Penny Arcade. Can place Man and Wife to handle Peanuts, Popcorn and who understand Carmel Corn, 50-50 basis. Want Manager for 20x40 neatly framed Bingo.

RIDES: Can place Ferris Wheel Foreman that can handle two #5 Twin Wheels. Top salary and percentage. Can use Second Men on all Rides, prefer semi drivers.

SHOWS: Have complete 10-in-1. Want good, reliable Man to handle same.

Address: Jackson, Tenn., this week; Clarksville, Tenn., next week; then Nashville, Tenn. (three different locations).



Bodart SHOWS

THE SHOW BEAUTIFUL

OPENING SHAWANO, WIS., MAY 19

WANT several Foremen and other Ride Help for rides; must drive semis. We have all new rides. All equipment in first class condition. Concessions that can operate under Wisconsin rules. Couple to take charge of Miniature Farm, 50-50. Address: SHAWANO, WISCONSIN.



CALEDONIA SHOWS

Utica, N. Y., this week

WANT Rides, Shows and Concessions, Grind Stores; also First Man for Ferris Wheel and other Ride Help. Address

FRED B. PERKINS

General Delivery, Utica, N. Y.

L. J. HETH SHOWS

Want at once—Girl Revue and Posing Show. Have complete outfits for same. Must have not less than 3 girls. Concessions—Age, Scales, Novelties, Custard or any hanky panks. Playing Hopkinsville, Ky., 50,000 soldiers in Camp Riley. McMinnville, Tenn., now; Hopkinsville, Ky., to follow.

RIDES WANTED

Owing to disappointment, will book or lease and furnish transportation. Contact

MEL SOBER, PENN AMUSEMENT CO.

Sunbury, Penna.

From the Lots

Jollytime

BERWICK, Pa., May 1. — Org opened here April 23, the home town of Wes Price, owner-manager. Six rides and 28 concessions were up.

The Berwick Enterprise gave with good opening publicity. Visitors included R. Clayton Culp, burgess; Harry Peterson, chief of police, and Ray (Skeets) Lehr, sheriff of Columbia County.

Rides include a Catlett Ferris Wheel, owned by Eddie Van Pelt and operated by Hank Shoreck, veteran wheel operator, with the assistance of Eddie's son, Dickie Van Pelt. Other ride men are H. S. Pifer, Chairplane; Richie O'Rourke, kiddie autos; Clarence Rook, pony cycle; George Pellegrini, double Loop, and Charles Stachiet, Merry-Go-Round.

Concessionaires include Floyd Sheaks, bingo, popcorn, duck pond, fishpond and four others; Irvin Faith (2); Toots Filbert, cookhouse; Naylor Harrison Jr., mitt camp, ball game and five others; Mrs. Mary Lou Early, bozo and darts; Helen Whitko, ball game and short-range gallery; Mrs. Irvin Faith, jewelry; Frankie Salem, novelties, and G. C. Mitchell and W. R. Price, one each.

Mr. and Mrs. Bob Sendel joined here. Bob is the bingo caller. Rudy Caccia has been appointed The Billboard sales agent and mailman. In addition he handles the sound car and checks the bingo. Mrs. Caccia is assisting Grace Sheaks with the popcorn concession. Mr. and Mrs. Henry Michaels joined here with French fries. Custard is operated by an employee of Clewells Dairt.

Staff, in addition to Price, consists of G. C. (Mitch) Mitchell, general agent and business manager; H. S. Pifer, billposter; Irvin Faith, electrician; Clarence Rook, special agent, and Floyd Sheaks, lot man.

Johnny Bale

ST. LOUIS, May 1.—Unit has been doing good business on local lots since it opened four weeks ago at Cherokee and Illinois streets. Owner-General Manager Johnny Bale, who first broke into the business 44 years ago, when he played a jenny under various auspices in and about this city, now is covering the same area with three rides.

Al Nash is superintendent of rides, assisted by Bill Grissom. Kenneth Zimmerman is Ferris Wheel foreman, with Jesse Dalton as second man. Charley Lambert and Ed Campbells handle the chair swing.

John Donnelly and son, Doc, are operating four concessions. Ed Campbell has two, which are operated by Mrs. Lenora Gydna and Ann Lambert. Edwin Shantz has his short-range gallery and Johnny Gross has the novelties.

Florida Amusement

AUSTIN, Ind., May 1.—Shows were greeted by good business opening night here. Then cold weather set in.

The Flying La Velles, free attraction, are good crowd-holders.

Mario Zacchini is due to join with his Tilt-a-Whirl and concessions. Mrs. Roy Bailey is visiting her folks in Kentucky. Mrs. Murphy returned from a hurried visit with her parents and again is operating the ball game. —IODINE BAILEY.

RIDE FOREMEN WANTED

Have opening for Octopus, Flying Scooter, Roll-o-Plane and Ferris Wheel. Also Man to operate new DeLuxe Fun House. Top salaries and per cent to experienced, capable men.

J. J. KIRKWOOD SHOWS

BINGHAMTON, N. Y., this week;

then per route.

P.S.: We pay extra for men that can drive Semis.

BABE SCOTT WANTS

Agents for Swinging Ball, Six Cat, Penny Pitch, Fish Pond and Glass Pitch. Man to drive truck and handle canvas. Have for Sale—5000 feet of Cable Wire, Miscellaneous Paraphernalia and one Trailer. All replies:

C/O CARAVELLA AMUSEMENT CO.

Shamokin, Penn., this week

WANTED

Count Store Agents, Wheel Workers, Mitt Readers and P.C. Dealers. Dallas, Texas, this week; then per route. Address:

MEL H. VAUGHT

716 South Haskell St. Dallas, Texas

WANTED

Agents for Skillo, Rolldown and Swinger; also Outside Help. James Falcon, contact by wire.

J. A. SPARKS

c/o Johnny J. Denton Shows

Cumberland, Ky., this week

BRIGHT LIGHTS EXPOSITION SHOWS

Want Side Show Operator with Working Acts. We have complete outfit with 20 by 80 top, banners, front, everything complete ready to take over. Write or wire

Covington, Va., this week; Charles Town, Jefferson County, W. Va., week May 10th.

WANTED RIDE HELP

LONG SEASON, MIDWEST STATES.

Two experienced Second Men for Wheels, Second Man for Tilt, Help for two Kiddie Rides; Truck Drivers preferred. Now operating.

JACK KELLY MILLER AMUSEMENTS.

55th St. & La Grange Road, La Grange, Ill.

WANTED

CONCESSIONS: Block Pitch, Frozen Custard, Bumper, Hoop-La, Airplane. Shows with own outfits. Will buy Auto Kid Ride. FOR SALE: Photo Gallery.

MIDWAY OF MIRTH SHOWS
Hillsboro, Ill., this week

AGENTS

FOR OVER 12 GAME WANTED

JUNE SORENSON

c/o Hennies Bros.' Shows

Little Rock, Ark., this week; then per route.

WANTED

2 PLAYERS FOR ZOO

ALL SUMMER'S WORK.

FRED HARVEY

Phone: Wickliffe, Ky., 253

WANT FOR PEARLENE SHOWS

Help on Wheel and all Rides. Any Show of merit. Concessions—Photo Mug, all kinds of Stock Stores. Wire

Underwood & Jenkins

Covington, Okla., May 3 to 7

OHIO VALLEY SHOWS

Want Shows and Concessions. Want Agents for Beat-the-Dealer. Wire

ROXIE HARRIS

General Delivery, Kenton, Ohio, this week.

Hazel Park Opener Good for Lee Org Despite Weather

HAZEL PARK, Mich., May 1.—Despite cool weather, Lee United Shows played to attendance reported far ahead of last year's bow-in here and business was up accordingly. General Manager Harry Taylor returned from Mississippi, where he purchased a searchlight for the midway.

Shows have a new office wagon and front gate, large spotlights, two new tractors and trailers and much new canvas. Mr. and Mrs. Alton Dennis are awaiting delivery on a new house trailer.

Staff and personnel includes Charles Lee, owner; Harry Taylor, general manager; John (Buck) Bowden, ride superintendent; Johnny Payne, searchlights; Allen Collins, mechanic; Glenn Preston, electrician, and Mrs. Charles Lee, office.

Bill Porter's concessions have these agents: Scales, Frank Gobeski, age, Russell (Bob) Pugh, and novelties, Glenn Sturgeon. Dave McKnight has kiddie autos; Turtle Joe Gobeski, Hobby Horse; bingo, Bob Braddock, caller, and Alice Porter and Esther Schroepel, agents; photos, Louise Preston, Minnie Eaton, agent; fish pond, R. V. Margodt, R. Remington, agent; ball game, Ginger Intricse; pitch, Jack Winters, Virginia Stuart-out, agent; balloon darts, Pete Kinmond; fish pond, Emma Delfin; long range gallery, Tommy Paddles, Ralph Bennett, agent; stringer game, Frenchy Intricse; buckets, Harry Lewis, Charles Johnson, agent; ball game, Sunshine Lewis; pan game, Bob Lewis, Peggy Odber, agent; penny pitch, John Freeman, and punk rack, I. A. May, William Capperel, agent.

Lela Nelson has three stores; Sheik Hennessee, darts; Juanita Hennessee, coke bottles; Mr. and Mrs. Alton Dennis, hoop-la; Gabe Kent, blowers; Red Jewell, clothespin pitch; Lee Margodt, candy floss, and Grace and Jerry Haywood, popcorn. Penny Arcade agents are Earl Richey and Albert Walters.

Rides and operators are Merry-Go-Round, Mr. and Mrs. Smith; Tilt-a-Whirl, Gene Crowley and Glenn Duckson; Spitfire, Whitey Smith and A. Collins; Ralloplane, Jack Weiner and Karl Hammond; Ferris Wheel, Fred Schroepel and Robert Smith.

Ecker To Head Independent Midway at Chicago Fair

CHICAGO, May 1.—Bernay Ecker, at one time associated with various carnivals and more recently with Orville Cullerton in the promotion of sportsmen's shows, will have charge of arrangements for the independent midway at the first Cook County Fair here this summer.

The announcement was made by Cullerton, the fair's managing director. The Johnny J. Jones Exposition will supply all rides and shows and some concessions at the fair.

Rocco & Son's Midway

ST. PAUL, May 1.—Shows, owned and operated by Rocco and son, are set to open on Ramsey Playgrounds here May 8-16. Quarters work is completed. Two semi's have been converted into side shows, both mounted with lighting effects. Org will have a Funhouse. Outfit will carry 9 rides, 4 side shows and 30 concessions.

Brownie Amusement

PRAGUE, Okla., May 1.—The show had fair business here week of April 19. On Saturday it stormed at show time and the night was lost. No damage was done.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Book Ends, Ga.
May 1, 1948.

Dear Editor:

We sincerely believe that this show has the largest staff of all shows, with each of its members seeing that all agreements between the Ballyhoo Brothers and the independent show and ride operators are lived up to. All contracts are verbal, which calls for men with keen memories to give everyone a fair deal. Under verbal contract are 15 independent show operators and 20 independent ride owners. Adding the two numbers gives us 35 lot layout men without counting the guy who draws a salary for the job. According to the verbal contracts, if our memories serve, the 15 show operators each are entitled to the first-in on the right-hand side locations. We have so many first-inners that the word "first-in" means that the first in town grabs stakes and lays out his squatters rights. All our paid locator does is to lay out a horseshoe with lime and yell: "There it is. May the best man win." However, he always locates the main entrance at the back end of the lot and switches it to the front after everyone has picked his spot. That gives the midway room for concessions.

Again adding the 15 show operators and the 20 ride owners, we get a total of 35 press agents without adding the paid tub-thumper, who means nothing on this show, as all he does is take the pictures and copy to editors and sees that they run them. None of the operators will take passes.

Once more, after adding the 15 show operators and 20 ride owners, we get a grand total of 35 general agents without counting General Agent Lem Trucklow, who is an obstinate character who doesn't listen to his 35 co-workers, who remember what towns they grossed heavily in in 1926. Now we're getting to the largest staff on the shows. The already accounted for general agents are augmented by 100 concession owners and agents; 75 sticks and their wives; 32 ball game queens and their dogs; 120 cooks, waiters, custard dippers, griddle men, popcorn poppers, ride hands, canvasmen, chorus girls, polers, chaulkers, tractor drivers and Sam, who gets no salary for keeping the rest rooms clean. Each of those mentioned is a walking, talking bureau of advance booking information. They know the open and

closed towns, lots nearest to bars, hotels that don't ask for room rents on the line, the right and wrong in burgs and what other carnivals grossed in each town. Added to that information is other valuable data, such as "The bookie in towns who always give show folks good breaks," and the names and addresses of the towns' most influential chambermaids, hashers and laundry queens.

So enthusiastic are our total sum of agents that meet in the cookhouse over such info as "We're on the wrong route. I know a perfect route for a show of this size, and I could have booked it solid for fairs by postal card," that the "Like hell you cans," and the "Ten will get you 20's" can be heard downtown. Their booking is an open book for open dates.

Besides the accounted-for locators, press agents and general agents we have a contingent of advisers, suggesters and pointer-outers. Adding them all up we have 500 people on the midway, which gives us 500 staff members. Can your census of staffers duplicate our record?

Poor Weather Hurts Happyland '48 Debut At Dearborn, Mich.

DEARBORN, Mich., May 1.—Happyland Shows, operated by John F. Reid, did fair business on a 17-day stand at Wyoming and Ford roads here, just across the street from the Detroit city line, under auspices of the Sportsmen's Club. The shows bowed with only rides. Weather was bad with the exception of one day when the temperature soared to the 80 mark. Crowds failed to measure up to previous years.

Reid has added two new army-type searchlights.

Org's free-act policy goes into effect this week-end at Port Huron, 60 miles north of Detroit, which will be the first road engagement of the season. Happyland Shows will play Port Huron under sponsorship of the local Trades and Labor Council. The Three Vesses, high act, will work the Port Huron date and will be replaced by the Teeter Sisters, who will remain with the org the rest of the season. All shows and concessions will join at Port Huron.

WANT
GENERAL AGENT WHO CAN PRODUCE
Salary no object for right party. Promoters, contact. Good proposition. Want Bingo, Cookhouse and Popcorn. Making a change. A few choice Concessions open.
BOX D-306
c/o THE BILLBOARD
2160 Patterson St. Cincinnati 22, Ohio

FOR SALE
Trucks, Tractors, with or without Rack Body or Van Semi Trailers. 1942 Chevrolet 21-Passenger Bus, mechanically and rubber good on all. 30x50 Top with Sidewall, Seats and Proscenium for Girl, Posing or Jig Show; 20x100 Top with Sidewall and Annex Proscenium; 30x60-inch Blow Ups for Girl or Posing Show. All canvas Green.
L. ED ROTH
1284 Hart Road, Columbus, Ohio

MR. SHOW OWNER
I hold contract for A-#1 Fourth of July Celebration in thriving Ohio town, sponsored by the Legion and Vets combined. Good contract. If you can use, contact me immediately.
HARRY E. WILSON
Majestic Greater Shows, Lemoyne, Pa., this week.

CAN PLACE
Live wire Concessions for one-day Thrill Show. Open May 21. Long season. Write or wire:
THEODOR MEGAARDEN
235 W. 46th St., New York 19, N. Y.

GIRLS WANTED GIRLS

Experienced, attractive dancers for Girl Show Revue, also inexperienced girls for Posing Show.

House trailer sleeping accommodations and transportation furnished.

TOP SALARY GUARANTEED

Wire, don't write. Opening Friday, May 7.
All replies to
EDDIE LLOYD
WORLD OF PLEASURE SHOWS
Battle Creek, Mich., this week.

JACK J. PERRY SHOWS

Want Side Show, with or without transportation; Wild Life, Snake and Motordrome. D. D. Nelson, contact; important. Want Ride Help in all departments. Semi Driver and Foreman for Smith & Smith Chairplane. Ted Carter, wired you. A few 10c Concessions open. "X" on French Fries.

WANT ELECTRICIAN AND FREE ACT TO JOIN ON WIRE

Join a winner with a guaranteed route. Our first four prove it. Wire or write:
JACK PERRY, Mgr.
Kannapolis, N. C., this week; then the Veterans' Second Annual Spring Fair, Albemarle, N. C., week of May 10.

WANT WANT WANT

McBRIDE BROS.' SHOWS

MOCKSVILLE, N. C.

SPRING JUBILEE. SPONSORED BY V. F. W. MAY 10-16

Want Fish Pond, High Striker, Bumper, Coke Bottle, Clothes Pin Pitch. Can use good Ride Help. No drunks. Can use Agent for P.C., Hanky Panks, Penny Pitch, Scales and Age. Frank Sjercher, get in touch with Mrs. Reed. Charlie Ramsey wants to hear from Pee Wee, the Jig.
RANDLEMAN, N. C., this week.
P.S.: Johnnie Hatcher, get in touch with Clyde Parrish at once.

ANDERSON'S GREATER SHOWS

THE FINE OLD SHOW WITH THE GRAND OLD NAME

All Stock Concessions open: Will sell Exclusive on Custard, Novelties, Jewelry, French Fries, Pronto Pup. Good opening for String Game, Slum Blower, Bowling Alley, Hit and Miss Ball Game, Knife Rack, Clothes Pin and Shooting Gallery.

Can place Flat Ride, prefer Tilt or Octopus, for 25%. Office will pay \$50.00 per week to right party. Need Ride to fulfill our Kentucky and Virginia contracts.

Ride Help: Working Men in all departments, Foreman for No. 5 Eli and Second Men on all Rides. Best of treatment, long season. All Useful People, come on, will place you.
W. M. Jarvis wants Griddle Man for first-class Cook House.
GAINESBORO, TENN., this week.

GREAT SUTTON SHOWS

WANTS RIDES AND CONCESSIONS FOR STAR STUDDED ROUTE OF STRONG STILL DATES, SPRING CELEBRATIONS AND FAIRS

CONCESSIONS: Will place Merchandise Wheel that can and will work for Stock. Will place 6 Cat Outfit that works for Stock. Also Candy Apples, Candy Floss, Pig-in-Blanket, Coke Bottles, String Game, Hoop-La, Cat Racks and any Legitimate Concessions.

RIDES: Will place Roll-o-Plane, Octopus, Scooter, Spitfire, or Caterpillar. Also have opening for Kiddie Boat Ride or Kiddie Roller Coaster. High Pockets Landrum, contact me at once. **CAN PLACE:** Operators for two of the most beautiful Girl Shows on any Motorized Show. If you have People, Wardrobe and know how to make money, contact me. Beginners, stay where you are; I want Experienced Operators. Buddy Buck, if you are still interested, wire. **CAN PLACE:** Ride Help and Showmen of general capacities at any and all times.

HAVE OPENING: For Experienced Bingo Counter Men. Can place Billposter with own transportation. Jess O'Dell wants Half-and-Half and General Side Show Help, to join immediately.

CAN PLACE: Monkey Show, Wild Life Exhibit, Bottled Punk Show. Also would give excellent proposition to owner of Motordrome. Address:

F. M. SUTTON JR., Mgr.

Alton, Ill. (downtown), this week. First Show downtown in ten years.

PENN PREMIER SHOWS

worlds • cleanest • midway

WANTED FOR PROVEN TERRITORY

CONCESSIONS—Can place Ball Game, Photo, Fish Pond, Dart Balloon, String Game, American Palmistry, Hoop-La, Long Range Gallery, and any other Legitimate Concessions.

WANTED—One Agent for Head of Count Store.

CAN PLACE—High class Penny Arcade.

Our Celebrations and Fairs start the last week in June.

All mail and wires to:

LLOYD D. SERFASS, Gen. Mgr.

MIDDLETOWN, N. Y., this week; MATAMORAS, PA., following.

CAPELL BROS. SHOWS

America's Cleanest Midway

WANT

WANT

A few more Stock Concessions: Pitch-Till-You-Win, String Game, Darts, Fish Pond, Hoop-La, Ball Games, etc. Want capable Manager for 150-foot Side Show; must have Inside Attractions. This is a new outfit with Double Deck Banners. (No Vest Pocket Magicians.) Misrepresenting cause of this ad. Can always place sober Working Men on Rides. If at liberty, come on. Top salaries. We have 15 Fairs and Celebrations contracted, starting in June, with short jumps and bona fide dates. Address: H. N. "DOC" CAMPBELL, Mgr., HOBART, OKLA., this week; then per route. P.S.: Mr. Beekman, with Elephant and Bear, please contact at once; important.

JOHNNY J. DENTON #2 UNIT

HARLAN, KENTUCKY, ALL THIS WEEK

Having a tough time? Then come over with the show that has just finished its seventh red one. Will book one or two more Stock Concessions that can measure up to the high standard of this show. Tops need not be royal blue. Need two more sober and reliable Ride Men as we have just taken delivery on one more new ride, bringing our total to nine. Need one good Grind Show to round out our line-up of shows. All replies to BOB ROBERTSON.

WANTED AT ONCE

Bingo Counterman, Six-Cat Agent, Wheel Agent that can deal stock. Bingo Help. Contact D. D. MEADOWS,

C/O SUNSET AMUSEMENT COMPANY

SEDALIA, MO., this week; CHILLICOTHE, MO., next.

LONE STAR SHOWS

HAGERSTOWN, INDIANA, MAY 7 TO 15

HELP WANTED—Foremen for Octopus, Roll-o-Plane, Ferris Wheel, Chair-o-Plane, Auto Speedway and two Kiddie Rides. Second Men for Merry-Co-Round, Tilt-a-Whirl and above Rides. Come on, will place you. Top salaries, \$35.00 to \$60.00 per week. Cliff Trantham and Cy Darling, wire if coming or not. Can place good Mechanic with own tools.

Address all mail and wires to J. R. McSPADEN, Hagerstown, Ind.

P.S.: Pay your own wires.

JOHN McKEE SHOWS

WANT

WANT

Pit Show, Animal Show, Educational Shows. Will book Spitfire, Ridee-O, Pretzel. Also Stock Concessions. Can use good Billposter, one with sound car preferred. Headed for Adrian, Michigan, for Big July 4 Celebration. Address:

Fairfield, Ill., this week; Danville, Ill., week May 10.

CLUB ACTIVITIES

National Showmen's Association
154 Broadway, New York

NEW YORK, May 1.—Final meeting of the season held in the club-rooms Wednesday (28) night was presided over by President James E. Strates, who took a night off from his shows to wield the gavel. Highlight of the meeting was the presence of Executive-Secretary Walter K. Sibley on the dais after being absent thru a 10-week siege of hospitals and operations. Secretary Sibley thanked all who had extended their sympathy and well wishes via letters, cards, telegrams and phone calls, which made such a stupendous total as to make it impossible to respond individually—so thanks a million everybody.

Another highlight of the session was the report of the ways and means committee on the plans for a money-raising campaign to secure funds for a club building. The discussion made it appear a reasonable certainty the fund will be raised this year. On the dais with President Strates were President Emeritus George A. Hamid, attorney Max Hofmann, Dr. Jacob Cohen and Chaplain Fred Murray. There was a fine attendance for this time of the year at both the meeting of the board of governors and the general session.

Among recent visitors at the club-rooms were George Bernert, Springfield, Mass.; Max Gruberg, of Philadelphia; Moses Kanarik, Frank C. Miller, Frank Capell, James Peterson, Louis Stern, Lazarus Fink, Max Eichholz, Charles Buckbaum, Abe Rapps, Stanley Levy, Dr. Emil Eichel, Max Kassow, Sam Robbins, Ward Graves, Joseph Hughes, Al Janpol, Saul Eichel, Louis Aarons, Edward Goldman and C. R. Sullivan.

Letters being held here for Willie Stein, Sam Tone, Pete Gasca, Sim Kerner, Harry Mirsky, Sam Berger, Sam Murphy, William H. Redmond Jr., James O'Brien, Jack Siegal, Charles Schwartz, S. Clair and Francis Murphy.

On the sick list are Jack D. Wright Jr., Petersburg (Va.) Hospital; Jack Alfred, President Hotel, New York; Eugene Gutman, Northwood Sanitarium, Saranac Lake, N. Y.; Irving Udowitz, Wards Island, New York; True Perkins, Farm Colony, Staten Island, N. Y.; Earl H. Feek, 323 Clinton Street, Syracuse; James Cox, Pawling Sanitarium, Wynantskill, N. Y., and Harry Koretsky, Veterans' Rest Camp, Mount McGregor, N. Y.

George G. Johnson writes from Prell's Broadway Shows that business is good. C. R. Sullivan is leaving for Virginia Beach, Va. Clubrooms are to get a spring cleaning.

Ladies' Auxiliary

President Queenie Van Vliet welcomed Dolly Udowitz at the regular meeting. Fay Goldman offered to do all auxiliary printing free if furnished the paper. Her offer was accepted. A note and check were received from Gladys Rosenthal in appreciation of auxiliary work.

Bess Hamid sent in a check to cover the expense of a bronze plaque. More afghans were delivered to the U. S. Marine Hospital, Staten Island, by Anita and Johnny Pineapple, who also gave a show there in conjunction with the Empire Entertainers. This group includes auxiliary members Anita Goldie, Fredi Coleman, Shirleen O'Brien, Recca Rousseau, Mildred Pouch and Cynthia Nelson.

Celia Forman won the dark horse at a farewell social. The past president's card party earned a neat sum. Lillian Elkins has returned to the road. Fredi Coleman, Helen Young, Anita Goldie, Fay Goldman, Recca Rousseau and Clair Priddy caught the B & V Shows at Garfield, N. J. Mr. and Mrs. Justin Van Vliet, owners,

Showmen's League of America
400 So. State St., Chicago

CHICAGO, May 1.—Second Vice-President Lou Keller presided at the closing spring meeting Thursday (29). With him at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

The welfare committee reports Orval (Whitey) Harris is coming along nicely.

Ned Torti is donating the flags to be placed on graves in Showmen's Rest Decoration Day.

Chairman Rube Liebman assures us the membership committee will get into action at once, so please cooperate when he writes you.

The sick list still includes Al Latto, W. C. Deneke, Tom Vollmen, Marshall L. Green, Eddie Murphy and John A. Barbaro.

Abe Levine stopped over en route to Louisville. Joe Mark was with us after a long absence. Louis Sells, a new member, attended his first meeting. John Dehner spent the day in Chicago. Mrs. Dehner is in Billings Hospital. Paul Miller came in from the East.

Ladies' Auxiliary

Mrs. Sam Gluskin, president, wielded the gavel at the April 22 meeting in the Sherman Hotel.

Also on the rostrum were Phoebe Carsky, first vice-president pro-tem; Mrs. Lena Schlossberg, second vice-president; Carmelita Horan, treasurer, and Elsie Miller, secretary. Invocation was given by Mrs. Ralph Glick, chaplain.

Mary Lou Filograsso, daughter of Mr. and Mrs. A. L. Filograsso, recently underwent an operation.

Mrs. Lillian Woods is ill at her home in Lake Marie, Ill. Jeanette Wall also is on the sick list.

Final meeting of the season is slated for Thursday (6). Membership drive opens soon with Viola Fairly as chairman.

Mrs. Margaret Hock and Mrs. Henry Belden, both past presidents, were appointed to make arrangements for rooms for the bazaar scheduled to begin November 26.

Mrs. Nan Rankine, past president, returned from a Florida vacation.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 1.—The club celebrated its fifth birthday April 24. Isabell Brantman, chairman of the house committee, was in charge of arrangements and was assisted by Violet Watson, Josephine Glickman, Gussie Breger and Esther Meyers.

Past President Pearl McGlynn acted as mistress of ceremonies, with entertainment furnished by Ruth Clinton, Isabell Brantman, and Ralph Pope and his son, Skippy.

Others present included President Lucille Hirsch, Mae Oakes, Claire Sopenar, Marianna Pope, Edna Stenson, Rebecca Daniels, Jennie Catrombone, Edna Burrows, Biolet Rohrbek, Grace Guthrie, Ann Young, Helen Wettour, Estelle Swiader, Martha Witters, Anna Graebert and Betty Broderick, the last named of Crown Point, Ind.

Guests were Larry O'Keefe and Ralph Pope.

Past President Edna O'Shea Stenson was in charge of the social held April 20. Ann Sleyster won first prize, Violet Watson and Mildred Maniloff shared second and Lillian Lawrence and Lorraine Surak shared third.

Next meeting is scheduled Tuesday (4), with the rummage sale at 2818 Lincoln Avenue set for Monday (10).

Ruth and Harry Shriber and Elizabeth Gregory entertained in the cookhouse.

Pacific Coast Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, May 1.—Short session Monday, April 26, was conducted by Vice-President Joe Krug. Secretary Ed Mann, Treasurer Al Weber, Chaplain Jack Hughes, Past President J. Ed Brown and Pat Shanley, guest, also were on the rostrum.

Guests introduced included Dan Gordon, introduced by Ed Mann; Roddy Hughes; Pat Klonsky and Pat Shanley, introduced by Eddie Brown, and Dan Ara, introduced by Joe Krug. All gave short talks.

It was reported that Barney Tulley is ill in a Los Angeles rest home.

A vote of thanks was given those who donated their time and efforts in unpacking and arranging the new leather chairs in the club's auditorium. Joe Blash Jr., who donated a lot of new smoking stands, also was given applause.

Drawing was won by Al Weber. He donated his winnings to the building fund.

Ladies' Auxiliary

Regular meeting was held April 26, with First Vice-President Charlotte Cohen presiding. Special guest was Mrs. Elvera Iverson, who was introduced by Minnie Fisher.

Letters and cards were read from Ann Stewart and President Madge Buckley, the latter en route to Ogden, Utah, to visit Nina Rogers.

Reported on the sick list were Past President Alerita Foster and Gladys Young, Alice Blash and Blossom Rob-

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, May 1.—With many of the shows already on the road, attendance at meetings is made up mostly of the home guards. President Marie Bailey goes all out in making the meetings interesting. Bingo is played each meeting night, and Lucille King, house committee chairman, always has a lunch ready.

Madame Delma donated a davenport and chair to the club.

Gladys Macky has been discharged from the hospital and is recuperating at her home. Allerita Foster enters the hospital soon to undergo surgery. Martha Kenyon is in the East, called there by the death of her brother.

Clarence and Inez Allton recently celebrated their 23d wedding anniversary.

The door prize, donated by Nora Bagby, was won by Marie Mead.

inson are reported showing marked improvement. It was reported that Margaret Atkinson's husband is ill.

Called on for short talks were Estelle Wampler, third vice-president, who has been on the sick list; Nancy Meyer, Sally Flint and Elvera Iverson. The door prize, donated by Sally Flint, was won by Donna Day. The bank award went to Emily Bailey. Marie Meade made a donation toward the Frigidaire.

Hostesses for the evening were Florence Lusby, Maree Rhodes and Ann Waterman, house chairman. Bingo was played and lunch served, the men being invited.

NEW ISLAND PARK

OPENING SATURDAY, MAY 15

Completely renovated—new management—Central Pennsylvania's most beautiful amusement park featuring

Crystal clear Swimming Pool—Roller Skating—Free Picnic Grounds—Fireworks and Free Weekly Attractions.

RIDE OWNERS—Will book or buy Tilt-a-Whirl, Whip, Caterpillar, Steam Train. Ideal spot for Pony Track and Saddle Horses.

CONCESSIONAIRES—Have opening for Custard, Floss, Popcorn, Candy Apples, Ball Games, Blower, Photo, String Game, any attractive park stand. Marvelous spot for Penny Arcade.

Attractive proposition for experienced Skate Rink Manager. Rink in operation all year around.

Time and choice space limited, contact immediately.

E. R. CARAVELLA, Secretary Phone 2063, Sunbury, Pa.

F. H. CARAVELLA, Owner-Manager

TRIANGLE SHOWS

WILL BOOK

Candy Floss, Novelties, Jewelry, Scale and Age, all kinds Slum Concessions, Ball Games, Water Games, Slum Blower, Swinger, etc. Will book Snake or any Pit Show. Want capable, sober Ride Help, semi drivers preferred. This week Newport News, Va.; week of May 10, Petersburg Pike, Richmond.

WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

Battle Creek, Mich., May 7-15

Want Glass House, Monkey, Animal, Wild Life, Mechanical City and other worth-while attractions.

Can place Merchandise Concessions of all kinds. Especially want Penny Arcade.

Ride Help that can drive semis. Operators for Tilt, Wheels, Kiddie Rides and General Help on all rides. Mechanic's Helper with experience.

Have for Sale—Khaki Tent, 30x50 with nine-foot wall (new), 20x40 with nine-foot wall (used six times); Marquee for front entrance (blue), in fair condition.

JOHN QUINN, Mgr. Battle Creek, Michigan

WALLACE & MURRAY

Want Concessions such as Duck Pond, Photos, Darts, Devil's Bowling Alley, Hoop-La, Pitch Till You Win, Slum Spindles, Jewelry, Cork Gallery, Long and Short Range Galleries and Ball Games. Can place Bingo for season. Playing good Bingo territory. WANT Shows such as Wild Life, Monkey Show and Girl Show; liberal percentage. Darling, contact us. Will furnish top and equipment to capable Showman who can frame and manage Side Show. Want Second Men on Tilt-a-Whirl and Ferris Wheel; must drive semis; top salary. Bob Savage, get in touch with David A. Wise. Want to buy set of used Side Show Banners and used Girl Show Banners. All address:

AL WALLACE, Mgr.

Stanley, North Carolina, this week; then the big one, Thomasville, North Carolina, and then into the coal fields of West Virginia and Kentucky.

MAJESTIC
GREATER SHOWS

FIRST IN AGAIN

Can place for Rochester, Penna., and other top Pennsylvania spots; also long season of Fairs and Celebrations.

CONCESSIONS—Photos, Short Range Gallery, Novelties, Arcade and other 10¢ Merchandise Concessions. ESPECIALLY GOOD PROPOSITION FOR SIDE SHOW WITH OWN EQUIPMENT.

GET WITH A WINNER

Address: SAM GOLDSTEIN, Lemoyne, Penna., this week

BRIGHT LIGHTS EXPOSITION
SHOWS
World's Brightest Midway

Firemen's Celebration, Charles Town, Jefferson County, West Virginia, week May 10th.

Want Shows of all kinds. Have complete outfits for same. Good opening for Motor Drome, Monkey Speedway, Penny Arcade, Girls for Girl Show, Working Acts for Side Show. Also Man to make openings. Place Minstrel Show, have complete outfit. Place Concessions, must be legitimate—Photos, Devil's Bowling Alley, Huckley Buck, Balloon Darts, Addem Darts, Coke Bottles, Basketball, Jewelry, Snow Balls, Bumper, String Game or any Concessions not conflicting. Ride Help, must be sober and reliable. Write or wire

Covington, Va., this week; Charles Town, Jefferson County, W. Va., week May 10th.

MERIT SHOWS

MAYNARD, MASS., MAY 10-15

Can place for long season several Concessions that work for 10¢—no grift. Opening for Scales, Guess Your Age, Photos, Over 12, Pan Game, Duck Pond, Long Range Shooting Gallery, also Short Range. Want one or two good clean Shows. Several good Ride Foremen that can drive. Address all mail to

HENRY (SONNY) FINNERAL

215 LINCOLN ST., LOWELL, MASS.

TEL: LOWELL 27981

GAIETY SHOWS

Want help on Freddie Blyth's Bingo, semi-drivers preferred. Want Bottle Ball Game, Penny Pitch and Slum Stores. Want Freak Show, Five-in-One, etc. Can use Two more good Men on Rides.

Anthony Santillo, Gen. Mgr.—Samuel Brockler, Secy.-Treas. Hornell, N. Y., this week; Newark, N. Y., next week.

BARNEY TASSELL UNIT SHOWS

Want for Orange, Va., right in center of town, week May 10

Merry-Go-Round, Grind Shows of merit and legitimate Concessions. Can place Ride Men, Agents and Electrician.

Week May 17, Culpeper, Va. Write or wire this week, West Point, Va.

P.S.: W. (Mumbles) Watterman! Answered your wire. Please contact.

METRO-AMERICAN BANNER SHOWS

Will book, buy or lease Ferris Wheel, Tilt, Octopus or any Flat Ride. Can place Shows with own transportation; low percentage. CONCESSIONS—Basket Ball, Darts, Buckets, Stock Wheels. Playing large industrial cities in New England for 22 weeks. Can use sober Ride Help that drive. Agents, come on. All replies:

O. PHIL RAY, 253 Lockwood St., Providence, R. I.

B & W SHOWS

WALDWICK, N. J., MAY 10-15

Want Grind Stores. Want Fun House and Drome Shows. Have complete outfit for 10-in-1. Lew Graham, I wired you; have outfit for other Shows. Want Foremen for Merry, Wheel, Plane and Caterpillar; also Second Men, come on. Write or wire 404 GARIBALDI AVE., LODI, N. J.

Strates Uses Pix To Kill Waits Between Shows

(Continued from page 72)

adults, all of whom were well heeled with spending money.

A movie trailer, made during the show's Washington engagement by the Associated Movie & Photo Company, will be screened in each of the sit-down shows between performances. Since the flicker contains shots of Nate Eagle's Midget Show, Georgia Sothern's unit, Hollinger's Minstrel Show, George Murray's Motordrome, Capt. Munn's Monkey Show and Claude Bentley's Side Show, in addition to shots of the rides in action and crowd scenes, Owner Strates figures the screenings will not only help to entertain patrons sweating out the wait between ballys but also serve to sell them on seeing the other attractions.

Hollywood Midget

Nelson Thomas, supervising the advance billing, had the town well wrapped in special *Hollywood Midget* and Georgia Sothern paper from 24-sheets down to half-sheet flats. Manager Dick O'Brien worked out a difficult problem when he succeeded in laying out this year's enlarged show on what in the past has always been considered a tight lot.

Edward P. Rahn joined the advance here. Mrs. Roy B. Jones joined concession row with a well-flashed booth. Mrs. Don Truax left to visit her parents at Astoria, L. I., N. Y. Paul Hutchinson, mailman and *The Billboard* sales agent, has purchased a new Main Line house trailer.

Mrs. Annie Gruberg visited.

Buck Chalks Up A Record Debut

(Continued from page 72)

Dream Hour Revue, Jungleland, Varieties, Oddities and 35 concessions. Shows also has three light towers and two searchlights.

Concession Personnel

E. C. Evans concession personnel includes Jimmie, Eddie and Helen Evans, Marjorie Robinson, Steve Minarik, Archie Johnson, Babe Morris, William and Martin Minarick, Steve and Ada Jancoura. George Lee is handling the new Funhouse. Mr. and Mrs. Stephen Mitchell have the mitt camp and scales. Mr. and Mrs. Eddie Evans have a new popcorn and candy apple trailer. Harry Schwartz has a new cat rack in addition to his frozen custard. Luke Seifker is chief electrician. Mrs. Ralph Manning and Mrs. William Beldock are handling main gate ticket sales.

Personnel of Jack Kearns' *Dream Hour Revue* includes Jack and Dottie Kearns, Tanya Powers, Bonnie Lane, Ginger O'Day, Patty O'Neil, Betty Lou Murray, Brenda Price, Sally Ryan, Cora Burns and Charlie Drew. Pete Powers is general manager and Thomas Brady electrician. Bob Roberts has the orchestra and Raymond Burque is property man.

Jones' bingo personnel includes Jean and Julia O'Donnell, managers; Bob Geiger, Bill Johnson, George Reinsmith, Louis Ronemus, George Weaver, Marion Smith and George Gourley.

Visitors included Al Burke, Bill Malarkey, Charlie Marcy; Mr. and Mrs. George Sparks and son, Bill; Mr. and Mrs. Ralph Herrick, Artie Penonalt, Joe Wilson, E. J. Warner, John M. Keeley and Jack Kreag.



TAMPA, WINTER QUARTERS OF THE ROYAL AMERICAN SHOWS, recently paid tribute to that org and its owner, Carl Sedlmayr Sr., at the premiere of "King of the Carnival," technicolor short on Sedlmayr and his org. Premiered at the State Theater, pic drew large turnout, including many local notables. At top, Mayor Hixon is shown gazing at crown he had placed on Sedlmayr's head during the premiere ceremonies, while Sally Rand, wearing a crown symbolic of the Queen of the Carnival, gazes upon the audience. At the bottom is a partial view of crowd which gathered in front of the theater.

Minnow Vs. Whale in Pine Bluff; Gem City Outgulping Ward Org

PINE BLUFF, Ark., May 1.—This community, never a big one for carnivals, this week witnessed an interesting day-and-date tussle between a railroad show, John R. Ward's, and a truck show, the Gem City Shows, owned by Jack Downs. Thru Wednesday, April 28, the minnow was out-swallowing the whale, as the Downs aggregation was gulping down the most business.

Gem City took a big mouthful at the outset, opening Monday, April 26, to a crowd estimated at 3,000. Meanwhile the Ward org was not ready to go. A delay in the rail movement in and the slick, treacherous condition of the clay lot on arrival caused it to muff the night.

Ward Knocks Off Gate

When Ward teed off Thursday it was with free admission to all fems. And Wednesday night the paid gate on the Ward lot was knocked off entirely. Meanwhile the Gem City

Shows continued to hold to its paid gate and was averaging about 3,000 customers per night.

A boon to Gem City is its location, far and away the better of the two. The Downs-owned outfit is spotted adjacent to Taylor Field, local ball park, and at night the park's battery of flood lights are turned on, giving added flash to the shows and enabling easy parking. The Ward Shows, on the other hand, are spotted beyond the city limits at 24th and Main. The lot lacks adequate parking facilities, and its relative remoteness has had its effect.

Free Act Also Helps

Gem City's business has been boosted by the Emanuel Zacchini cannon act, which joined here as the free attraction. Only a few days before the engagement here the Zacchini cannon act family was featured in a big spread in *Life* magazine, and Downs and his aids were

Weather Blanks C&W's Opener

(Continued from page 72)

many years with World of Mirth Shows, in Palisades (N. J.) park. Purtle will handle the touring unit while his wife will run a park unit. He put in an appearance here despite a serious injury received two weeks ago while setting up the park unit.

Also added this year is a Minstrel Show, produced by Russell Judy, another operator used to big crowds and sizable grosses. Judy also spent years in a similar capacity around the WOM. Heading up the cast of 24 performers is Stepin' Fetchit, Hollywood's prize exponent of slow motion.

Besides highlighting the seriousness with which the owners regard the future, the joining of these money-wise operators is an indication of the confidence in future successes.

The lure of (150G gross) Indiana State Fair, which the org will play this year for the second time, is mighty potent. Holding their own creditably are Al Tomaine's Side Show, Singer's Midgets and Hamber's Monkey Show.

The bum break in the weather was hard to take, even tho this date owes the boys little or nothing. The adjacent Camp Lee and its thousands of soldiers added up to several red ones thruout the war years. Tonight's rain came just as the crowd was beginning to reach proportions that caused the partners to hope for a \$5,000 take.

The send-off here was in keeping with tradition, with local merchants springing for full-page newspaper ads and Mayor Mann officiating at opening ceremonies.

Arriving from Florida in time to take over public relations was Wilton Martin, formerly of *The Tampa Daily Times* staff. Show officials include R. C. McCarter, general agent; William Hartman, treasurer; J. E. Walker, secretary; E. K. Johnson, contracting agent; Pete Thompson, lot superintendent; Fred Utter, electrician; D. McDonnell, purchasing agent; Whitey Hewitt, ride superintendent; Jimmy Trump, billposter; Henry Roeller, sound, and Eddie Sterline, musical director.

Richmond Acquires Stadium

RICHMOND, Va., May 1.—The Stadium, Richmond's largest outdoor arena, was transferred from private control to the city this week. The city plans to enlarge and improve the present structure. Alderman Henry W. Woody is chairman of the board of the Richmond Stadium Authority.

quick to cash in on that publicity break. In their radio and newspaper build-up they emphasized the Zacchini act's nightly appearance and this served to up their business. Some patrons, torn between the two shows, first take in the Ward org, then hie to the Gem City lot in time to catch the 10 p.m. cannon act.

Indications are that Gem City will wind up the stand here on the profit side of the ledger, whereas the Ward org will be fortunate if it breaks even. To wind up that way, it will have to finish on an extremely strong note.

For Gem City the engagement here marked the first time this season it presented its full strength. Twelve rides are up and six shows are in operation. Shows are Curtis Hedrick's Girl Revue, Mickey Mansion's Side Show and Monkey Show, Raymond Wallton's Wild Animal Show and the Mickey Mouse Circus. The Penny Arcade also is in operation.

In its move northward to more lucrative territory, the Ward Shows go from here to Nashville, their first stand of the season with any potential.

Bright Lights Bow Brings Fair Biz; Personnel Listed

LYNCHBURG, Va., May 1.—A strong finish Friday and Saturday (23-24) turned the Bright Lights Exposition Shows' season opener here into a tolerable date. A slow start, however, kept the preem performance below expectations.

Shows' staff includes John Gecoma and Lou Heck, co-owners; Frank Z. Hyde, secretary; Frank Norton, electrician; Aubrey Lemmons, lot and transportation superintendent, and Marshall Baugnness, advance.

Shows and their managers include: Side Show, Otis Holder; Minstrel, Pete Howard; Parisian Models, John Till; Hillbilly, Avin Gordon; Snake, Leonard Marshall; Monkey, Frank Chesher; Funhouse, Everett Sarver.

Rides: Merry-Go-Round, Tom Shingledecker; kiddie autos, Paul Bish; kiddie whip, A. J. White; kiddie planes, D. C. Shroyer; Ferris Wheel, William White; Chairplane, Virgil Tedrow; Pony Ride, Vernon Michael; Flying Scooter, Ralph Makin, and the Rolloplane, owned and operated by Mr. and Mrs. Constable.

Concession row includes Dannie Donnini's six stores and bingo; Mike Lucas's cookhouse; Joe and Ann Rae, popcorn and candy apples; Mickey and Margaret Vagell, custard; John Lucas, French fries; Joan Benjamin, candy floss; Hal Roberts, two grind stores; Eddie Mohr, short and long-range galleries; Corda Smith, cigarette gallery; Roy Kramer, pitch-till-you-win; S. C. Constable, scales and glass pitch; Billie Shingledecker, novelties; Mrs. M. Baugnness, penny pitch; Mr. Anthony, diggers; John Stergo, two American palmistry booths; Hattie Dolan, milk bottles; Laverne Daniels and Mary Ann Lucas, cat rackets.

Corda Smith, aerialist, is the free act.

WHEEL FOREMAN
Sober, single, able to take orders from manager and drive semi. Top salary. Join immediately.
Fairway Amusements
WILLS POINT, TEXAS

SAM'S FUNLAND SHOWS
WANT
Concessions — High Striker, Age or Weight, Photo, Bowling Alley, Shows—Small Shows with own outfit. Rides—Will book Merry-Go-Round for season. Nora Boswell wants Ball Game, P.C. and Grind Store Agents, man and wife for Grab. Also Chairplane Foreman. No drunks.
This week, GIBSONVILLE, N. C.

RIDE MEN WANTED
First and Second Men on No. 5 Wheel, First and Second Men on Super Roll-o-Plane. Johnny Markham and Geo. Zeller, get in touch with me at once. All replies to:
TROY E. WILLIAMS
WILLIAMS AMUSEMENT CO.
Ft. Mill, S. C., this week;
Salisbury, N. C., next week.

Red and Babe Cunningham
Contact us at once.
TURNER BROS.' SHOWS
DECATUR, ILL., this week.

WANTED
Drome Rider, female preferred, for straight riding; amusement park. Ticket Seller, Grinder for Illusion Show. Write
W. CALAMARI
RIVERVIEW PARK CHICAGO, ILL.

BURDICK'S GREATER SHOWS
Want Ride Help. Place Concessions: Cook House, Peanuts, Photo Gallery open. Furnish Tops and Fronts for Shows.
IRA BURDICK
Baird, Texas, May 3-8.

Coming Events

CALIFORNIA
Bakersfield—Patrolmen's Rodeo. May 22-23. George W. Corbin, Box 118.
Burbank—Burbank on Parade Celebration. May 14-16. Toni Boudreau.
Hayward—Hayward Rodeo. May 8-9. Cecil Jones, 3311 Dublin Blvd.
Los Banos—Merced Co. Spring Fair. April 30-May 3. D. Oliver Germino.
San Francisco—Sports, Travel & Boat Show. April 30-May 9. F. W. Kahler, Minneapolis.
Sonora—Mother Lode Rodeo. May 9. Lowell Bell, Box 561.

GEORGIA
Atlanta—Automotive Show. May 13-16. F. B. Steward, 1492 Peachtree St., N. W.

ILLINOIS
Chicago—Home Show. May 1-9. P. Van Auken, 111 W. Jackson Blvd.
Rockford—Ill.-Wis. Sports & Travel Show. May 22-31. Harry Clark.

INDIANA
Indianapolis—500-Mile Auto Race. May 31. Wilbur Shaw, 444 N. Capitol Ave.

KANSAS
Anthony—70th Anniversary & Home-Coming. May 26-28. Ray Hayter.
Meade—State Calf-Roping Championship. May 15-16. Glen Kaufman.

MASSACHUSETTS
Boston—New England Home & Food Show. May 24-29. Campbell-Fairbanks, 929 Park Sq. Bldg.

MICHIGAN
Holland—Tulip Time Festival. May 19-22. Willard C. Wichers, City Hall.

MISSOURI
St. Joseph—Apple Blossom Festival. May 6-8. Harold P. Echternach, Chamber of Commerce.
St. Louis—Police Circus at Arena. May 9-23. John A. Harding, 1200 Clark Ave.
St. Louis—Home Builders Expo. May 22-29. J. W. Curry.

NEVADA
Las Vegas—Heldorado & Rodeo. May 13-16. O. D. Adcock, Elks Club.

NEW JERSEY
Atlantic City—Housewares Show. May 29-June 4.

NEW YORK
New York—Travel & Vacation Show. May 3-8.
Sailna, Syracuse—Field Days. May 19-31. Third Ward Men's Club, Syracuse.
Syracuse—Auto Show. May 3-8. J. D. Hayes, McCarthy Bldg.

OHIO
Cincinnati—Home Show at Music Hall. May 15-23.

PENNSYLVANIA
Eagleville—Firemen's Fair. May 19-29. Wm. E. Koffel.

TENNESSEE
Humboldt—W. Tenn. Strawberry Festival. May 5-7. Robt. L. Nicholson, City Hall.
Memphis—Memphis Cotton Carnival. May 9-16. Milton Schmith, Box 302.

Hinkle-Miller Combo Denied
CINCINNATI, May 1.—Milt Hinkle said this week that the Col. Zack T. Miller Great 101 Ranch Wild West Show is not combined with the Milt Hinkle Rodeo, as stated in an advertisement in the April 24 issue of *The Billboard*. Hinkle explained that Miller appeared personally with the No. 1 Hinkle show in Charlotte, N. C., and Macon, Ga., and is currently with Hinkle's No. 2 show, managed by his partner, Radie Evans. *The Billboard* wired Hinkle upon receipt of a letter from Miller, who said he had signed no contract with Hinkle and that he did not expect to sign one. The error, Hinkle said, was made by his clerk in preparing the ad.

Huntley Weds Helen Scott
HUGO, Okla., May 1. — Spencer Huntley and Helen Scott, both formerly with Cole Bros.' and Clyde Beatty circuses, were married here March 16. The couple recently purchased an elephant from the Al G. Kelly-Miller Bros.' Circus and has booked it as a free act on United Exposition Shows for the season. They will be assisted in the act by Frank (Spider) Jones.

TEXAS
Brownwood—Brownwood Regatta. May 16. Joe McDonald.
Elsa—Tomato Fiesta & Rodeo. May 5-9. Thelma Jobs, Edcouch, Tex.
Houston—Houston Sports Show. May 7-13. M. S. Bright, c/o Houston Chronicle.
Vernon—Santa Rosa Round-Up & Livestock Expo. May 4-9. John Biggs.

UTAH
Richmond—Black & White Days. May 19-21. S. Milton Webb.
Vernal—Uintah Basin Jr. Livestock Show. May 6-8. Wm. C. Whitaker.

VIRGINIA
Winchester—Apple Blossom Festival. April 29-30. Tom W. Baldrige, Box 699.

WASHINGTON
Dayton—Dayton Days. May 31-June 1. Merle Gwinn.
Spokane—Junior Livestock Show. May 5-8. P. R. Goldhart.
Tonasket—Lions Club Rodeo. May 15-16. Dr. C. A. Eberlein.
Waitsburg—Days of Real Sport. May 27-29. John W. Reed.

CANADA
Amherst, N. S.—Cumberland Motor Show. May 5-8. Ernest W. Corbett.
Saskatoon, Sask.—Fat Stock Show & Sale. May 27-29. Mrs. Letta Walsh.
Toronto, Ont.—International Trade Fair. May 31-June 12.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

WANT
Sillo Lay Down Agent, Wheel Agent, Clothes Pin Agents. Frank Ross, contact Art Snyder, Jimmie Knapp, Clarence Sampbell, Bill McHugh and Barbershop Red, contact W. W. Brown. Bingo Counterman, all General Help, come on. No drunks or chasers. All reply:
DAN DONNINI or GARRETT SCOTT, Bus. Mgr.
Covington, Va., this week; Charles Town, Jefferson County, W. Va., week May 10th.

BOHN & SONS UNITED SHOWS
Want for SENECA, MO., this week, and proven route to follow.
All Concessions open except Popcorn, Snow and Floss. Hanky Panks, \$15.00, until Celebrations and Fairs. Good proposition to Cookhouse and Photos. Will book Skillos and Coupon Stores. Can place capable Grind Store Agents and one Skillo Agent. Will book one Major Ride not conflicting with Merry-Go-Round, Wheel and Mix-Up. Will also book Kiddie Rides. Will book Shows with own transportation. Have complete Girl Show for capable Operator with talent. Contact:
CARL BOHN, SENECA, MO., THIS WEEK

FREAR'S UNITED SHOWS
Ridee-O, Fly-o-Plane Foremen. Second Men, come on in; top wages. Henry Cotter, get in touch with Marvin Lemons. Want Manager for 5-in-1, new frame-up; Monkey and Snake Show.
ROY FREAR, Mgr.
HOTEL JAYHAWK, ATCHISON, KANSAS

BEAM'S ATTRACTIONS WANT
Chairplane Foreman. Can offer excellent opportunity. Concession Agents. Operator for Girl Show. Can book Age, Scales, Photos, Shooting Gallery, Arcade. Rides wanted: Spitfire, Roll-o-Plane, Octopus. Write or wire:
M. A. BEAM, Windber, Pa.

CENTRAL STATES SHOWS
WANT
Photo Gallery, Stock Stores, Hanky Panks, String Game, Long Range Lead Gallery, Novelties, Buckets, Custard or Ice Cream, Basket Ball, Hi-Striker. What have you? **WANT SHOWS**—Girl Show or Posing Show. Operator must have good talent. Have complete equipment ready to go. Will book Mechanical Show, Iron Lung, Midgets or Fat Show. Want to buy complete Six Cat Joint, must be late model, no junk. Want Wheel Foreman for \$5, must be sober and dependable. Wire or phone **W. W. MOSER** as per route: Race Meet, Russell, Kansas, May 3-8; Enid, Okla., May 10-15.

LONE STAR SHOWS
HAGERSTOWN, INDIANA, MAY 7 TO 15
All legitimate Concessions come on. Privilege \$15.00 to \$20.00. Everything open except Bingo, Popcorn, Floss and Penny Pitches. Have good route north into Michigan. All pay-roll towns. Have free gate and no racket. Address all mail and wires to
MYRTLE McSPADDEN, Hagerstown, Indiana.
P.S.: Pay your own wires.

fiddlers United Shows
WANT
STOCK CONCESSIONS OF ALL KINDS. SHOWS WITH OR WITHOUT OWN TRANSPORTATION. GOOD RIDE HELP WANTED AT ALL TIMES. MUST DRIVE SEMIS. Address: **OGLESBY, ILL., this week; then STREATOR, ILL.**

WANT
Wheel Foreman, Agent for office owned concessions. Man for well framed Unborn Show, Foreman for Kid Rides. Will book Stock Concessions of all kinds. First celebration middle of June.
BOGLE & REESE SHOWS
Greenfield, Mo.

C. A. STEPHENS SHOWS WANT
RIDES: Spitfire, Octopus or Tilt. SHOWS—Any Grind Show of merit. CONCESSIONS—A few choice locations, no X. Sam Housner, wired you; get in touch, job open. Custard, Novelties open.
WISE, VA., this week; JONESBORO, TENN., next.

UNDER THE MARQUEE

(Continued from page 67)

Clyde Beatty Circus. He will remain on the show for the season driving his fire truck overland.

Dr. H. F. Troutman, Logan, W. Va., caught night performance of Dailey Bros. there April 27, reporting big biz. He and his wife (formerly Florence Wallett, of the Riding Wallett Family) saw King Bros. in Logan May 3.

That old saw, "Money isn't everything," isn't all right with a manager who has animals, 300 people to pay and railroad moves to worry over.

William (Billy) Wilson post cards from Columbus, Miss., that he no longer is with Cole Bros.' Circus for whom he was advance special agent. Wilson says his present plans are indefinite.

The George Hanneford family played host to numerous friends during the Clyde Beatty Circus stand in Los Angeles. Among daily visitors were Poodles and Gracie Hanneford and the engagement marked the first time in many years that the family had been together.

People listen to openings made by side show talkers who haven't been listened to in office wagons for years.

E. J. Floyd, who closed his season as billposter with Clyde Bros., was a Chicago visitor April 30. He reports he will go out this week with Jimmie Lynch's Death Dodgers as billposter.

Roland J. Weber, Chicago, has his miniature circus on display at the Boston Store in the Windy City. Weber reports he will play no fairs this year but there is a possibility he will have his show on display at the Chicago Railroad Fair.

Remember the days when we answered a towner's questions with: "I don't know. Just joined the circus yesterday."

Jake J. Disch, known professionally as Officer Corrigan, the Clown Cop, visited the Chicago office of *The Billboard* to report that he was beaten in the recent aldermanic election in Cudahy, Wis., by six votes. "I held the office for eight years and that's enough," Disch said. He reported that on election day he was playing a celebration at Monroe, Wis. In Chicago, Disch was visiting his son, William.

Members of the R. V. Lewis band and minstrel annex attraction on Cole Bros.' Circus include Lewis, who directs the band and plays lead trumpet; John Webb, trumpet; F. Woods and Bob Howe, trombones; Hooks Tilford, sax; William May and Noah Robison, bass; Shufflin' Sam Square, drums and comic; Irene Lewis, interlocutress; Tiney Glass and Louise Jackson, soubret, and Billy Dee, comic and song and dance man.

Stories about long runs show trains made in the past didn't excite a privilege car operator who only wanted to know, "How long did it take them?"

Former circus agents meeting recently in Gadsden, Ala., included J. Raymond Morris, advertising agent for Cavalcade of Amusements; J. C. Admire, press agent for the Harry Lottridge Shows; Johnny Cousins, advertising agent for the Royal Crown Shows, and Sam B. Warren, business agent of the Silas Green From New Orleans Show which played Gadsden April 16. Admire and Morris were Warren's guests at the night show.

Peace between two opposition billing brigades is a pretty ideal, even tho in the opinion of an old-timer it's totally unshowmanlike.

Among visitors to the Clyde Beatty Circus during its engagement in Los

Hamid Inks Roanoke And Hendersonville

NEW YORK, May 1.—George A. Hamid, head of the booking office bearing his name, this week announced the inking of two additional fairs, Roanoke, Va., and Hendersonville, N. C.

Roanoke, which is being staged under the auspices of the American Legion, will have a band and eight acts. Annual, which will have the John H. Marks Shows on the midway, will operate the week of August 23.

George Jr. inked the Hendersonville contract which calls for a stage-show, auto races and a thrill show. A new 4,000-seat grandstand is being constructed.

Angeles were J. Ed Brown, S. L. Cronin, Walt Matthie, Billy Hoffman, Stella and Billy Hamilton, Sam Abbott, Bud Richards, Doug Rhodes, Mr. and Mrs. Bob Wolverton and daughter, A. F. Ziegelmeyer, W. R. Colvin, Harry Quillen, Snapper Ingram, Johnny and Ruth Strong, Kenny and Edris Hull, Mabel Stark, Eddie Trees, Claude and Pauline Webb, A. Escalante, Bill Dedrick, Richard Brandon, Tom Plank, Bill Bailey, George Perkins, Ruby and Jimmy Wood, C. A. Bucktel, Lou Johnson, Frank Whitbeck, George Emerson and Stan Rogers.

Capt. J. W. Williams has returned to Washington from his home in Indiana, where he spent the past two months preparing his dog act for the coming season. Williams says he will have six dogs this year, with three acting as relief performers.

"Circus biz today is far ahead of yesterday's," advised a fellow in the know. "We've already had a billing war, which is long before five-sixths of the circuses open."

Rex M. Ingham is back at his Ruffin, N. C., animal farm after winding up his school bookings for two units. Mrs. D. B. Shores, who had the bird unit, closed April 23 and rejoined I. W. Boden, burro ball impresario, for her second year as agent. Dr. George D. Barrett will close in June with his animal unit at schools. The Inghams recently visited Mr. and Mrs. R. Z. Bunch, former carnival troupers, who now operate the Whistling Pines Tourist Court at Elizabeth City, N. C.; Mr. and Mrs. John T. Fly, former showfolks, are located at Norfolk, where Johnnie is employed in a shipyard; F. O. (Tarzan) Banks, snake exhibit operator at Seaside Park, Norfolk, and Frederic Heutte, superintendent of parks in Norfolk.

Then there was the early-day billing war in which an opposition brigade boarded with a farmer across from a 60-sheet daub, located at the fork of three roads, where they could watch another brigade's operations, and tear down their paper after it left.

ENDY BOWS WELL

(Continued from page 72)

livery at the next stand, Norfolk, Va. On the midway here were 55 concessions under the management of Jack Gilbert, 18 rides and 14 shows.

Executive staff includes David B. Endy, owner; Louis A. Rice, manager; Vernon Korhn, secretary; Curtis Bockus, general agent; Joe Rowan, special agent; Jules Sciffer, billposter and radio; William R. Hicks, lot man; Neville Baker, purchasing agent; James Zabarski, Diesel and electrician; Enoch Ratzell, sound; Earnest Evans, ride superintendent; Ted Williams, food concessions; Chuck Conners, front gate; Bull Smith, watchman and mail, and Jack Hornsby, *The Billboard* agent.

ROUTES

(Continued from page 64)

- Triangle: Newport News, Va.; Richmond 10-15.
- Turner Bros.: Decatur, Ill.
- 20th Century: Emporia, Kan.
- Twin City: California, Mo.
- United Expo.: Brinkley, Ark.
- Utah Expo.: Orem, Utah.
- Van Billiard: Cambridge, Md., 5-15; Seaford, Dela., 19-22.
- Veterans United: Worthington, Minn.; Le Mars, Ia., 10-15.
- Victory Expo.: Batesville, Ark.
- Victory United: Huron, S. D., 10-15.
- Virginia Greater: Elkton, Md.; Woodbury, N. J., 10-15.
- Vivona Bros.: Roselle, N. J.
- Wade, W. G.: Pontiac, Mich.
- Wallace Bros.: Union City, Tenn.; Memphis 10-15.
- Wallace, I. K.: Gretna, Va.
- Wallace & Murray: Stanley, N. C.; Thomasville 10-15.
- Wallace United: Smithville, Tenn.; Lafayette 10-15.
- Ward, John R.: Nashville, Tenn.
- W. E. Attrs.: Jasper, Ga.; Adairsville 10-15.
- West Coast: Santa Rosa, Calif., 4-9.
- Wheeler, Eddie: Celina, Tenn.; Sparta 10-15.
- White's Rides: Dunlap, Tenn.; Soddy 15-15.
- Williams Am. Co.: Ft. Mill, S. C.; Salisbury, N. C., 10-15.
- Wilson Famous: Galesburg, Ill.; Bloomington 10-15.
- Wilson Greater: Flagstaff, Ariz., 3-9.
- Wolf Greater: Austin, Minn.; Mason City, Ia., 10-15.
- Wolfe Am. Co.: Rocky Mount, Va.; Franklin, W. Va., 10-15.
- Wonders of the World: Temple, Tex.
- World of Mirth: Richmond, Va.
- World of Pleasure: Battle Creek, Mich., 7-15.
- World of Today: Hannibal, Mo.
- Zeller's: Stockdale, Pa.
- Ziegler: Spokane, Wash.

Circus Routes

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

- Bailey Bros.: Vancouver, Wash., 8.
- Beatty, Clyde: Pittsburg, Calif., 4; Vallejo 5; Santa Rosa 6; Eureka 7-8; Ukiah 9.
- Cole Bros.: Kokomo, Ind., 4; Anderson 5; Columbus 6; Indianapolis 7-9.
- Cole, James M.: Perth Amboy, N. J., 5-6.
- Dales Bros.: Pikeville, Ky., 4; Williamson, W. Va., 5; Pineville 6; Mullins 7; Man 8.
- Dalley Bros.: Marietta, O., 4; Zanesville 5; Mount Vernon 6; Newark 7; Cambridge 8.
- Davenport, Orrin: Winnipeg, Man., Can., 8-15.
- Gainesville Community: Lubbock, Tex., 7-8; Sherman 12-13.
- Hamid-Morton: Montreal, Que., Can., 3-8; Ottawa, Ont., 10-15.
- Hinkle, Milt, Rodeo: Raleigh, N. C., 5-8; Danville, Va., 14-16.
- Kelly, Al G., & Miller Bros.: Seminole, Okla., 4; Chandler 5; Stillwater 6; Pawnee 7; Perry 8; Newkirk 9; Arkansas City, Kan., 10; Wellington 11; Medicine Lodge 12; St. John 13; Hoisington 14; Russell 15.
- King Bros.: Beckley, W. Va., 4; Hinton 5; Ronceverte 6; Covington, Va., 7; Staunton 8; Hagerstown, Md., 10.
- Mills Bros.: Warsaw, Ind., 4; Elkhart 5; Valparaiso 6; Hammond 7-8; Kankakee, Ill., 10; Blue Island 11; Geneva 12; De Kalb 13; Rockford 14; Sterling 15.
- Monroe Bros.: Parkville, Mo., 6; Bonner Springs, Kan., 7; Sunflower 8; Wellsville 10; Baldwin 11; Pomona 12.
- Polack Bros. (Eastern): (Baylor Rodeo Stadium) Waco, Tex., 3-8; (High School Stadium) Austin 10-16.
- Polack Bros. (Western): (Auditorium) Oakland, Calif., 6-16.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 9; (Boston Garden) Boston, Mass., 10-15.
- Rogers Bros.: Latrobe, Pa., 4; Natrona Heights 5; S. New Kensington 6; Herminie 7; Jeanette 8; Pittsburgh 10.
- Stevens Bros.: Cheyenne, Okla., 4; Arnett 5.

Misc. Routes

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

- Hollywood on Ice (War Memorial Bldg.) Trenton, N. J., 7-9; (Lyric) Allentown, Pa., 11-15.
- Miller's, Irvin C., Brown-Skin Models (Rosevelt) Pittsburgh, 5-6; (Globe) Cleveland, 8-14.
- Plunkett's Stage Show: Stratford, Tex., 6-8.

R. I. Okays State Bldg. At Eastern States Expo.

SPRINGFIELD, Mass., May 1.—Rhode Island soon will add a building to the official New England group on the Avenue of States at the Eastern States Exposition, officials have been advised.

The Rhode Island Senate recently adopted a bill creating a commission to construct and operate a \$125,000 building at the expo. When constructed all six New England States will be represented.

PLAYING THE GREAT NORTHWEST! Redwood Empire Shows

WANT CONCESSIONS!

String Game, Fish Pond, Stock Stores not conflicting. (Could use reliable, sober Agents!)

If Interested — Write At Once — P. O. Box 391, San Leandro, Calif.

WANT SHOWS!

Girl Show! Freaks! Animal Shows! Mechanical Shows! (Have tops and transportation)

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

CAN PLACE

Stock Stores, Fish Pond, Bowling Alley, Bumper, Cork Gallery, Scales, Guess Your Age, Frozen Custard. Want Agents for Cat Rack, Milk Bottle, Ball Games. Shows with own outfits. All replies:

ED GROVES, Mgr.

FRANKLIN, LA., MAY 3-8

SOUTHERN STATES Shows

"AMERICA'S CLEANEST CARNIVAL"

Wants for Long Beach Resort, Panama City, Florida, first-class Ride Help that can stand prosperity and stay sober; Truck Drivers given preference. Also need first-class Concession Operators for office owned Concessions. Spend the summer on the world's most beautiful beach; no tear downs. Park Unit of ten Rides and a string of Stock Concessions will leave Tampa Winter Quarters May 10 and open on the beach the 15th. All answers to:

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

PINE STATE SHOWS

Want for Cartersville, Ga., Spring Festival, and a long list of Fairs and Celebrations in Virginia, West Virginia and Kentucky. CONCESSIONS: Novelty, Snow, Candy Apples or any Stock Concessions. Want Manager with Girls for Girl Show; have complete outfit. Can place Fun House and Motordrome. Want Manager who has People for Minstrel Show; have complete outfit. Want one Flat Ride and Roll-o-Plane and Kiddie Ride for Kiddieland. All address:

MANAGER, PINE STATE SHOWS, CARTERSVILLE, GA., THIS WEEK. P.S.: H. H. Keys, wire you in Cookeville instead of Monterey; come on. Blackie Wilson, contact; important.

BIDS WANTED

The American Legion 1948 Convention Corporation of Florida will receive bids for Concessions for supplying the following items during the national convention of the American Legion in Miami October 17-21, 1948: Flags and Decorations for Stores, Convention Halls and Street Lights; Refreshments of all kinds, Novelties of all kinds, Flowers, Helmets, Entertainment and anything else that can be rented during the convention to Legionnaires and others. An exclusive protective contract will be issued to those licensed. Submit all offers in writing only to the undersigned. Appointments will be made for personal discussion. Address: **HENRY COBBS**, Chairman, Concessions and Decorations Committee, P. O. Box 1, Little River Station, Miami, Florida.

FIRST ANNUAL FIREMEN'S CARNIVAL

June 24, 25, 26

Afternoon and Night

WE ARE INTERESTED IN RIDES, CONCESSIONS, MEMORIAL PARK, ALBION, PA. Address: **SECY.**, Fire Dept., or **CONCESSIONS CHAIRMAN**, Albion, Pa.

ACTS WANTED

SUITABLE FOR

AMERICAN LEGION HOMECOMING

JULY 15, 16 and 17, 1948. Write to:

CECIL M. EDWARDS

GREENVIEW, ILLINOIS

"DAYS OF 1910" RODEO AND LIVESTOCK SHOW

at TIMBER LAKE, S. D.

Desires Carnival for August 27 and 28.

Write

J. D. KESLING

Committee Chairman

WANTED

SHOWS OF ALL KINDS

FOR ANNUAL LEGION CELEBRATION

JUNE 6-12, both dates inclusive.

American Legion Park, New Bethlehem, Pa.

Contact

B. T. HARRISON, Chairman

MAYPORT, PA.

WANT

Two or three good Rides

UNION SPRINGS, N. Y., CENTENNIAL

JULY 22, 23, 24, 1948

R. D. JONES, Gen. Ch.

UNION SPRINGS, N. Y.

WANT—RIDES—WANT FOR AUGUST 4-5-6-7

Ferris Wheel and Kiddie Ride. Can use 3 or 4 Rides if available. This is an annual sponsored event. A real spot. Reasonable terms. Write

JOHN H. DOLL

SUSQUEHANNA LIONS' CLUB
MANCHESTER, PA.

FOR SALE

Exclusive Kiddie Land Concession.

Ocean Beach Park, New London, Conn.

Four new Kiddie Rides, Office Trailer and Ticket Box. Selling because of other business interest. Reasonable price. Good location. Inquiries:

FITZPATRICK AMUSEMENT AGENCY

35 Winthrop St. BRISTOL, CONN.

CARNIVAL WANTED

For July 4th and 5th and either three days before or after. Write

JOHN HERSMAN

Commander, American Legion Post, Albia, Iowa

SKY DEVILS

Big Air Show—Raise Money.

Thrills Galore—Novelties—Comedy.

ELMER BROWN

390 Arcade Bldg. ST. LOUIS, MO.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Vermontville Sirup Festival Big Click

VERMONTVILLE, Mich., May 1.—

With good weather, this city's recent eighth annual Maple Sirup Festival enjoyed the best program and the largest turnout in its history. L. W. Elliott Attractions provided six rides, and features included the Flying Farmers, Marshall Wells and the WJR Mobile unit, Vermontville High School band, Aunt Jemima, and crowning of the "royal" couple. Ball games, riding contests and two big dances also were presented.

Tex Ferguson and Gang were on hand to do a special broadcast, and L. Verne Slout, of the Slout Players, was chairman of the daytime entertainment. Sirup association officers are Roy Weeks, president; S. George Firster, secretary, and Leta Northrup, treasurer.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., May 1.—The second general information bulletin of the year and a public relations communication over the signature of President Oscar C. Buck, will be mailed the membership soon.

New members are Ida E. Cohen, insurance, the Del-Mar Shows, whose application was filed by Al Del Flore, manager, and the J. & B. Shows, whose application was received from John Hayes, manager. This brings the membership roll to 228. Additional personnel membership cards have been issued to Hyalite Midway. William Breese, general agent of J. J. Kirkwood Shows, was a recent visitor.

Considerable attention is being given to the revived problem of interstate trade barriers, and the trucking industry calls this matter to the public's attention. *Fleet Operator*, trucking publication, recently devoted a full page to the subject.

The outdoor safety code will be submitted for approval at the National Fire Protection Association meeting in Washington May 10-13.

Attention is called to the fact that many changes were made by the recently enacted tax reduction bill. Changes were made in rates, as well as in exemptions and community property law benefits were extended to all married taxpayers, irrespective of the State in which they may reside. New withholding tax charts also became effective May 1 which provide for reduced withholding amounts. The details of the bill and of the withholding changes are on file.

Collier's for May 1 included an item on one of the larger carnivals.

Experts estimate that employment will rise about two and one-half million in the next half year.

Attention is called to the fact that persons reaching 65 during the taxable year are entitled to an additional exemption.

The War Assets Administration has furnished us with two changes in its rules and also with information relative to the availability of machine tools, electrical equipment and cable,

Pierce Swift Current Boss

SWIFT CURRENT, Sask., May 1.—Frank Pierce has been appointed full-time secretary-manager of Swift Current's Frontier Days Celebration. Swift Current males tossed their razors away April 15 and will grow beards to publicize the show, scheduled for the end of June.

Me. Event Sets Attractions

HIRAM, Me., May 1.—Molly's Greater Shows, James York, manager, plus Kimball's beano and nightly free acts will be on the midway of the 12th annual Old Home Week Celebration and Fair here, July 26-31, reports Albert F. Ward. The sponsoring American Legion Post has arranged for a firemen's field day the final day of the event.

Niagara Amvets Back Fete

YOUNGSTOWN, N. Y., May 1.—Amvets Gold Star Post No. 6, of Niagara Falls, N. Y., has completed arrangements to stage a spring celebration at Lakewood Park here May 29-June 6. Band concerts and nightly free attractions will be among features.

gas and Diesel generators, aluminum in various forms, lacquer, hardware and a variety of industrial machinery and electrical equipment for resale as surplus.

WANTED

Ferris Wheel, M. G. R. and Chair-o-Plane Foreman. Top Salary with Sleeping Quarters. Open May 5th to 15th, Cambridge, Md. Can place Legitimate Concessions, also Agents for Concessions.

VAN BILLIARD SHOWS

Open May 19, Seaford, Del.

WANTED FOR RAFTERY SHOWS

Agents for Roll Down, Razzle; PC Dealers. Have for sale, all new Popcorn and Apple Joint, booked on show for season. Address

EDW. (SPOT) COOPER

Whiteville, N. C., this week; Plymouth, N. C., next week.

WANT

EDDIE WHEELER SHOWS

Concession Merchandise and Concessions of all kinds. Will sell X on Floss, Candy Apples and Photos, One Mitt Camp. Good opening for Bingo. Will book \$30.00 weekly if you stay all season. SHOWS—Will furnish tops for worth-while attractions. RIDES—Octopus and Roll-o-Plane. All replies to

EDDIE WHEELER, Celina, Tenn., this week; followed by Sparta, Tenn.

CAN PLACE FOR SIDE SHOW

Side Show Talker or Lecturer. Good Stall Acts that don't pitch. Top salaries to top-notch people. No drunks needed. Address:

T. W. KELLEY, Side Show

c/o JOHN H. MARKS SHOWS, TRENTON, N. J., this week.

NORTHWESTERN AMUSEMENT COMPANY

OPENING MAY 12 AT LAMBERTVILLE, MICHIGAN

All J. R. Edwards' old Ride Help, report to Jimmy Fish, Supt. Swede Walberg, contact. Frank Simms, come on. Stock Stores of all kinds. Address:

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LEE AMUSEMENT COMPANY

WANTS

FOR 7—BONA FIDE FAIRS—7 FREE GATE AT ALL FAIRS Dog and Pony Show, will furnish Top; Big Snake or Monkey Show, Lee Houston, Moe Smith, Harry Harris, Rex Barnes, get in touch. Can use only one Show; will feature.

N. L. CRESON

P. O. Box 1763, Montgomery, Ala., or BILL DOLLAR

WANTED!!!

SHOWS — RIDES — CONCESSIONS OF ALL KINDS

NORTHERN NEW YORK VOLUNTEER FIREMEN'S CONVENTION, CARTHAGE, NEW YORK

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JUNE 7-12, INCLUSIVE.

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Major Upsets Feature D. C. RSROA Meet at Riverside

WASHINGTON, May 1.—Before a large crowd, composed mainly of local and out-of-town skaters, Eileen Bendall successfully defended her junior girls' figure skating crown in the eighth District of Columbia roller skating championships of the Roller Skating Rink Operators' Association of the United States, held April 19 and 20 in the Riverside Stadium rink of L. E. and S. G. Loeffler Jr.

Miss Bendall took an early lead in the compulsory school figures and

then skated a flawless free-style program to defeat a field of six other contestants by a wide margin. The victory, her fourth in a row in this event, established her as a strong contender for regional and RSROA national titles in future competitions at Pittsburgh and Cleveland.

The only other contestant to successfully defend his crown was Robert Seigfried, who took two firsts and three seconds in senior men's speed events. This triumph extended his string of three District senior men's speed championships. Seigfried figured in two other championships, as he was a member of the winning senior pairs team and the winning intermediate fours team.

Upsets featured other major events as Jimmie Parker, 1947 national juvenile boys' figure champion, was defeated in the junior boys' division by Walter Horn; Robert Seigfried and Charlotte Northrup failed to gain their third senior dance title as Nola Hrenchir and William Many placed first, and Mary Lou Orr was upset by Jackie Miller in the senior ladies' division.

Judges were Thomas Lane and Robert La Briola, New York, and Frank Bidrak, Newark, N. J.

Other results: Senior ladies, Jackie Miller and Mary Lou Orr. Senior pairs, Robert Seigfried and Lucille Lucy, and Albert Hennige and Rose Ormsbee. Intermediate fours, Nickie Nolte, Barbara Vanderburg, Robert Seigfried and Lucille Lucy. Intermediate ladies' figures, Rose Ormsbee. Intermediate men's figures, Nickie Nolte. Novice fours, James Arvanitis, Marylou Hayes and Ralph and Mildred Taylor. Novice pairs, Nickie Nolte and Barbara Vanderburg, and Edward Heck and Betty Eckhart. Novice men's figures, Edward Heck and Robert Malec. Novice ladies' figures, Marylou Hayes and Alice Montieth. Junior boys' figures, Walter Horn and Jimmie Sutton. Junior girls' figures, Eileen Bendall and Doris Ann Heath.

Senior dance, William Many and Nola Hrenchir, and Robert Seigfried and Charlotte Northrup. Intermediate dance, James Arvanitis and June Hutchinson. Novice dance, Ralph and Mildred Taylor, and Robert Malec and Katherine Cartner. Senior ladies' speed, Jackie Miller and Elizabeth Hayes. Senior men's speed, Robert Seigfried and Joseph Misie. (See Major Upsets on opposite page)

Air-Cooling Unit Set for Twin City

ELIZABETH, N. J., May 1.—Plans to install refrigeration equipment to completely air-condition Twin City Arena here, of the America on Wheels chain of rinks, were announced this week by W. Schmitz, AOW general manager.

The decision to install a cooling unit here was made after installation of similar equipment last year in the chain's Hackensack (N. J.) Arena proved to be a drawing card, said Schmitz.

Schmitz Replies To Martin Blast

CINCINNATI, May 1. — William Schmitz, Elizabeth, N. J., secretary of the United Rink Operators, issued a statement this week in reply to a challenge (*The Billboard*, May 1) by Fred A. Martin, Detroit, secretary of the Roller Skating Rink Operators' Association of the United States, of reports on Schmitz's attendance at "World Roller Skating Congress" meetings and a report of the "suspension" of the New Zealand Roller Skating Association (*The Billboard*, April 10).

Schmitz's letter, sent to *The Billboard* for publication, reads: "Referring to *The Billboard* of May 1, I can very well understand Mr. Fred Martin's excitement over suspension of New Zealand by the Federation Internationale de Patinage a Roulettes, especially since the RSROA's formation of a new 'world governing body' has so miserably failed, but I cannot understand why Mr. Martin blames this on me.

"For business reasons I went to Europe, and while there I thought I would take advantage of the invitation extended to me by the Swiss delegates, at the time of the world meet in Washington, and visit the world roller hockey championships in Montreux. I even committed the 'unforgivable sin' of attending one FIPR meeting, but Mr. Martin, I just stayed for one hour because the entire convention is conducted in French, which was very boring to me as I do not speak the language.

"I was much more interested in the roller hockey which lasted five days with two sessions daily and, Mr. Martin, this should interest you much more than New Zealand's suspension. Both sessions were sold out daily, and that was more interesting to me than New Zealand being suspended.

"You see, I am a business man, and I believe if you would pay more attention to the rink business instead of constantly worrying about the amateurs you might be better off, too."

Alex Eddy's Grundy Spot Kicks Off to Bang-Up Biz

GRUNDY, Va., May 1.—Excellent crowds are turning out for skating sessions at Amusement Park Skating Rink here, reports Alexander Eddy, who began his third season April 1 as operator. Eddy, who operated a portable for two years before entering the service, reports shoe skate sales brisk and that patrons are making definite efforts to improve their skating.

Patrons are also getting away from rough skating and are co-operating in games programs. Eddy has introduced roller hockey and already several teams are organized. The rink has been reconditioned and redecorated. Ralph Childress, Lawrence Bernard and Kent Sykes are floor managers and instructors.

Fla. Youth Org Called New Biz Source for Ops

MIAMI, May 1.—Allied Youth clubs, installed in every high school in Dade County in February, are doing much to curb juvenile delinquency and at the same time have given roller rinks a hefty boost at the box office, reports Murray L. Rose, operator of Biscayne Roller Skating Palace here, who recently played host to a group from the local Ponce de Leon High School which has a club membership of 180.

The Biscayne skating party resulted in heavy newspaper publicity for the club, one local paper printing a long story on the youth movement along with pictures of club members at the party. "I am sure this will help a lot of other rinks if they go after this type of business," said Rose in commenting on the clubs.

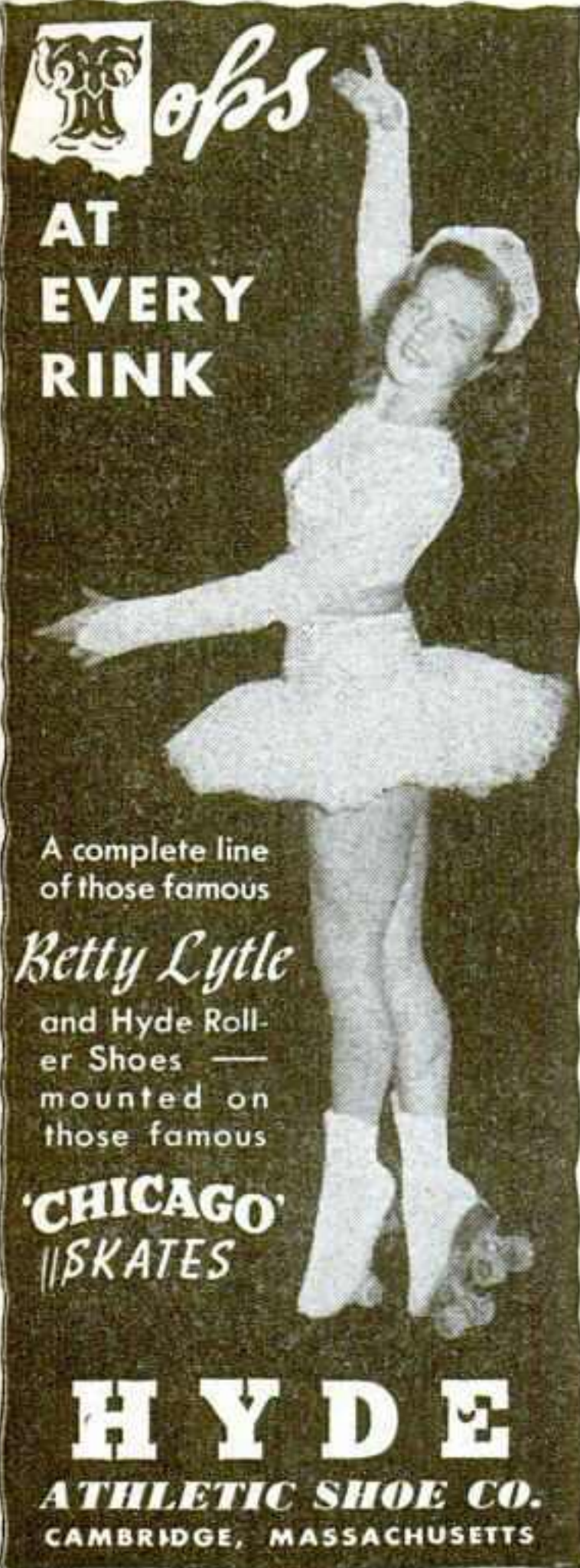
"Fun," the article points out, "is the main objective in the newly organized clubs . . . the clubs teach boys and girls how to have a good time without the use of alcoholic beverages . . . organized and sponsored in Dade County by Mrs. Charles M. Fisher, librarian of the professional library for teachers, Allied Youth membership is growing by leaps and bounds.

"These clubs have a strong appeal for both boys and girls," the article continues. "They present a program based on utilizing a number of skills; they acquaint the students with their own communities; they aid them in developing qualities of leadership. Emphasis is placed on the teenagers' social life; dances are planned, social meetings are held and skating parties such as the one given Thursday by the Ponce de Leon High School club are on these schedules. "In the enthusiastic club at Ponce de Leon High School . . . Mrs. R. E. Johnston, head of the history department, is sponsor of the group, and Eloise Patterson, teacher of Spanish, is co-sponsor."

There now are 28 Allied Youth "posts" in the United States, one in Canada and one in Hawaii, the article reports. A national convention is held every summer in Atlantic City.

School Class at Ocean City

OCEAN CITY, N. Y., May 1.—A special skating class for high school students is offered each week in addition to regular Saturday afternoon matinees at Playland Roller Rink here, officials report. Currently the rink is operating nightly except Sundays. During its summer season, starting June 25 and extending thru Labor Day, the spot is open each afternoon except Sundays. Door prizes are offered for all holiday parties and the program is varied to please all age groups. In addition to staging benefits for numerous charitable activities, the rink is host each week to a group of Sunday school children.



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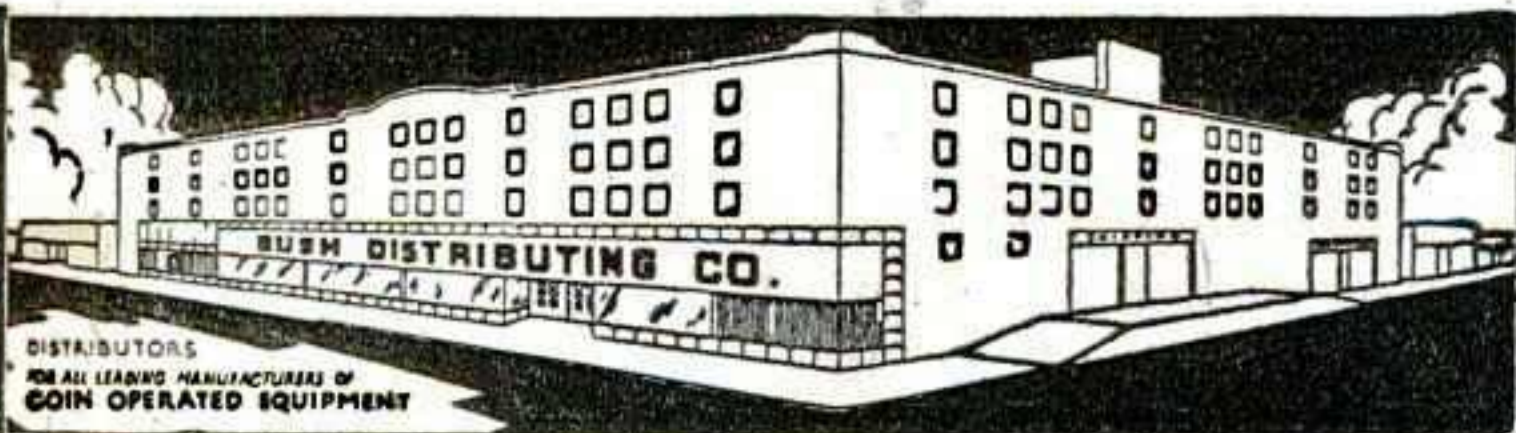
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5-10-25 WALL-O-MATICS 19.95

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Columbia's Postwar, Like New \$49.50

Rebuilt Black Cherry, 10¢ \$79.50

Rebuilt Gold Chrome 79.50

NEW PACE '46 5¢ \$145.00

CHROME BELLS, 25¢ 165.00

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150 Solotone and Personal Music Boxes—New, Priced To Sell

JOCKEY CLUBS TURF KINGS \$59.50

100 Prewar 5 Ball Games All with Plastic Bumpers. All Overhauled and Very Clean. Our choice—5 for \$95.00

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SAFE STANDS, Single \$39.50

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MILLS

Original Three Bells \$150

Jumbo Parade, P.O., Late 5¢ 85

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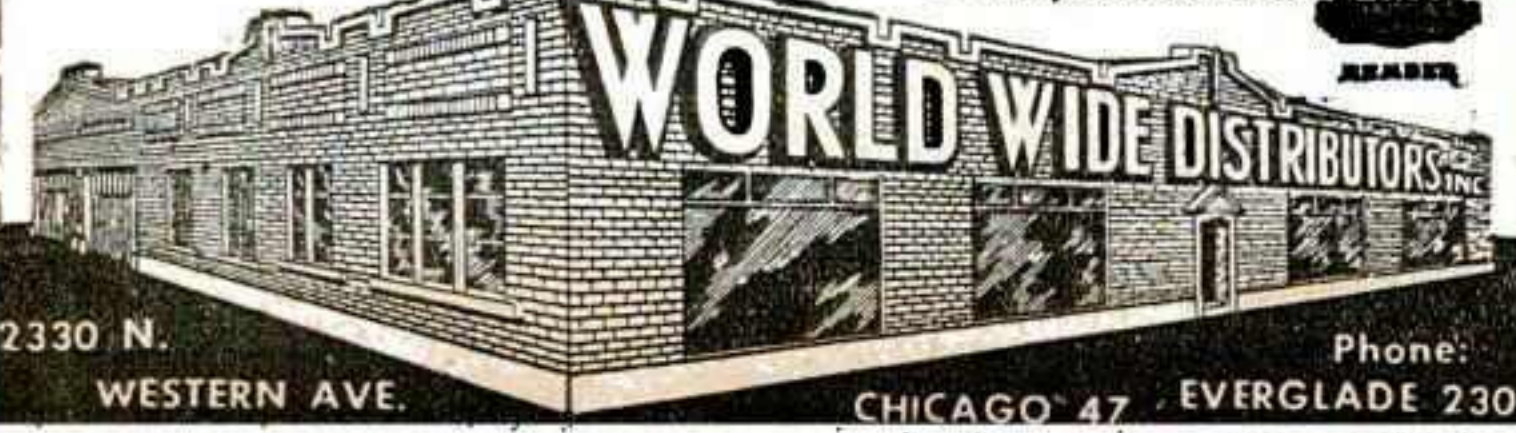
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5¢-5¢ Twin Bonus Supers 575.00	Panorams 259.50	Seeburg Hideaway, RC 249.50
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5¢ Paces Reels, Comb. 49.50	8-Ft. Skee Roll 79.50	Wurlitzer 600-R 89.50
5¢ Paces Reels, C.P. 49.50	Scientific Baseball 89.50	Wurlitzer 500, Victory Cabinet 145.00
5¢ Bally Big Tops, C.P. 79.50	Jack Rabbit, New 300.00	8 Wurl. #125 Wall Boxes, Ea. 15.00
5¢ Evans Gal. Dominos, '47 415.00	Buckley Diggers 99.50	8 Seeburg Bar Boxes, RC 35.00
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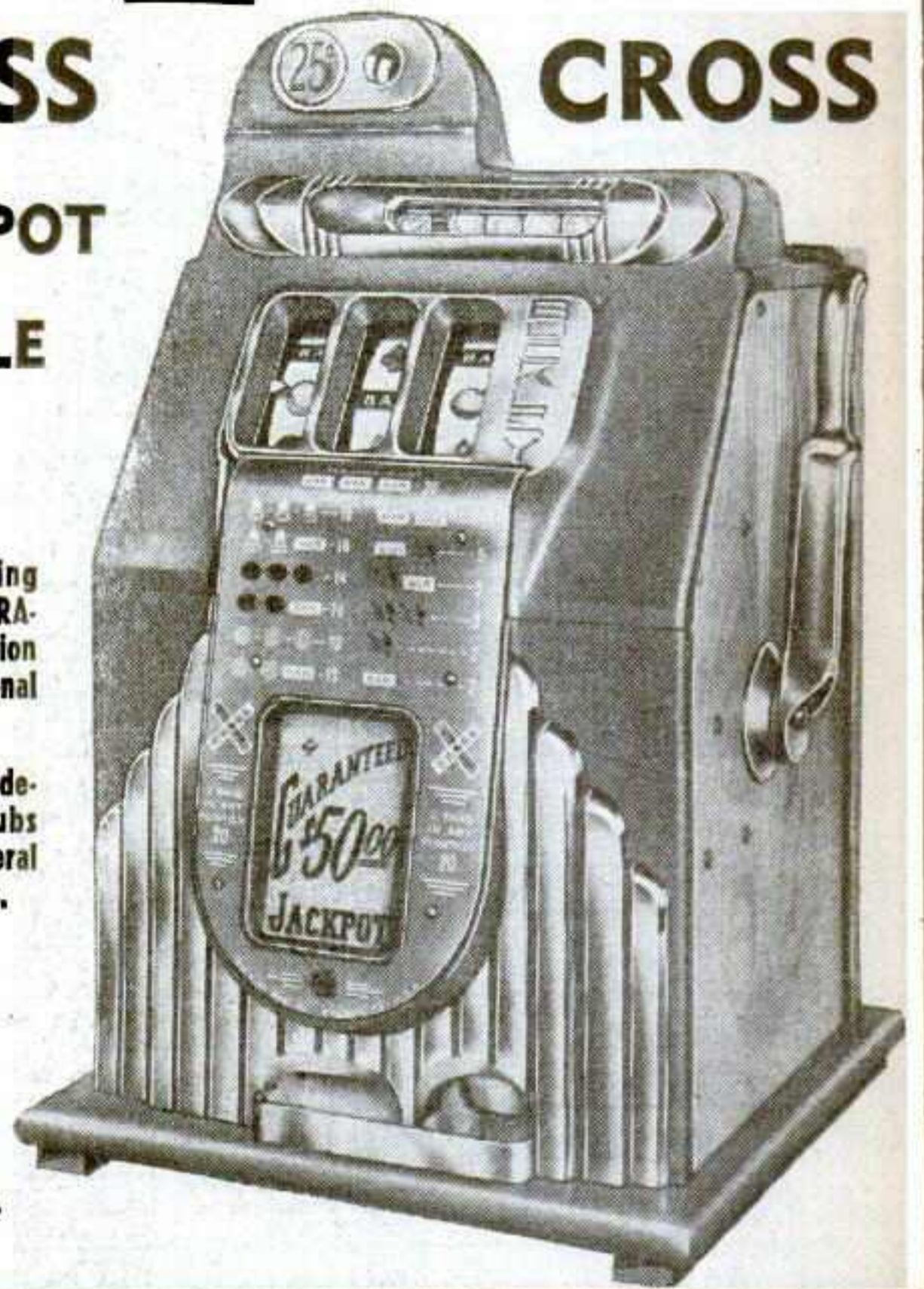
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Paterson Spot Is 13th Link In AOW Chain

ELIZABETH, N. J., May 1.—Acquisition of the roller rink known as Paterson Recreation Center, Paterson, N. J., by the America on Wheels chain of rinks was announced this week by W. Schmitz, AOW general manager, at his headquarters here. The rink had been operated by Dr. Louis M. Berliner.

Schmitz said the Paterson rink will be closed during the summer for a complete renovation job. It is scheduled to reopen September 8.

The latest link in the chain brings to 13 the number of AOW arenas operating or in the process of construction. Rinks being built in Alexandria, Va., and Bladensburg, Md., are slated to begin operations in the fall. The line-up includes Twin City Arena here; St. Nicholas Arena, New York; Boulevard Arena, Bayonne, N. J.; National Arena, Washington; Hackensack (N. J.) Arena; Mount Vernon (N. Y.) Arena; Perth Amboy (N. J.) Arena; Capitol Arena, Trenton, N. J.; Casino Arena, Ashbury Park, N. J., and Passaic (N. J.) Skating Rink.

"Rhythms" Draws Big House

CLEVELAND, May 1.—A capacity house took in *Roller Rhythms of 1948*, a recent show staged in Cleveland RollerCade for the benefit of the Roller Skating Rink Operators' Association of the United States, the polio fund and the local rink club. Tony Mayo, RollerCade pro, and Jack Dalton and Clarence and D. J. Reynolds, operators, produced the two-and-a-half-hour presentation.

Caraway in 50G Damage Suit

BIRMINGHAM, May 1.—Gather V. Caraway, operator of Skateland Roller Rink here, has been named defendant in a \$50,000 damage suit in Circuit Court here. The suit was filed by the mother of a minor, who charges her daughter was injured in a fall which resulted from wearing rented skates which were not properly fitted.

MAJOR UPSETS

(Continued from opposite page) wicz. Intermediate men's speed, Arthur Wolz. Junior ladies' speed, Faye Simmons. Junior boys' speed, Walter Horn and Jimmie Sutton. Juvenile girls' speed, Class A, Gloria Russ, and Class B, Beatrice Lansdown. Juvenile boys' speed, Class A, Jimmie Parker; Class B, John McCray, and Class C, Bruce E. Lackey Jr., and Pat Lipscomb.

A daughter, Cheryl Ann, was born recently to Mr. and Mrs. George Werner, instructors at Mineola (L. I.) Roller Rink.

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Salagian's Beginners' Sessions Feeding B. O. on Other Nights

CLAWSON, Mich., May 1.—A special program for beginners has not only turned Thursdays, usually the poorest night of the week, into a profitable night, but is building attendance for other nights and special classes at Ambassador Roller Rink here. The idea was conceived by John Salagian, owner-manager of the rink, who operates jointly with his wife.

The professional staff, headed by John and Lucy Shook, are on hand Thursdays to demonstrate backward and forward skating, turning and general skating procedure to newcomers. Admission is the regular price and a full skating session is offered, but it is programed specifically for beginners. More advanced skaters, in accordance with established custom, usually come other nights.

Principally sought, according to Salagian, are not only those who have never skated, but inexperienced skaters or those who have been off skates for several years and find, when they try skating on a regular night, that the speed practiced in the average rink today is a bit frightening. These skaters would normally drift away from the rink and forget skating, but this special night gives them a chance to gain confidence and learn more about the sport.

Family trade, in particular, is noticeable at these sessions, Salagian said. Probably the most common experience is for parents to bring their youngsters, who may have been casually interested in skating. Another thing Salagian has noticed is that the parents attending these sessions are relatively young, and Salagian believes roller skating, with its low cost in comparison with other amusements, to be tailor made for these people. Frequently, he said, parents suggest that their children

Vikki Dougan Wins N. Y. Queen Title

BROOKLYN, May 1.—Vikki Stappers Dougan, 17, of Empire RollerCade here, won the 1948 New York Skate Queen title Saturday (24) over 83 other finalists in the eighth annual contest sponsored by the Empire management and *The New York Journal-American*.

Runners-up were Phyllis Riggs, Bay Ridge Roller Rink, Brooklyn, and Muriel Heinlein, Hillside RollerCade, Richmond Hill, L. I., N. Y.

Judging was done by Alex Raymond, creator of the *Rip Kirby* cartoon; Albert Dorne, illustrator, and Luther Bridgman, of Paramount Pictures. Bill Love, *Journal-American* skating editor, was emcee.

The annual contests are open to any girl who has not skated professionally. Judging is done on the basis of beauty and personality. Skating skill is not considered in determining the winner, the only requirement being that contestants appear on skates.

In all, 535 girls filed applications for the April 17 eliminations, handled by Peggy Shannon, *Journal-American* women's editor, and Stewart Cowley, of the Russell Stewart model agency. Entrants represented 25 rinks in three States and one in Panama. A newly arrived British war bride was also among the contestants.

Approximately \$325 worth of merchandise prizes were divided among the place winners. In addition, the top 10 girls received fountain pens, and the first 75 were awarded diplomas.

take more advanced work in regular rink classes.

"This type of business builds itself in the rink's community," Salagian commented. "If the operator can hold these beginners, instead of losing them, he will find that one beginner tells another and that business will grow. These nights are now active feeders for the other rink activities as the beginners go on to take more advanced work."

Tampans Score In RSROA Meet

TAMPA, May 1.—Southern regional competitions of the Roller Skating Rink Operators' Association of the United States, held April 16-20 at Coliseum Roller Rink here, were the largest and best yet held in the South, according to Harry J. Warner, host operator to the contests.

More than 90 contestants competed in all branches of the sport, with the hottest competition evident in the novice dance division in which 22 couples competed. Dona Mae Denison and Stanley Cole proved their dancing ability by taking first place to give Tampa one of its 12 divisional winners. Considered just as exciting was senior men's racing, won by Bob Starkey, also of Tampa.

Joan Pearce, who took first place in novice ladies' figures and intermediate racing, teamed with Pat Patten to place first in senior dancing and pairs skating. She also passed first, second and third figure tests and bronze and silver dance tests in one afternoon, believed to be a record. Monday (19) 100 proficiency tests were given, believed to be another record.

Among those attending the contests were Fred A. Martin, Detroit, RSROA secretary-treasurer; Mrs. Martin, Mr. and Mrs. Fred Freeman, Bal-A-Roue Rollerway, Medford, Mass., and C. R. Reynolds, Cleveland RollerCade, who will be host to the RSROA nationals in July. During the meet Martin presented a gold dance medal to Pat Patten, who passed the test last year.

Officials included Mrs. Gladys Salsinger, Detroit; Jerry Nolan, Indianapolis; Paul Poettgen, St. Louis, and R. W. Gormley, Maywood, Ill.

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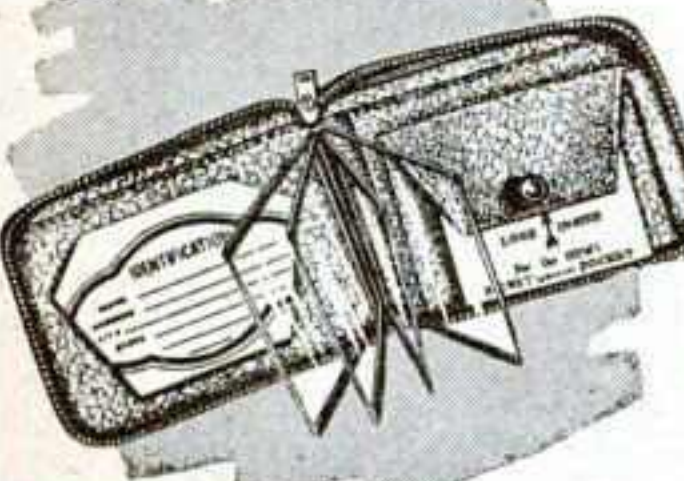
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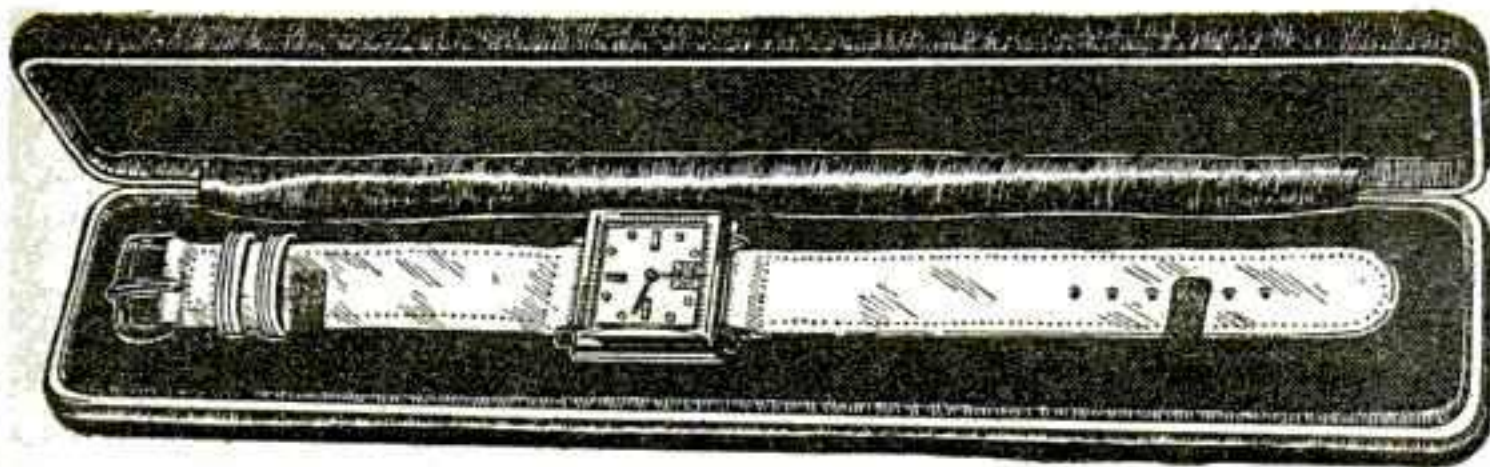
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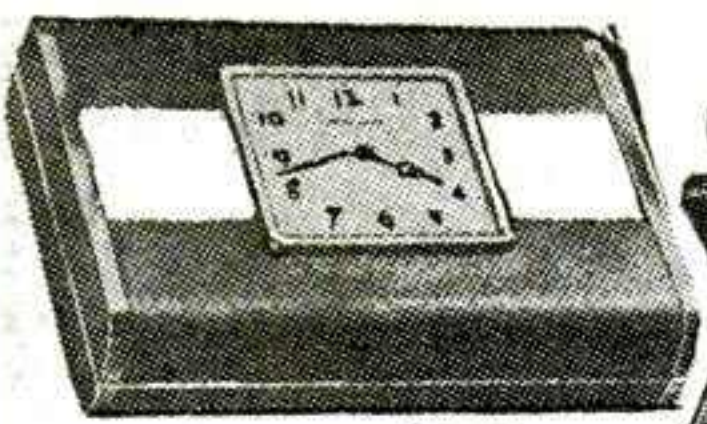


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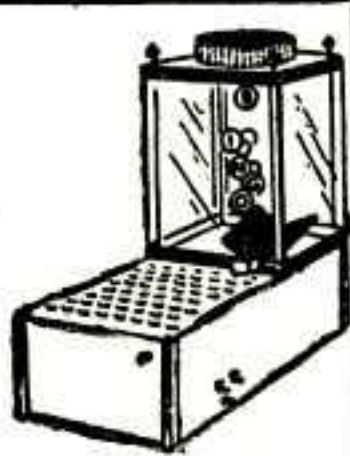
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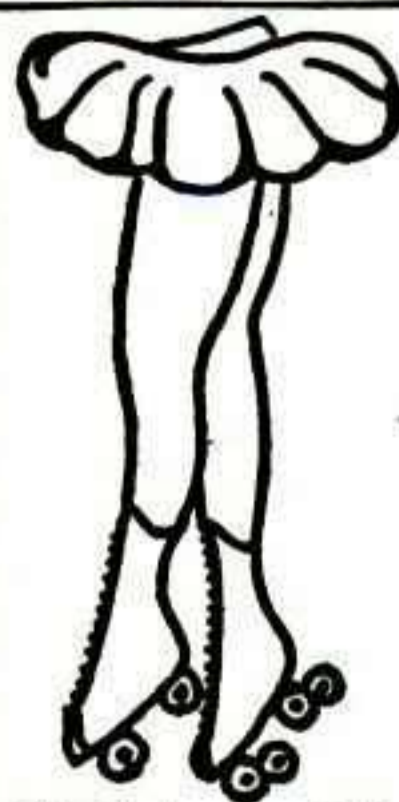
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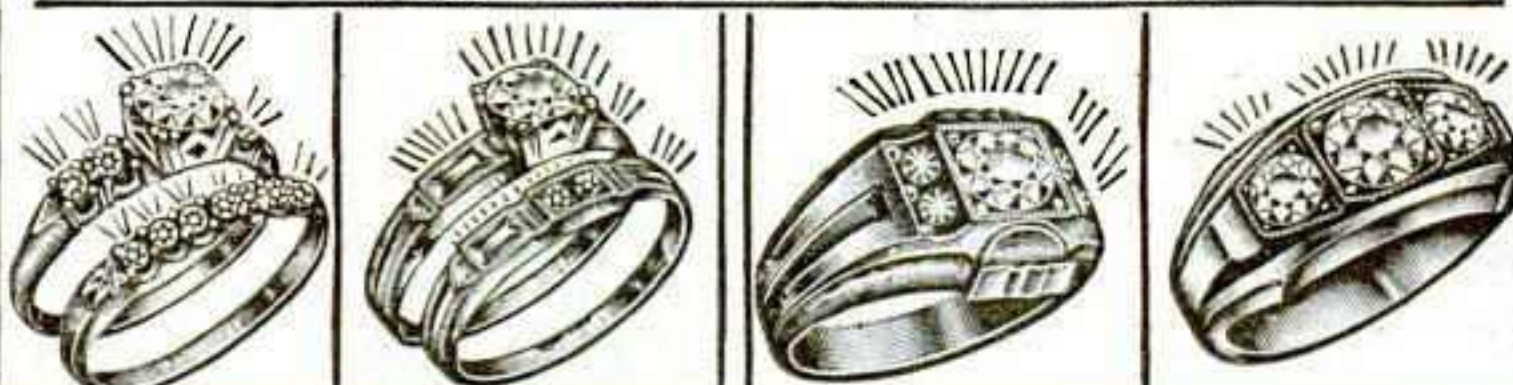
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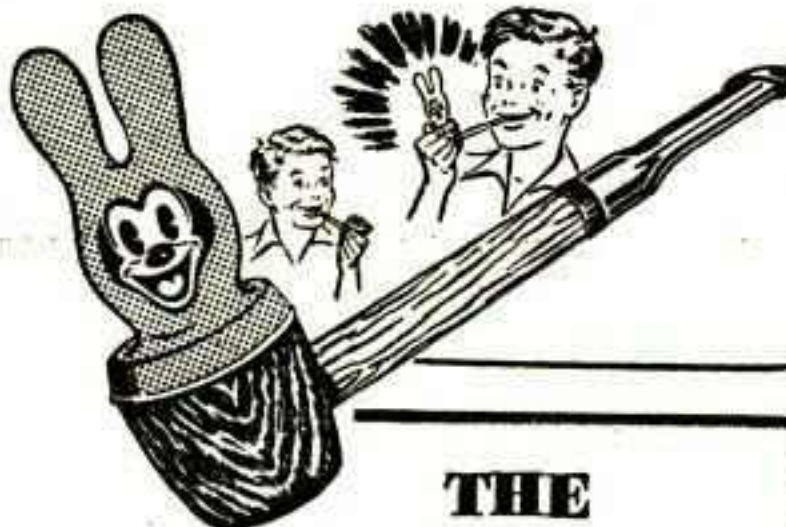
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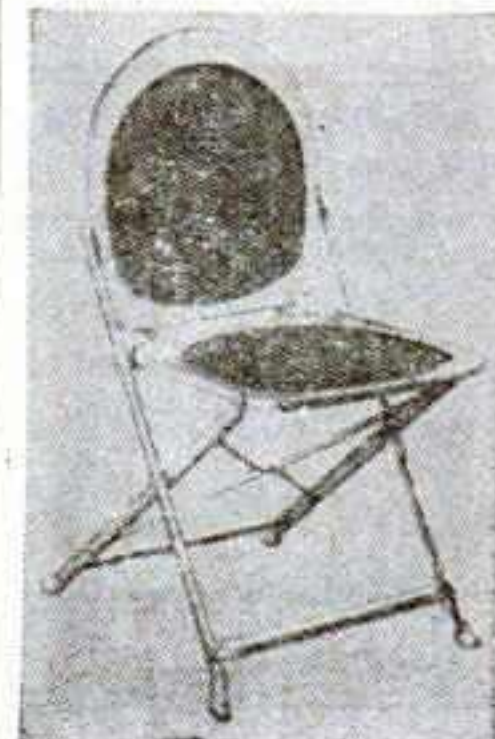
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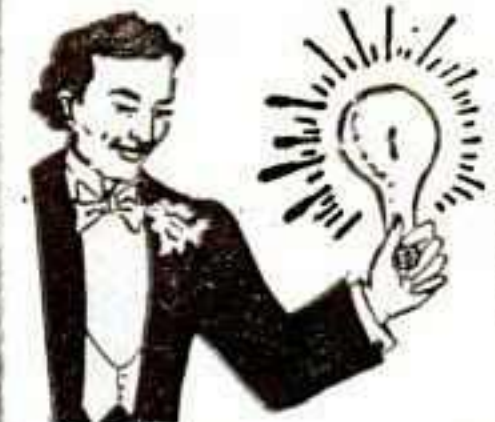
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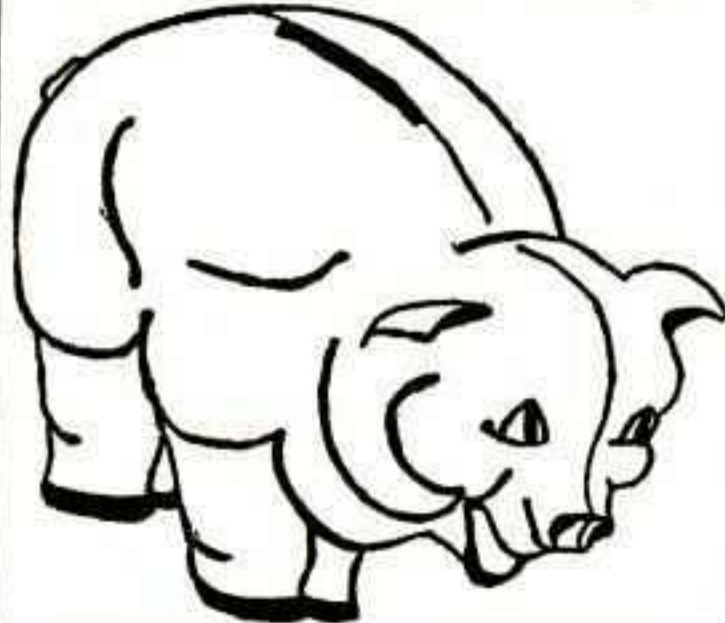
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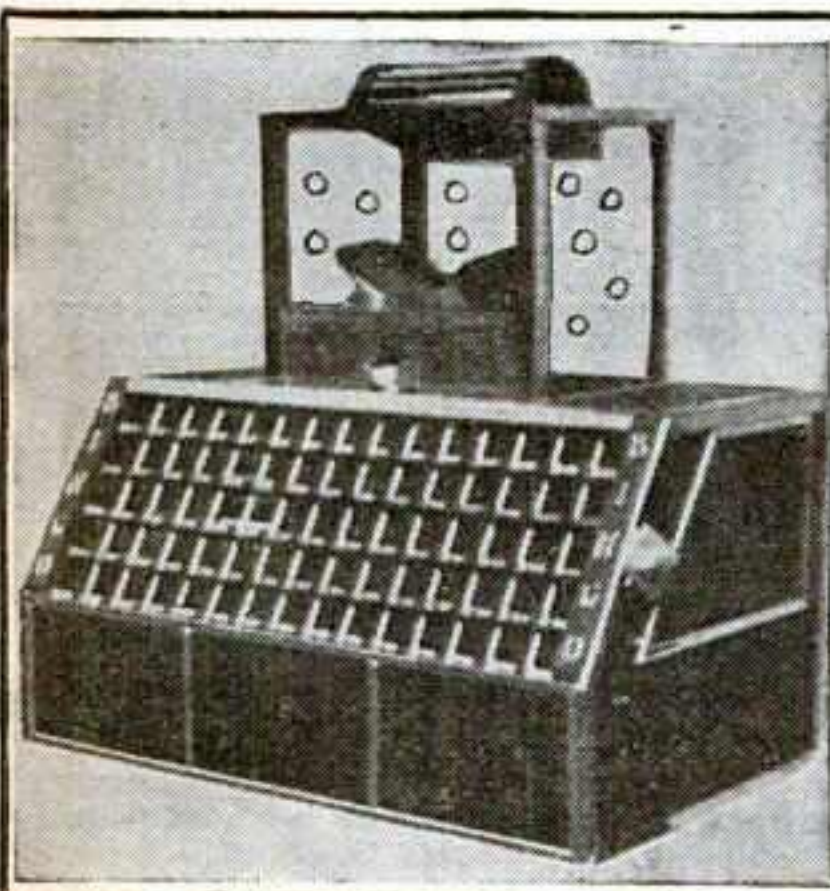
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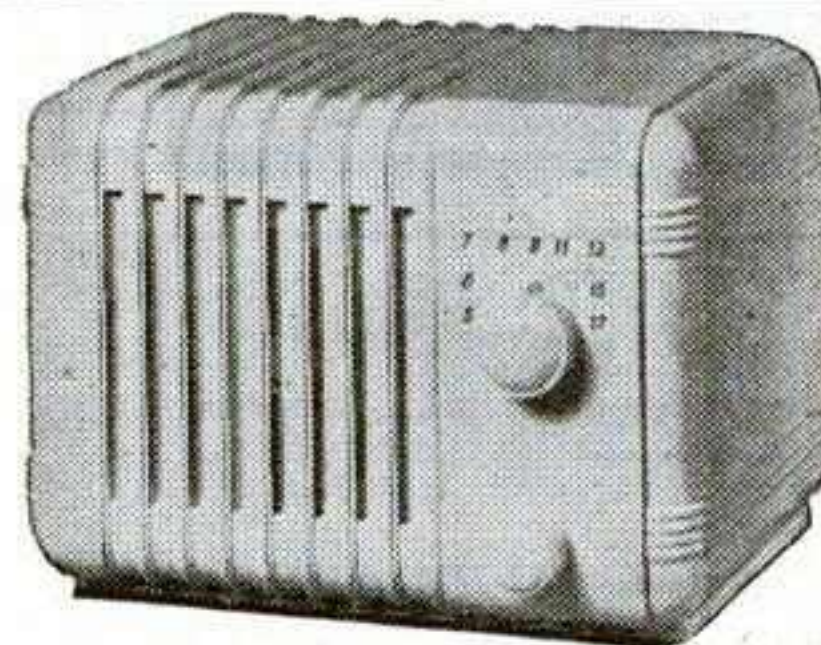
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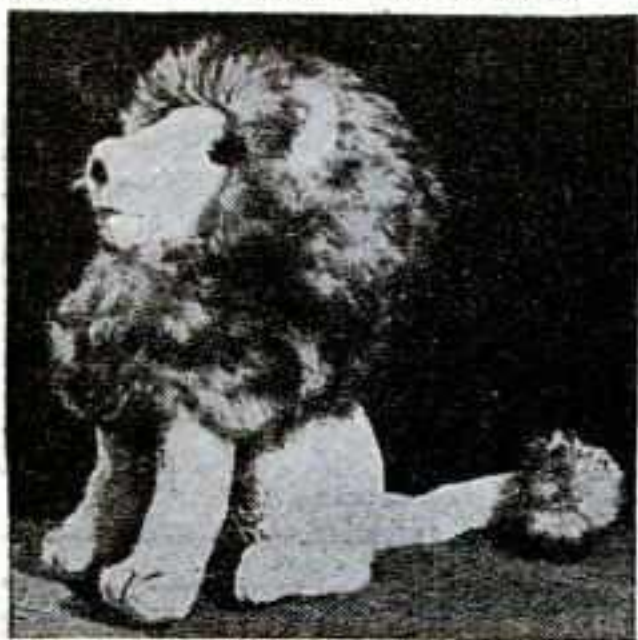
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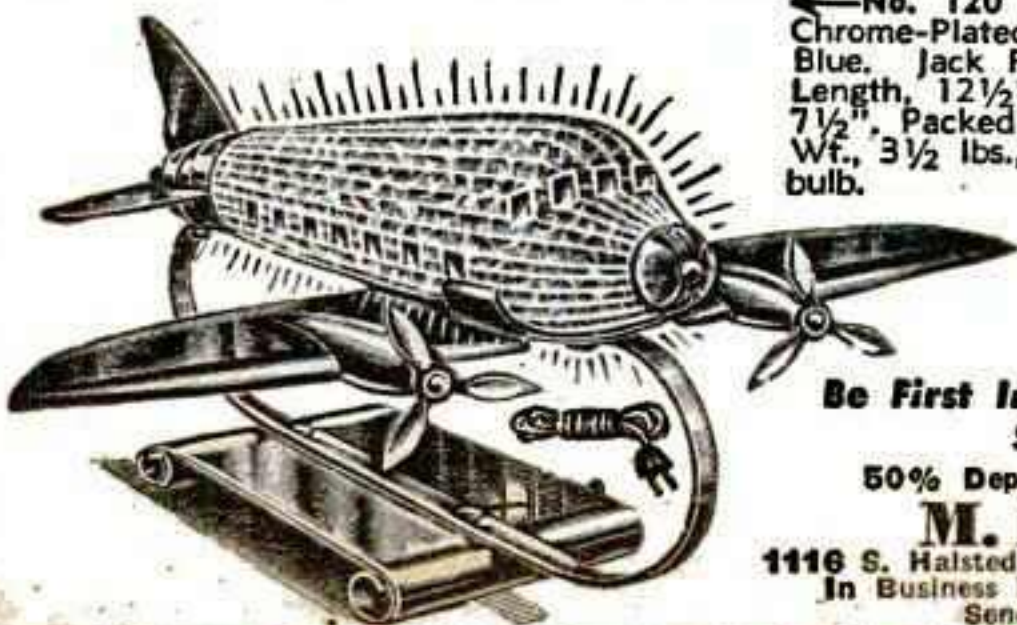
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Available in No. 9 and No. 11.

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See your jobber at once.
Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.

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A water soluble powder that when dissolved makes a very efficient laxative. No cooking or straining, just dissolve and bottle. A pound will make 32 8-oz. bottles, for which we furnish 32 stock labels. Price is \$1.15 per pound. JUST THE PROFITABLE ITEM FOR ROADMEN. Same product in 1-oz. pkgs. Also Liniment and Salve.

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Small Fur Monkey, W/Bell	2.50 Doz.
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Coolie Hats	3.00 Doz.
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50-L. Assort. Comic Buttons	15.00 M

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428 Sixth St., N. W. Washington, D. C.

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Sell the Finest! . . . Enjoy Repeat Business! Write today for low prices on our quality line of Herb Compounds, Laxatives, Liniments, Pills, Salves, Powders and many other fast selling, big profit repeat items. EST. 1895.

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220-24 George St., Dept. B, Cincinnati 2, Ohio.

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THE NEW JET-PROPELLED TOY EVERY YOUNGSTER WANTS

Goes like the WIND

TOP-O-JET

A real jet engine. Hand-some Red, White and Blue Plastic.

NOTHING TO RUST. 24 to Beautiful Display Card. \$12.00 per gross cash or C. O. D. basis.

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THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried). We are MANUFACTURING PHARMACEUTISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST., Dept. X COLUMBUS 3, OHIO

Pipes for Pitchmen

By Bill Baker

THE ENGSTROMS . . .
Lil and Tip, continue to get the geedus with jar wrenches in Chicago.

Idle rumor rarely remains idle.

HERE'S THE LATEST . . .
dope on the Freedom Train doings from Jack Stickley: "We had a few days work in California," writes Jack, "and three good days in San Francisco, thanks to Whitey Monette. There was no reader there and his fix was stronger than that of the train. We all are at a loss to figure some way around all the tricks the train's management is pulling to keep us from working."

GEORGE HANLEY . . .
was sighted in Chicago recently looking over some likely spots to work with glass cutters.

Be regular by piping in all the important news and information.

JACK (BOTTLES) STOVER . . .
is working the Shenandoah Valley of Virginia to good takes on the leaf. Bottles reports that Harrisonburg, Va., is the home of a number of troupers including Harry Lee Solomon and His Aces of Rhythm. Jack says he'd like to read pipes here from Judge Patterson, Bill (The Kid) Dietrick and Good Boy Waugh.

HAROLD MYERS . . .
is back at the Goldman store on Milwaukee's South Side, where he's pitching Charlie Lyon's cleaner.

It's the small towns that often yield the largest takes.

M. K. SCHACKER . . .
who quit the pitch field in 1929, visited Chicago recently to make arrangements for the purchase of juke boxes for his arcade in St. Louis.

WILLIAM C. LEWIS . . .
cards from Baltimore that he'd like to read pipes here from Mack (Tarn-off) Wilson who, when last heard from, was purveying auto polish out St. Louis way.

When bank rolls are ebbing, Pitchdom's best pitching is in the offing.

CURLEY WARWICK . . .
has returned to Chicago, where he is pitching gyro tops with success.

The perfect pitch makes for perfect pass-outs.

J. A. GENTRY . . .
letters from Chicago that the lots there are still holding up well for the boys and that they are getting a day's pay every day they elect to work. "Best items," says Gentry, "seem to be candy, pokes, sun glasses and big target balloons. Thanks to the boys who worked balloons here for the past few years and who gave the public the big target for 35 cents, the

balloon business is still a top number on the lots. Balloon market on Maxwell Street, however, is all washed up, thanks to the hustlers themselves. Wonder when the boys will ever learn that it pays to give the public a break if they want to stay in business. Let's make this year a good one by giving the best merchandise that we can for the money. Don't try to palm off inferior goods. In the long run you are gyping no one but yourself."

The successful pitchman, like the successful business man, never pans a competitor.

THE DAVID FRIEDMANS . . .
veteran pitcheroos, are in Detroit framing a jewelry layout, which they plan to spring soon.

JOE MILLER . . .
and the rest of the pitchmen plying their wares in the Motor City are reported to be getting fair takes with the divers items they are working at shops there.

Wake up and give the public a run for its money. The fellow who is doing that is doing business.

AFTER A VISIT . . .
with his sister in Chicago, Al Paucsek, former pitchman, is en route to Tulare, Calif., where he's currently operating a ride and concessions on a West Coast carnival.

Almost any item you work can be a pay item if you sell it for all it is worth.

OF INTEREST . . .
to pitchmen making the territory should be the following culled from a recent issue of *The Akron Beacon-Journal*: "Business is looking up for the tire makers. Hours are being increased by three Akron district companies. The longer work week indicates the companies are getting ready for the expected summer increase in sales."

THEY TELL US . . .
that Art Nelson has a number of layouts in several Los Angeles stores.

The truth-seeker is the fellow who obtains the most enjoyment out of life.

THE WALTER SCHMIDTS . . .
recently celebrated their 25th wedding anniversary in Milwaukee. Wally continues working the corner at Third and Wisconsin avenues, that city.

Spend most of your time looking for success and you're a failure. To succeed you must work at success.

HENRY H. VARNER . . .
blasts with the following from Akron: "Harold E. Stassen was here recently and the street photoman tells me he noticed a badge worker busy at the entrance to the Hotel Mayflower.

GIVE-AWAY PREMIUM

2 PLASTIC FRUIT KNIVES MOUNTED ON COLORFUL CARD

GROSS LOTS \$10.00
25% Deposit, Balance C. O. D.
SEND MONEY ORDER FOR SAMPLE
DOZEN—\$1.00

ATLAS CONSOLIDATED CORP.
298 JUNIUS STREET BROOKLYN 12, NEW YORK

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.
Half Cash With All C. O. D. Orders. No SAMPLES.

WRITE FOR OUR LATE CIRCULAR NO. 248
New Low Prices

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Be Supreme With Sterling



No. 114
\$22.50
Per Doz.
PATENT PENDING

Men's double baguette gold filled ring. Newest design. Beautiful whistone center has two baguettes on each side. Available in any combination of white, ruby or blue baguette sidestones.



A SENSATION
No. 314
\$7.50
Per Doz.

Newest ladies' gold filled ring. Ultra-modern—set with 1 ct. centerstone and brilliant stone on each side.



LARGE SQUARE CUT LADIES' BAGUETTE

Sterling Silver—new and very popular seller.
\$6.75 per doz.

No. 005



No. 7201
Gold Filled
\$18.00
per doz.
In Sterling Silver
\$15.00
per doz.

Men's heavy gold filled ring. 3 stones—in any color combination of white, red or blue. Centerstone approx. 1 1/2 ct. size with gorgeous square cut baguettes on each side.

Send for free catalog—Be Supreme with Sterling—many styles, \$1.00 per doz. and up. Sample assortment sent for \$10.

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MEDICINE MEN

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

GOODIER COMPANY Dallas 8, Texas
DIVISION OF UNIVERSAL LABORATORIES

Western Bronze Horses

Jobbers, Salesboard Operators, Dealers

Watch our ad in next issue. We are throwing an atomic bomb at the prices. Notice to our patrons: Write in now for the new prices. From factory direct to you. Can supply any amount.

C. GAMEISER
250 West 88th St. NEW YORK 24, N. Y.
Note: We first introduced these horses in The Billboard last May, 1947.

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WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs—also 4 multi-color "BUBBLING GUMS."

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BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address, 25¢.

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311 Deoray St. Brooklyn, New York

Queen of Dolls

THIS New Look
Boudoir Doll is gowned in a high lustre satin, luxuriously trimmed with matching lace. Her "New Look" hair-do is adorned with an attractive bonnet and veil. Composition arms, legs and head, with natural hair.



38" TALL

#12L

\$45.00
Doz.
Sample \$4.25

#12S Same as above, 30" TALL

\$36.00
Doz.
Sample \$3.50

25% Deposit, Balance C. O. D.

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NOT IN YEARS have you seen such a precision timepiece at such a sensationally low price.

COLEMAN SALES, Dept. BB

GENUINE SWISS 2-PUSH-BUTTON CHRONOGRAPH WRIST WATCH

IT HAS EVERYTHING
Note These Features

- IT'S A TIMEKEEPER
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- IT MEASURES DISTANCE
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It has SWEEP SECOND HAND, CHROME CASE, PRECISION WORKMANSHIP.

25% DEPOSIT WITH ORDERS

WRIST WATCH

Only **\$6.50**

In quantities of 6 or more.

Sample, \$6.75. (Retail \$19.95)

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CONCESSIONAIRES! CARNIVAL MEN! WHY PAY MORE?

Greatest Values and Flash in Stuffed Toys in the Market!

DIRECT FROM MANUFACTURER!

- 252 30" Real Fur Grizzly Per Dz. \$42.00
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- We Have Electric Eye and Musical Stuffed Toys!

ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.



#252

25% Dep., Bal. C.O.D. if not rated.



PRICE \$68.50 EACH
3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D. Rebuilt Singer Drop Head, complete with treadle stand (foot power)—Price \$52.50. Prompt shipment.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

Business here is holding up fairly well. We motored to Lorain, O., and found that the town is on the boom. New plants, employing thousands, have been erected. I'm going to get back on the ball now that my winter playing around is ended. I've got to get that lettuce for my next winter's trip to Louisiana."

Fancy Freddie says: "Knowledge is a pet aversion with altogether too many people in this world."

DAVID W. LONG . . . who spent the winter in Milwaukee, is planning to join a carnival soon with a grab stand.

FOLLOWING . . . a six-week stay in Milwaukee, Hal Eddy and Blake Sherwood have returned to Chicago.

We don't have time to find fault with others of our ilk. Just discussing and probing our own faults keeps us busy.

CLAYTON KENNY . . . has a jewelry layout knocking off good business in the F. W. Grand store, Milwaukee. Located right next to the door, spot gets plenty of passers-by, with the result that takes are on the good side.

The fellow who continually cultivates his pitch is the one who generally hits the really great pitch.

THE DAHLMANS . . . Nathan and Dorothy, are touring the country for two months after which they will head for Chicago for the summer. Dorothy continues working her sequin set-up.

RUTH MANTEL . . . on sequins at the F. W. Grand store, Milwaukee, recently was married to John Andrews.

Why is it that when a four-flusher's bluff is called he's likely to squawk so loud he can be heard for a mile.

SUZANNE SCHEEDY . . . is working magic table plants at the F. W. Grand store, Milwaukee, replacing Lucy Waggoner, who has returned to her home to nurse her ailing mother.

How many people do you know who got anywhere when they rested on the assumption that they were ever right and the whole world was in error?

AL RADTKE . . . is managing a photo supply department for a Walgreen Wisconsin Avenue store, Milwaukee, with Ann Dzisso as assistant manager.

Jerry the Jammer says: "The pitchman never was as phony as some of the radio programs we hear."

LADD THOMPSON . . . and Doc McClain, well-known pitchmen, have returned to Milwaukee,

where both are using their musical talents to make a living. They are with Billy Bishop's ork currently appearing at the Schroeder Hotel. Ladd is playing a sax, with McClain on violin.

Prospective patrons go to a pitchman's demonstration to be amused and treated like some human beings. They resent being barked at and a worker who elects to get snippish with them is only hurting his own chances for success.

AMONG RECENT . . . visitors to Bea Louis's shampoo lay-out at the F. W. Grand store, Milwaukee, were the Vonn brothers and Sam Sturm, who has opened a curler stand in the same store.

HORST TOETJER . . . has been operating as a chef at Club 26, Milwaukee. Prior to a stint in Uncle Sam's navy, Horst pitched at a number of well-known spots in the Beer City.

It's highway time again for most citizens of the big towns. The pin-on tails, balloons, novelty hats and caps and spinning birds still carry the same attraction that they have in other years. They are almost a certainty to make a fistful of do-re-mi for the alert hustler.

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★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

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For Lowest Prices write Today for complete Price List.

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Are you looking for low-priced Engraving Articles? We have Bracelets, Whitestone Rings, Signet Rings, Grab Bag Stock at very low prices. If you are looking for cheap articles, we have it! Send \$2.00 for samples.

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224 Metropolitan Block MILWAUKEE 3, WIS.

EXTRA SPECIAL OFFER!

While 500 Last . . .
NATIONALLY FAMOUS
OCTO and RENSIE

17-JEWEL WRIST WATCHES

ASSORTED STYLES AND DIALS \$14.95

FOR MEN AND WOMEN

List Price \$49.95

ORDER TODAY—WHILE QUANTITIES LAST

17-Jewel precision engineered movements with shock-resistant feature, 10-K yellow rolled gold plate top, stainless steel back, leather strap.

COMPLETE IN BEAUTIFUL GIFT BOX

Write for Special Supplement to our 1948 Catalog.

Wholesale only.

25% With Order, Balance C. O. D.

JOSEPH BROS.



59 E. MADISON ST. CHICAGO 3, ILL.

DRESSING ROOM GOSSIP

Polack Bros.' Western

After 2,400 miles of mountainous terrain, flat plains and deserts so dry we didn't see water for hours at a time, we arrived in Sacramento. This despite a broken baggage car wheel, 16 flat tires, two burned-out fuel pumps, one burned-out generator, a badly dented trailer and several State patrolmen. Not bad for 20 motor units.

Visiting the Barnes Bros.' Show in Chicago before our departure were Louis Stern, Jack Klein, Massimiliano Truzzi and Josephine Berosini.

On the Bailey Bros.' lot after our arrival were Louis Stern, Justus Edwards, Mr. and Mrs. Jimmy Rison, Chai and Somay, Slivers and Jo Madison, Frenchy Durant, Don Dorsey, Harry Dann, Dennis Stevens, Ed and Phoebe Raymond, the Barnes family, Rex Ronstrom with his wife who joined for the California engagements; Mrs. Dwight Moore and children, Louise and Bobby, and Niki Bell, who joined Mama and Papa Bell.

Augmenting the program for the California engagements are Mabel Stark and her tigers and the Ward-Bells' new diving act, the Acro-Cades. Preceding each evening performance is a colorful concert by the Ben Ali Shrine Concert Band and Chanters.

Dorothy Barnett has returned to her home in Los Angeles. Joey Leonard Pearson has replaced Mrs. Barnett in the program.

Chai and Somay Huang celebrated their ninth wedding anniversary at, of all places, a Chinese restaurant. Harry Dann's quest for new talent has ended with the purchase of a seven-day-old duckling, Daffy, greatly disturbing his old web-footed partner, Louie, who thinks the frying pan is in sight. Bobo Barnett has done it again. This time it's a Chrysler Crown Imperial. The second NPLSP Club's banquet and dance will be held in Oakland. A campaign is now in progress for the election of the club's new officers.

A little chivalry I believe only the writer noticed: Slivers Madison and Frenchy Durant, with the M-G-M elephants, while awaiting their cue to enter the building, noticed a blind woman's seeing-eye dog become very excited over the presence of the pachyderms. Without a moment's hesitation, Slivers marched his bulls to the far side of the street while Frenchy led the dog and his charge out of sight.

Visitors included Mr. and Mrs.

Dales Bros.

This new org, under tutelage of Mickey Dales and Dave and Deacon McIntosh, successfully opened the season at Union, S. C. Many of Union's leading citizens were on hand and floral bouquets were received from friends and civic clubs. Show carries 22 trucks painted and trimmed in red, silver and blue.

The Henderson Family and Mac McDonald's Wild Life Show were several days late, being delayed by the long trek from the West Coast. Mac's chimp, Michael, is the hit of the midway and a favorite with the butcher department.

Our lot in Jenkins, Ky., was in a small valley surrounded by mountains.

Laugh of the week: Johnny Red Cap, of the prop department, hand-picked six strong boys to assist with the teardown. To be sure they'd be on hand, he gave them good seats for the night show. The towners decided the props looked a little heavy, so with the final act they hot-footed it out the back door. Johnny made a gallant effort to retrieve his would-be helpers, and when last seen was still in hot pursuit, rounding the third ridge of Bear Mountain.

Tommy Bentley changed his routine in London, Ky., by performing the foot slide on the bottom of the wire. Eddie Clark performed the Houdini vanishing act and has been replaced by Irving Romig and Peggy Henderson McDonald in the bar and trampoline acts.

New trailers have been added by Mr. and Mrs. Harry Boardman, Kid Bruce and Jerry Pressley.

Visitors have included Mr. and Mrs. Ted Lewis, Mr. and Mrs. O. C. Cox, Jimmy DeForrest, Cherokee Bill, C. S. Smith, Mr. and Mrs. Pressley and personnel from Rogers Bros. and King Bros.—GEORGE HUBLER.

Johnny Jordon, formerly the Jordon Troupe, acrobats; Mr. and Mrs. John W. Barnett and Bobby, brother of Bobo, visiting Dennis Stevens; CFA Bert Martin, San Francisco, and CFA Merle Sprague, and Bernie Miller.—HAROLD BARNES.

Mills Bros.

Since opening the season in Circleville, O., April 17, the weather has been clear and warm and the lots have been smooth and grassy.

Ellen Knight sprained her ankle when she and Paul fell from their wire, and Charles Cathalis twisted his arm in the comedy acrobatic act. Both Ellen and Charlie continued to work despite their injuries.

The Columbus Citizen carried a full page story and pictorial review of this opera Sunday, April 18.

Orchids to Bert Wallace, equestrian director; Charlie Brady, lot superintendent; Hard-Times Leonard, superintendent of transportation; Charlie Ali, boss property man, and all the others who have worked so hard. We have an excellent cook-house, thanks to Bill Boyd, chief steward.

Some of the folks on our show visited King Bros. org which was Sundaying 40 miles away in Hamilton, O.

Personal nomination for two of the most pleasant people on the show: Joe and Annette Dobas.

Recent visitors have included Dr. Charles W. Fisher, Jo Silverlake's father, "Hi-Brown Bobby" Burns, of the Cole advance; Mr. and Mrs. Forest and daughter; E. Don McCullough and Mr. and Mrs. Conover and family.—JONNIE MAE SNYDER AND VIRGINIA NOEL.

Clyde Beatty

We are now passing thru the lettuce bowl of Salinas, Calif., and the fascinating Steinbeck country of Monterey. Charlie Hildarra entertained his family and friends at Monterey. Everyone enjoyed the fish dinners on Fisherman's wharf. Spurred by the finding of gold recently in Monterey, the showfolks combed the lot and every gopher hole in hopes of a new discovery. There was no luck, however, not even on Daisy Hill.

Music floats thru the air all day long around the lot, with the variety playing by Mullins on the calliope, Joe Antelek on the violin, Laurence Cross on the trombone, Mark Anthony on the flute and numerous steel and electric guitars played by the grooms. The mixed choir of the dressing rooms adds its charge and volume to the back yard symphony.

The big mystery: Who hung the bell on Chita's neck?

Since Lillian Compton has stayed behind with her daughter, Myrtle, Eileen Marty has aided Mell Rennick with the wardrobe.

John Staley prepared a salad to top all salads. It's called the George Werner Special. Busy around the lot is Muncie Antelek, helping Max Tubis and the concessionaires out front, aiding the wardrobe in back and practicing trampoline between shows.

Congratulations to Ann Russell on her achievements and the queen of feathers extends best wishes to Henry Keyes.—DICK ANDERSON.

PITCHMEN • TOY SHOPS
CONCESSIONAIRES
HERE'S THE NEWEST ACTION TOY!



DENNY DIMWIT

THE BASHFUL BOY!

DENNY DIMWIT is the original Bashful Boy. He wiggles—he waggles—he sells on sight wherever he's displayed! DENNY is 11" high, with a turned-up nose, "pitcher" ears, and a thatch of red hair, dressed in a bright yellow jacket, green socks and hat, and a red shirt! He's made of plastic—no winding mechanism or springs. Rush your order today! You can reap big profits with this item—it's HOT!

Rush Your Order Today.

Terms: 25% with order, balance C. O. D. **\$13.50** Per Dozen

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Aut-o-Mo Burglarm — It smokes, shrieks, whistles and bang. Devil Chasers, Globe Torpedoes, Bull Dogs.

ELKTON FIREWORKS MFG. CO., INC.
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FIRST -- with the "NEW-LOOK" DOLL!

JUST IN TIME FOR THE SUMMER SEASON!

30" TALL!

She's the glamour girl of the year... dressed in a "new-look" gown of lustrous satin, trimmed in black lace, and a huge new bonnet. Her slim body is stuffed with cotton. Composition arms, legs and head, with natural hair. Complete range of colors makes Miss New Look a really wanted item!

SAMPLE DOLL \$3.25
DOZEN \$36

33" QUILTED SATIN DOLL

Big and strong... with wide open bright eyes that say "take me home"! She's all dressed up in a quilted satin bonnet, blouse and shoes. Bright bows on blouse and arms. Available in all colors.

Sample, \$3.75.
Doz. \$42

Kravitz & Rothbard

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WRITE, WIRE FOR FREE CATALOG



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B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... **\$4.10**

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HEY, FELLOWS! LOOK AT THIS

Men's 1/20 14K G.F. Heavy 5-Stone Ring. Brilliant center stone, two small stones on each side. Can be had with red stones on side or white. \$21.00 Per Doz. Asst. sizes to the doz. Sample, \$2.00.

Terms: 25% With Order, Balance C. O. D.

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130 Multi-Giant Holes, Str. Numbers, 25¢ Per Hole (6 Tickets)	130 Multi-Giant Holes, Tip Numbers, 25¢ Per Hole (6 Tickets)	130 Multi-Giant Holes, Slot Symbols, 25¢ Per Hole (6 Tickets)
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SALESBOARD SIDELIGHTS

Empire Press, Chicago, reports strong demand for its recently issued catalog. Staffers say copies are going out at the rate of 10 to 20 each day via requests thru the mail and have been bundled out at this pace for the last 30 days. Joseph Zimmerman, firm head, was with Dave Rice when latter visited Pittsburgh last week. Dave will be back next week.

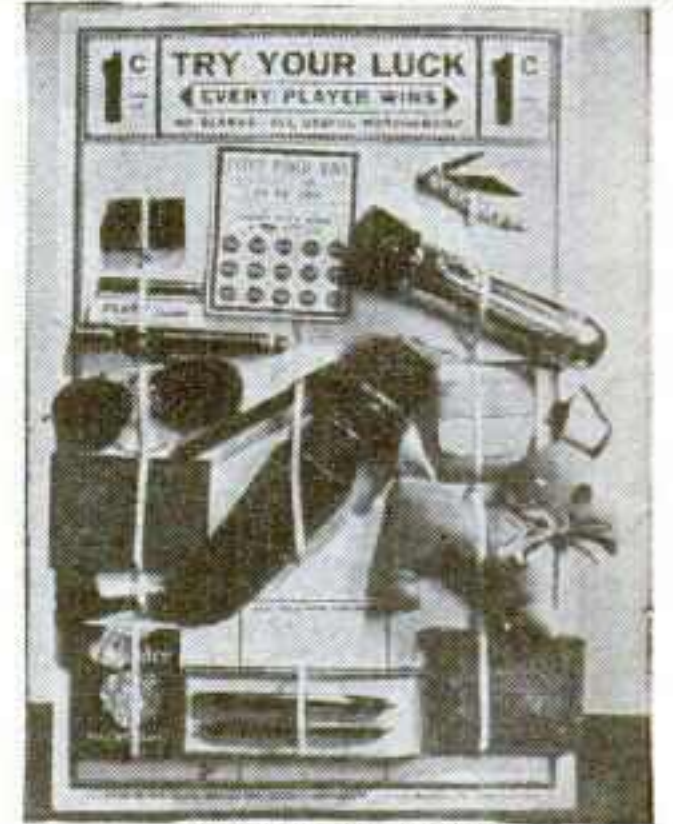
W. S. Rountree, is doing in his three-State territory. Rountree, headquartered in Dallas, joined Harlich recently and has already rung up a good record. He covers Texas, New Mexico and Arizona. . . . Irving Sax, Consolidated Manufacturing Company's (Chicago) general sales manager, returned Friday (30) from his Eastern tour.

Gardner & Company, Chicago, finds its representatives and officials scattered to the far corners of the country this week. Charles Leedy, sales manager, who is covering the California territory this week, reports that business thruout the Pacific Northwest is encouraging, especially thru Oregon, Idaho and Montana. Maurie Kaye, assistant sales manager, is traveling thru Pennsylvania this week, and with Charles should be back in Chicago next week. John Rife, plugging the Middle West, is not expected back for two weeks. New Gardner releases during the past few weeks are hitting high acceptance, with the insert boards getting special attention.

Harold Boex, Pioneer Manufacturing Company (Chicago) vice-president, was due back Monday (3) from his Southern jaunt, according to William Wollpert, sales manager. Boex has sent back reports that business is picking up. Irwin Secore, Secore & Secore, Chicago, is taking off on a combined business-vacation trip this week. Irwin will drive thru Iowa and Nebraska. . . . Peerless Products, Inc., Chicago, is keeping shipments going out at a steady pace and the production line clicking along at a satisfactory rate. Irv Padorr reports board business and outlook on a normal plane.

Jerry Scanlan, Harlich Manufacturing Company, Chicago, tells of the good job firm's new sales representa-

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1c TO 39c DEAL
15 HOLE TAKES IN \$5.40—15 PRIZES
Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.
Cost you \$2.85. In lots of twelve, \$2.75 Ea.
H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.

KING INVADES OHIO

(Continued from page 59)

time trouper; John Robinson IV; Dr. William Huebener; Mom Patterson and son, Clyde (Duke); E. Walter Evans and Charles Wirth, of *The Billboard*, all of Cincinnati.

Program

- Display 1—Parade of Gold, opening pageant with elaborate wardrobe and special music.
- Display 2—Prof. A. Morales and His Hollywood Cantines.
- Display 3—The Cristiani troupe.
- Display 4—Clowns.
- Display 5—Betty Biller, Ring 1; Sylvia Gregory, Ring 2; Lucillio Caudillo, Ring 3, Spanish web.
- Display 6—The Four Caudillo Sisters in Ring 2, Mexican acrobats and gymnastics.
- Display 7—Margie, baby performing elephant in Ring 1, and Susie Q, elephant, in Ring 3.
- Display 8—Clowns.
- Display 9—Riding dogs and monkeys in Rings 1 and 3 and riding dogs in Ring 2.
- Display 10—Sylvia Gregory, Eddie Hendricks and Betty Biller, wire act, Ring 1; Caudillo Sisters, wire act, Ring 3.
- Display 11—Military ponies.
- Display 12—Teresa Morales in Ring 2, heel and toe catches.
- Display 13—Clowns.
- Display 14—Pete Jenkins comes to the circus. A new version of how a rural boy makes good as a circus bareback rider, featuring Eddie Hendricks as the country boy and Charles Poplin as ringmaster; Ring 2 and hippodrome track.
- Display 15—Mlle. Gregorski, Ring 1; Florida Caudillo, Ring 2; Dolores Humphrey, Ring 3; swinging ladders.
- Display 16—Liberty horses, worked by Charles Poplin.
- Display 17—Adolphus Chamberty, hand balance.
- Display 18—The Cristiani riding act, featuring Cosetta and Chita Cristiani.
- Display 19—Clowns.
- Display 20—The Chambertys, casting act.
- Display 21—Aerial ballet.
- Display 22—Elephants.
- Display 23—Clowns.
- Display 24—Cristiani acrobatic act in Ring 2.
- Display 25—Menage number in all three rings and specialty horses worked on hippodrome track by Jewell Poplin, Betty Biller and Eddie Hendricks.
- Display 26—The Chambertys.
- Display 27—Clowns.
- Display 28—Indian spectacle for finale, featuring Chief Pull Horse, Indian rider, with warriors, squaws and performing personnel; introducing Lucille Pierce, Indian prima donna of the white tops.

Side Show

Personnel of the side show, managed by Chester C. Gregory, follows:
Paul Esquilda, bell ringer; Phil Fulton, accordionist; Lucy Arenz, snakes; Bernice Fair, electric chair; Grace Andrews, mentalist; Capt. Joe Cook, fighting lion; Tommy Arenz, magic and punch; Thelma Selph, Estella Pagola, Yolanda Pagola, dancing girls; Ben Abslam, flageolet player; Lawrence Pierce, knives; Raul Betancourt, musical.
Minstrels—Jazzlips Richardson and Walter Merritt, comedians; band, Roscoe Thompson, W. H. Pierson, Prof. Brazley, trumpets; Gilbert Scott, trombone; Selmer Brooks, saxophone; Willie Wilson, bass; Herby Shotwell, drums.
Ticket sellers—Scott Hall, Paul Hall and Chester Gregory. Ticket takers—Frank Satiro and Murphy Evans.

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IN 3 TICKET JUMBO HOLES

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VERY PROFITABLE!

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10¢ PER HOLE
50¢ PER HOLE
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GARDNER & CO.

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CHICAGO, 16, ILL.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$	7.00	\$.88
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 Speaking, Thick, Girl Board	Avg.	26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	28.60	2.75
1200	5¢	Pick 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¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg.	28.75	2.50

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RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
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 Glen Burnie, Md.

BIG PROFITS "HOT" NEW TICKET DEAL

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

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Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

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. ju12

2 MINIT-POP POPCORN MACHINES FOR sale. Clean, ready to operate, \$150 each. Goodman Vending Service, 119 Cumberland St., Lebanon, Pa.

A-1 BUYS!—CANDY, CIGARETTE, GUM, PEANUT, Popcorn, Sanitary, Scales, Stamp Machines, Folders. U.S.P., 100 Grand, Waterbury 5, Conn. je5

2 MINIT-POP AUTOMATIC POPCORN MACHINES. Good condition, \$285 each. A. Graeff, 1232 Broadway, Toledo 9, Ohio. my15

10 BALLY VICTORY SPECIALS; ONE BALL Tables, in good condition, \$125 each. Leo Mills Coin Machine Exchange, 805 S. Beacon St., Dallas, Tex. A-1 mechanic wanted.

50 1c SILVER KINGS—PEANUTS, USED ONE week, \$9.75 each. Sold in 25 lots. Perfect condition. H. H. Hartman Jr., 6447 Aberdeen St., Dallas 5, Tex.

3,500 BALLS 5/8 BUBBLE GUM AND RE-conditioned Gum Machine for \$15. 4 deals, \$55. Graeff, 1232 Broadway, Toledo 9, Ohio. my22

WANTED—SCALES, STATE MAKE, QUANTITY and price. N. Solit, 1845 Crotona Ave., New York 57, N. Y.

GAINESVILLE PROGRAM
 (Continued from page 58)

player. Show issued a 40-page souvenir program, containing 10 feature articles and several pages of pictures. The circus is featured in the May issue of Buick magazine, with pictures. The program:

Display 1—Spec, "Spangleland Fantasy." Display 2—Garland Entree, Gerry Murrell, Portis M. Sims, Joe Donald Davis, Willie Jo and Diane Wimberly, A. B. Garvin, Jimmy McClendon and Bobby Springfield. Display 3—Bill Ritchie, Ray Whittaker, Ronny Wade and Dale Butler, trampolines. Display 4—Aerial ballet, featuring Evelyn Kaps, Genece Flowers, Elsie Ritchie, Lawrence Davis and Mary Louise Bezner; double ladders, Wanda and Bobbie Wilson and Virginia Roberts and Leona Theadgill; single ladders, Lois Lemon, Pat Reagan, Joanne Hargrove, Peggy Wilson, Ouida Kaps, Melba Dea, Margaret Jo Lynch, Kay Fellers and Betty Ward. Display 5—Alex Murrell and Portis Sims, dogs. Display 6—Clown walk-around with F. E. Schmitz, producer; Ronny Davenport, Bert Davis, Pete Dennison, Allen Friddell, Jimmy Harpole, Ted and Terry Herrmann, Paul Nieball Jr., Pat O'Brien, Billy Patterson, J. B. Saylor, Brenda Schmitz Dan, Jerry and Louise Smith, Roy Stamps Jr., Bob Springfield, Billy and Don Turner, Al Wayne, A. W. Wells and Dr. S. M. Yarbrough. Display 7—Wanda Wilson, Lois Lemon, Gerry Murrell and Vern Brewer, Diane and Willie Jo Wimberly, tight wire. Display 8—Bert Davis, juggler. Display 9—Lawrence Davis, Pat Reagan and Jimmy McClendon and A. B. Garvin, bareback riding. Display 10—Billy Turner, Jimmy Harpole and Ray Whittaker, Don Turner, Bob Springfield and Ronny Wade, J. Benny Saylor, Terry Herrmann and Pete Dennison, comedy acrobats. Display 11—Dog, pony and monkey riding. Vern Brewer and Portis Sims. Display 12—Cloud swings, Evelyn Kaps and Genece Flowers; Spanish webs, Lawrence Davis and Elsie Ritchie. Display 13—Midget automobile, Frankie Schmitz. Display 14—Teeterboard acrobats, Mary Louise Bezner, Don Turner, Ronny Wade, Dale Butler, Bob Springfield, Ray Whittaker and Bill Ritchie. Display 15—Pony drills, six each, Gerry Murrell and Vern Brewer, horse and pony, Portis Sims. Display 16—Clown stops. Display 17—double trapeze, Lawrence Davis and Bill Wood; Bill and Elsie Ritchie, Mary Louise Bezner and Ralph Gerneth. Display 18—Clown car gag. Display 19—Liberty Horses, Vern Brewer. Display 20—Roman ladders, Joanne Hargrove, Genece Flowers, Bill and Elsie Ritchie, Ronald Wade, Kay Fellers and Don Turner; carrying perch, Bud Lucas and John Moore; rolling globes, Joe Donald Davis, Pete Dennison and Jimmy Harpole. Display 21—Clowns' Chic Sale number. Display 22—Trapeze, Mary Louise Bezner; upside down loop walking, Pat Reagan; teeth slide, Evelyn Kaps. Display 23—High school horses, Gerry Murrell, Portis Sims and A. B. Garvin. Display 24—Hand balancing, Bud Lucas, Melba Dea and Bill Wood. Display 25—Clowns. Display 26—Flying act, Evelyn Kaps, Ralph Gerneth, Lawrence Davis, Bill Ritchie, Mary Louise Bezner and Paul McGehee.

I HAVE OVER 300 CONSOLE MODEL COIN-Operated Radios. Other business needs capital. Will sacrifice Radios at less than book value. Write T. C. Salmon, 3245 Waits, Fort Worth, Tex. my8

RAY GUN OPERATORS—WRITE FOR INFOR-mation on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. my8

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. je26

ROULETTE WHEEL—LIKE NEW, COMPLETE with six new, beautiful chrome stools with backs and red upholstered seats, chrome check rack, markers and inlaid Roulette checks, \$795. 1/3 deposit, balance C. O. D. J. C. Hall, Durango, Iowa.

WANTED—EXHIBIT IDEAL CARD VENDERS, late models. A. G. Sales, 533 N. 8th St., Philadelphia 23, Pa. my22

WILLIAMS ALL-STARS—USED, BUT VERY clean, \$275. 2 Photomatics, inside lights, repainted, good condition, \$325 each. Spotlite, like new, \$175. This is a very good arcade piece. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

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

FOR SALE—12 POKERINO TABLES, GOOD condition, have dime slots, can be used with or without slots, \$25 each, extra if crated. Benway, Box 522, Carolina Beach, N. C.

FOR SALE—JENNINGS 5c SLOT, DOUBLE J.P., good condition, \$25. Jim Tucker, 428 Main St., Peoria, Ill.



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Holes	Name	Profit	Price
400	5c Dollar Bd., X.Tk., Def.	\$ 7.00	\$.59
1000	25¢ Charley	50.00	.79
1440	5c Cigarette Barrel	22.00	.99
1440	5c Barrel	18.00	1.15
1440	10c Barrel, X. Tk.	38.00	1.39
1800	5c Lulu Bd., X. Tk.	18.00	1.39
1000	25¢ J.P. Charley, Tk.	Avg. \$52.08	\$.94
1000	25c Action, X. Tk.	Avg. 56.80	1.39
1200	25c Tex. Charley, Seal	Avg. 102.28	1.74
600	25c Jumbo Q.T., X.Tk.	Avg. 65.30	1.59
1000	5c J.P. Asst. Bds.	Avg. 27.00	2.59
1050	5c J.P. Asst. Bds.	Avg. 31.00	2.79

NEW! 6 Tickets Per Hole Boards

200	25¢ Krik Fin	Max. Avg. \$39.50	\$ 2.45
200	51.00 Charley	Def.	50.00 2.45
2170	5c Red-Wh.-Bl. Tkts.	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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FORM NO. 11943

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FOUR-STATE MEET CONVENES

See Need for United Front

Local opposition to confab noted as 400 ops vote '49 convention in Twin Cities

MINNEAPOLIS, May 1. — Faced with legal and internal problems, augmented by roaring floods that hit some parts of the territory and held down attendance, more than 400 operators from Wisconsin, Minnesota and North and South Dakota converged on the Twin Cities early this week to attend the two-day Northwest Regional convention Monday and Tuesday (26-27) at the Radisson Hotel. Adding to the over-all attendance were manufacturers, distributors and jobbers from Chicago, Detroit, Wisconsin and the immediate vicinity, with the notable exception of three major distributing firms in this area, who had withdrawn their support several weeks ago due to the local situation.

The convention was held under the joint sponsorship of the Minnesota Amusement Games Association (MAGA), the Wisconsin Phonograph Operators' Association (WPOA), North Dakota Music Operators' Association (NDMOA) and South Dakota Phonograph Association (SDPA). Significantly marking the event as a success despite the numerous problems encountered, the convention committee, following its meeting Tuesday afternoon, reported that the convention would be turned into an (See *Four-State Meet* on page 117)

Location Biz Hits Upswing, Survey Shows

Register Large Gains

WASHINGTON, May 1. — Business took a general upswing in March for such coin machine locations as taverns, restaurants, drugstores and filling stations, Commerce Department reported this week.

Gains over February receipts were spectacular for some trades in individual cities. Filling stations in Norfolk and Jacksonville, Fla., reported increases of 27 per cent and 23 per cent, respectively. Eating and drinking places reported business increases of 14 per cent in Memphis and Birmingham, while Salt Lake City spots said business was up 13 per cent.

New England Up

In New England cities coin locations showed healthy business rises. Eating and drinking spots in Boston and Providence showed increases of 8 per cent, while New Haven and Hartford were up 6 per cent. Drug- (See *LOCATION BIZ* on page 116)

New York Council Considering Drastic Bill; Truce to May 19

NEW YORK, May 1.—With further seizures of coin-operated games by the police department halted by agreement between lawyers representing local distributors and city authorities, pending the outcome of a trial set for May 19, a drastic bill seeking to make the mere possession of pinball games illegal was introduced in the city council Friday afternoon (30).

Introduced by Joseph T. Sharkey, vice-chairman of the council, the bill would amend the city's administrative code to make persons found possessing pin and certain other unspecified games guilty of misdemeanors and subject to fines or imprisonment or both.

Altho city authorities were pushing for fast action, industry leaders pointed out that no vote could be taken by the council until an open hearing on the bill is held. At that time, they said, evidence would be presented to the city legislators showing that games operated here were specially

built or adapted to conform with New York law. It was recalled that police officials themselves had previously been quoted as saying that games on location here were not easily adaptable for gambling purposes.

Since the exact provisions of the bill were not disclosed this week and will not be revealed until the bill becomes available in printed form sometime next week, the full nature of the evidence coinmen will present to combat the measure could not be fully determined. However, it was known that passage of the bill is being pressed on allegations that undesirable elements occupy key positions in the coin amusement game industry. Industry spokesmen said these unsupported charges would not stand up in open hearing.

The introduction of the bill climaxed a week of dramatic events in the game situation here, highlighted earlier by a hearing in the New York County Supreme Court. Ordered to (See *New York Council* on page 116)

CMI Pledges To Remain In Fight Against Cancer

CHICAGO, May 1.—Coin Machine Industries (CMI) board of directors has voted unanimously to continue backing the fight against cancer, Dave Gottlieb, CMI president, has announced. Contributions from the nation's coinmen will go to the Damon Runyon Memorial Cancer Fund for allocation with the co-operation of the American Cancer Society.

Gottlieb disclosed that Ray Moloney, national chairman for the first CMI cancer campaign, has been appointed to serve in a similar capacity in the current fund drive. Other important appointments will follow later.

During the 1947 drive, which ended with the CMI show here in January,

coinmen thruout the nations contributed a total of \$250,000 to further research efforts. The sum was raised by means of benefit banquets, stage shows, by operators contributing a portion of their revenue as well as thru registration fees resulting from the CMI convention. When the campaign ended Walter Winchell, national chairman for the Runyon fund, announced over a nationwide network that the contribution made by coinmen thru CMI represented the largest donation by any single industry. On Sunday (25) Winchell announced that CMI had notified him that the association would remain in the cancer battle at least thru 1948.

In opening the new drive, Gottlieb said: "Cancer is mankind's most dreaded disease. It must be conquered. The nation's coinmen are grateful for this second opportunity to have a part in the war against pain."

Rail Strike

WASHINGTON, May 1.—Coin machine industry faces a rail freight "blackout" if the threatened May 11 strike goes thru. A Department of Justice spokesman said that "emergency train crews" are likely to be authorized by organized labor in the event the strike, but these crews would be used to carry medical and other critical supplies only.

As *The Billboard* went to press this week, mediation meetings were being held in Chicago in an attempt to reach a settlement prior to the strike date. Government officials here stated the only hope for cancellation of the strike was in the successful outcome of those meetings. President Truman emphasized this in his regular news conference held this week.

Maritime Operators Plagued With High Taxes Seek Relief

ST. JOHN, N. B., May 1.—Pointing up that present high fees on both amusement and music machines were established as an emergency measure during the war years, operators thruout the maritime provinces have begun a drive to seek fee reductions.

Thus far operators have argued that there is much less money in circulation in the dominion compared with the war years, and also that servicemen, who were among the top coin machine patrons, are virtually non-existent. The operators also (See *MARITIME OPS* on page 116)

CMI Protests To Wallander On Statement

Gottlieb Wires New York

CHICAGO, May 1.—Strong protest against New York Police Commissioner Arthur Wallander's statements concerning the coin machine industry (*The Billboard*, May 1) were registered here this week by Dave Gottlieb. Speaking in his capacity as president of Coin Machine Industries, Inc., Gottlieb wired Wallander, declaring that the commissioner's statement that 25 per cent of the industry have criminal records is a "vicious and malicious falsehood."

The Gottlieb wire was released while the industry at large waits for the outcome of a court test set for May 19 before Supreme Court Justice Julius Miller. Court action will test the legality of the seizure of pin games by New York officials. (For a complete account of the New York games situation, see story elsewhere on this page.)

Quote Wire

Gottlieb's wire to Wallander follows:

"Coin Machine Industries, Inc., of which the undersigned is president, protests the high-handed seizure by the New York Police Department of 1,801 pinball games which, under New York law, are legal amusement games.

"Coin Machine Industries, Inc., includes manufacturers of amusement games, which are chiefly made in the (See *CMI PROTESTS* on page 130)

Ops Hard Hit By Floods in Minn., Dakotas

Effects 4-State Attendance

AITKIN, Minn., May 1.—Fast-rising waters, threatening the entire Red River Valley, roared to flood status here this week, with State and federal governments rushing to give aid. Declared a disaster area by President Harry S. Truman early in the week, assistance was being rushed here by the State and by the Federal Works Agency, with Aitkin, Valley City and Pembina, N. D.; St. Vincent, Minn., and Emerson, Man., in Canada, still reported as being "in danger" late in the week.

Along with all other facets of business, coin machine operators were hard hit in the flood areas. Many operators in North Dakota, planning to attend the four-States meeting in Minneapolis early this week, were unable to leave because of the floods. Operators covering the northern part of the territory reported that 18 (See *Minn., Dakota Ops* on page 128)

British To Cut Purchase Tax on Coin Equipment

LONDON, May 1.—Coin-operated equipment, delivered by registered manufacturers and wholesalers to unregistered customers after April 9, will be subject to a lower purchase tax rate as a result of the new British budget announced last month by Sir Stafford Cripps, chancellor of the exchequer.

Until now, most coin-operated machines have been subject to a 50 per cent purchase tax. The new rate is 33 1/3 per cent.

Because of the high price of equipment on the manufacturers' level, British coinmen were hopeful that they could effect a substantial reduction in the tax or perhaps do away with it completely. The decrease in the tax rate, not as substantial as the coin trade here hoped it would be, is not expected to have any appreciable effect on buying.

Meantime, distributors and jobbers of equipment are relying principally on reconditioned equipment and a limited amount of new games being produced by British manufacturers. Because of high duty rates, British firms have not been able to capitalize on exports.

Coin Pool Table Makes Debut in Detroit Market

DETROIT, May 1.—A new coin-operated pool table is being placed on the market locally, with ultimate national distribution planned, by the new Pool-O-Game Company, headed by Joseph Emerick, of Wayne, Mich. Emerick has show-business background, as owner of the Merry Circle Tavern on Ecorse Road in Wayne, where he operates a dine and dance policy. He is also able to use his own spot, which is unusually large, as a testing location for amusement games.

The Pool-O-Game is already in production and a number are on location in Detroit and suburbs. It is of heavier-than-average construction for this type of game, and is said to have a number of new features.

Emerick is opening offices this week in the Lawyers Building in downtown Detroit, as headquarters for the company, and will appoint a full-time staff to handle operations at that time. The company is looking for a new factory site in order to get a substantial volume of production out by early summer.

Dept. Store Sales Up 6% Over Nation

WASHINGTON, May 1.—The Federal Reserve Board reported this week that department store sales across the nation increased 8 per cent in the week ending April 17, and ranged from a minimum of 1 per cent to a high of 11 per cent in increases for the year to that date. Such sales are considered a general business barometer for the nation.

Cities reporting department store sales increases of 1 per cent up to April 17 are Boston and New York; high of 11 per cent was recorded by Dallas. Sales increase of 8 per cent was chalked up by stores in Cleveland, Atlanta, St. Louis, and Kansas City, Mo. Registering a 9 per cent rise was Philadelphia. Chicago reported a 7 per cent boost; Minneapolis, 6 per cent. Average increase for the year, for all cities, was 6 per cent.

Meyer, Exhibit's Founder, Recovers

CHICAGO, May 1.—Frank Meyer, president and founder of Exhibit Supply Company, has sufficiently recovered from his recent ailment to take a fully active part in the running of the firm's business, Joe Batten, Exhibit general manager, disclosed this week, following an extended visit at Meyer's Pasadena, Calif., home.

Meyer, who organized the firm in 1901, is in constant touch with West Coast coinmen, seeking new ideas and watching new trends and developments, Batten stated. Exhibit's president is also in regular contact with the daily developments at Exhibit's Chicago headquarters thru telephone, wire and mail channels. To carry on his correspondence and execute his duties as Exhibit president, Meyer maintains a well-appointed office and full-time secretary right in his Pasadena quarters, Batten disclosed.

New York Games Campaign Closes Mechanics' School

NEW YORK, May 1.—The far-reaching campaign of city authorities against pinball and roll-down games and the resultant unfavorable publicity on the entire amusement game industry, brought about the suspension of the coin mechanics' course, held at the Manhattan Trades Center and sponsored by the National Association of Automatic Machine Owners (NAAMO), F. McKim Smith, president, charged this week.

The course, which graduated its second class last week, was operated by the Veterans' Training Program of the New York City Board of Education. Altho two more classes were scheduled to begin sessions, an order by Superintendent of Schools Dr. William Jansen, removed the course from the curriculum of the school. Being a public institution, NAAMO was told, the school is governed by public opinion.

Commenting on the action of the board of education, Smith said, "It is to be regretted that the veterans, many of them partly disabled, are now deprived of an opportunity to learn a good trade in an honorable business merely because of unfavorable public opinion regarding pin games. Over 400 applications from veterans in all parts of the country, anxious to become coin machine mechanics, are still on file."

Smith pointed out that the veterans were taught on machines "legalized in every State of the union." The curriculum of the course was limited to arcade-type amusement games, venders, juke boxes and service machines.

It was recalled by Smith that the NAAMO-sponsored mechanics' course had been highly praised by leading public figures. General Omar Bradley, chief of staff of the army, personally endorsed the mechanics' school while head of the Veterans' Administration. Smith stated that Gov. Thomas E. Dewey and Sen. Homer E. Capehart and many other school, Veterans' Administration and public officials had personally endorsed the course.

Meanwhile, Smith released the names of the graduates of the final course, who, he said, would shortly be absorbed by the industry.

The graduates are Herman J. Appel, Samuel B. Friedman, Seymour Shafit, Pierre Laurent, Milton Abramowitz, Alfonso Dicaro, Clarence Anderson, Joseph Spadaro, Harry Brenner, Seymour Levine, Stephen Kane, Milton Mornick, Thomas Cutrera, Wilfred Kramwinkel, Herbert Borenstein, Norbert Rosenblum and Alvin Frey.

Boston Licensing Board Rules Against Pinballs

BOSTON, May 1.—An edict barring pinball machines from almost every good location in Boston and hitting at the \$40,000 anticipated by the city as its annual revenue for pins and other coin machine licenses was issued by the Boston Licensing Board last week.

The unexpected move found the board, a State appointed agency, getting the jump on Mayor Curley and city council by ordering police to ban pinball machines in approximately 5,000 licensed establishments thruout the city.

Previous Action

On April 12 city council passed a new ordinance imposing a \$30 annual fee on each pinball machine in public places and a \$12 annual fee on each automatic amusement device. Mayor Curley, signing the newly enacted ordinance, named Charles H. McGlue, to administer these licenses at \$4,000 a year.

The licensing board's sweeping order dealt a crushing blow to operators who had been lining up owners of more than 1,500 taverns for installations. The only places apparently open to operators are those out of the jurisdiction of the licensing board, such as barber shops, shoeshine parlors and grocery stores.

The edict, 4,500 copies of which were sent out to police and to establishments holding licenses under its control, over the signatures of Mary E. Driscoll, chairman; Frank L. Brier and Walter R. Meins, of the Boston

Licensing Board, reads:

"The licensing board for the City of Boston desires to call to the attention of its licensee to its ruling that any innholder, common victualer, or person owning, managing or controlling a cafe, restaurant, or other eating or drinking establishment will not be permitted to have on the premises in which their business is conducted, any slot machine or other device which furnishes anything other than merchandise of a quantity or quality commensurate with the price deposited therein, except such a machine the use of which, the licensing board has specifically authorized.

"Failure to comply may result in the suspension or revocation of your license."

This seemingly would bar the pinball and automatic amusement devices from all Boston variety stores, food shops, bars, cafes, hotels, rooming houses, clubs, bowling alleys, and other establishments holding any sort of license issued by the licensing board.

Halts Operations

Had the city ordinance been allowed to become operative, the mayor's office would have controlled the licensing of pinball machines in about 1,500 taverns, 1,800 variety stores where soft drink and fruit licenses are required, and about 1,500 licensed restaurants. Regulations of both the licensing board and the State alcoholic beverages control commission (See Boston Licensing on page 128)

Calendar for Coinmen

May 7-8—National Automatic Merchandising Association (NAMA), Regions III and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington. Neill Mitchell, chairman Region A, Aaron Goldman, chairman Region III.

May 16—North Dakota Music Operators' Association (NDMOA), annual meeting, Fargo, N. D.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.

June 14-17—National Association of Music Merchants (NAMM), convention, Palmer House, 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.

O. D. Jennings Begins Output On 2 Consoles

CHICAGO, May 1.—O. D. Jennings & Company is in production on two new model bell consoles, J. Raymond Bacon, firm vice-president, said this week.

Actually, both consoles are the same, Bacon stated, but shipments made to Western States will bear the name Prospector, while deliveries made to Eastern coinmen will be designated as Monte Carlo models. Except for this difference in name, both models are identical.

New consoles are available in nickel, dime, quarter, half-dollar and dollar models, will be marketed under the catch line "drawer full of silver," referring to the drawer towards the base of the machine that holds 1,000 coins.

Bacon said that first deliveries on the new Jennings products are now in progress.

Initial Allite Shipments Made

LOS ANGELES, May 1.—First machines of the limited monthly quota of the Allite bowling game, the automatic pinsetting and scoring game, are to be shipped from the factory here this week, a spokesman for the reorganized Allite Manufacturing Company said.

Shipments for the East will be made later this month, according to a program of production that has been set by the company's officials. The new and improved game is being out on location here and the manufacturers have reported the initial tests successful.

Dime Price on Drinks Spreads

Held Questionable Answer To High Operating Costs

Many operators believe co-operative purchasing of supplies, larger capacity venders, or 7½-cent coin would prove more logical solution to profitable biz

CHICAGO, May 1.—The 10-cent price on soft drink cup and bottle venders is becoming more and more common on machines in the Philadelphia, Los Angeles, Chicago, and to lesser extent, the New York areas, a survey by *The Billboard* this week revealed. However, in many quarters, it is believed that the dime price is not the answer to operators' rising servicing, labor and merchandise cost; instead, the better move was thought to be the co-operative purchasing of supplies, introduction of a new 7½-cent coin or increasing the capacity of venders (especially cup machines) so as to reduce service calls.

The 100 per cent jump in price of the vended soft drink is considered out of line by many operators who, nevertheless, feel that they must either resort to the increase or go out of business. The 5-cent price, at

Victor Debuts Custom Built Bulk Venders

CHICAGO, May 1. — Victor Vending Corporation is in full production on its custom-built Universal bulk vender, H. M. Schaef, firm president, has announced.

Constructed of a durable metal finished in red and black baked enamel and trimmed with chrome, new vender has a variable capacity of 5 to 7 pounds of bulk merchandise or 1,000 to 1,400 balls of gum. New Victor product can also handle peanuts, mixed nuts, pistachios, almonds, candies and charms. For conversion to various types of bulk merchandise, Schaef states, no additional parts are necessary. With the addition of a special adaptor, vender can deliver two balls of gum for a penny.

Other features of the new automatic bulk merchandiser are its newly designed globe, which is larger and is adaptable to other Victor venders, including the Topper and Model V, and its high pressure injection-molded, non-corrosive merchandise vending wheel.

Dime Cigarettes?

WASHINGTON, May 1.—The 10-cent pack of cigarettes, an early casualty in the late war, may be on its way back. This was suggested when the Treasury, in a routine study of tobacco taxes last week, implied to Congress that it might ease upon the low-priced brands, but made no specific recommendations.

The economy brands were swept into the general price hike trend when the 1942 tax law, boosting the levy on each pack of cigarettes from 6½ cents to 7 cents, was passed.

current operating costs, means that the operator receives only a ½-cent gross margin of profit, or less, per drink. While the 10-cent price has been used with fair success in theaters and like locations, machines in industrial spots adhere strictly to the nickel drink, it was discovered. Thus operators with a predominantly factory location route have not attempted to meet advancing expenses with a price hike.

The newly organized Automatic Cup Dispensers' Association (ACDA), with headquarters in New York, is (See 10-CENT PRICE on page 113)

Square Manufacturing Co. Readies 2,000-Cup Machine

CHICAGO, May 1.—A 2,000-cup, two-flavor soft drink vender is being readied for location-testing within the next four to six weeks by Square Manufacturing Company here, according to Max Rosenbaum, president of the firm and also head of United Beverage, cup vender operating company.

Rosenbaum said that the large-capacity vender is intended to reduce servicing and maintenance costs to the point where continued nickel operation may be found feasible.

Leslie Arnett, Square official and engineer, told *The Billboard* this week that the first run of 100 2,000-drink machines had started. First six of these, he declared, would be placed on test in United's larger theater lobby locations. Another new machine, a single flavor 1,000-cup unit, is in the blue-print stage, and will not be put into production for some time, Arnett declared.

Both the 2,000 and the 1,000-cup venders will be housed in the cabinets currently being used for the firm's 800-cup, two-flavor machines. This would accomplish two purposes, Arnett said, maintain the present customer and location-approved theater-size machine (thus eliminating a too large, bulky model) and permit a more economical and swifter assembly and manufacturing set-up. Dimensions of the 800-cup unit are 78 inches high by 38 inches wide. Only design change may be in the vending face of the new units.

Because of the desire to use the same cabinet, the enlarged sirup tanks and cup rack assembly were so designed and fitted as to permit installation in the present size machine. New 2,000-cup machine will have two 10-gallon sirup tanks instead of the two five-gallon tanks used in the 800-cup unit. The cup dispensing and storage mechanism, of the two-column, stationary type in the firm's 800 and 250-cup single flavor venders, will be changed to the 10-column, revolving unit patented by Dixie Cup Company and manufactured by Johnson Fare Box, Chicago. Each column will contain 100 cups.

Ford Gum To Revise Its Texas Contracts; Penalized \$10,000

AUSTIN, Tex., May 1.—In a series of civil suits filed by Attorney General Price Daniel, the Ford Gum & Machine Company, Inc., Lockport, N. Y., has promised to revise its Texas operating contracts and pay a \$10,000 penalty on an installment plan for past violations of Texas law.

The attorney general filed civil suit against Ford in January, contending that the Ford Company had violated anti-trust law which outlaws "combinations, agreements, conspiracies, acts, conduct and practices in restraint of trade." The suit was one of a series being filed by Daniel in gasoline, milk, bread and other fields.

Evidence for the suit was obtained thru a court inquiry in Fort Worth. During the inquiry five operators were called before a justice of the peace by Daniel investigators to testi-

fy as to the contracts under which they bought machines.

The inquiry disclosed that the contracts were agreements that the operators would operate only in certain counties, that they would vend only Ford gum and that they would not sell the machines without Ford Company's written permission. All three points were held to be violations of law.

The State took action against both Ford and five operators. The operators, however, were not fined on their plea in abatement that they had been required by the court of inquiry to give evidence against themselves. The operators were Ben Leon Rauch, Fort Worth; John S. Horn, Abilene; Earl T. Wilkinson, Tyler; H. Leon Wilkinson, Vernon, and G. O. Paudler, Crosbyton.

District Judge J. Harris Gardner heard the case without a jury and held that the State was correct in demanding a \$10,000 penalty.

Minimum Penalty

Amount of the penalty was reached under a Texas statute which provides for penalties ranging from \$50 to \$1,500 for each day of violation. The illegal contracts dated back to 1934 but most were more recent. The minimum penalty was levied.

Ogden K. Shannon, Fort Worth attorney, represented Ford Gum & Machine Company, agreed not to appeal the decision to higher courts if the firm would be permitted to pay the penalty on the installment plan.

The Ford Company has agreed to (See FORD GUM on page 112)

WVMOA Meeting Mulls Co-Op Buying; J. E. Cluett Speaker

LOS ANGELES, May 1.—J. E. Cluett, president of the Los Angeles Stamp Machine Operators' Association, was the guest speaker at the regular monthly meeting of the Western Vending Machine Operators' Association (WVMOA) Tuesday night (27). He outlined the work of his group, which includes all the operators here except two, and told of contracting city officials in an effort to get licenses on machines reduced.

The Stamp Operators' Association has been successful in ironing out difficulties relative to its machines, Cluett said. It has worked a system of swapping locations to cut down route coverage and has also been able to control location jumping and the payment of excessive commissions and bonuses.

Co-Operative Buying

M. I. Slater, WVMOA president, conducted the meeting, which was highlighted by a round-table discussion of co-operative buying. Cluett told how his organization had bought stamp folders co-operatively to save money. No definite plans were formulated by the general vending association for buying in this manner.

Russ Darbo, blind operator of popcorn, candy and coke machines, attended as a guest of the president. Stan Rousso, Stoner representative, offered to contact an association of blind operators to secure information on their particular problem for Darbo.

Cab Firm Praises Vending Machines

SAN FRANCISCO, May 1.—Yellow Cab Company here, in its Ellis Street garage, has "about every kind of vending machine built," according to the division manager Larry Pries. John W. Pettit, general manager of the company, adds that the "vending machine set-up has built morale and good fellowship" among the employees.

As company's percentage of vender sales goes to an employees' benevolent fund, the firm officials state that their workers are thus offered a system whereby when they spend their money for vender items they are actually holding onto a substantial percentage of it thru benefits received thru the fund.

At present, the vending operation is returning \$1,200 a year to the fund, company officials report.

Included in the battery of venders are hot coffee, soft drink, candy, cigarette, nut and gum venders.

Coin Washer Ops Initiate Survey On New Locations

NEW YORK, May 1.—To improve the service offered by apartment house automatic laundry operators, the Affiliated Washing Machine Operators' Association (AWMOA) this week launched an exhaustive survey covering important phases of washing machine operation in typical locations throughout the city.

A woman, retained by the association, will visit locations where washers are installed and critically examine the service offered from the point of view of the housewife customer. Results of the survey and recommendations based on facts gathered will then be made available to AWMOA members, according to Albert I. Gorner, public relations director.

To enhance the value of the survey, the researcher will confine her investigation to factors affecting the users' convenience. Operators' problems, as such, will not come within the limits of her job, and special attention will be paid such factors as sufficient light, sanitary conditions and other facilities making for comfort of machine users.

Locations Examined

It was pointed out that many operators find that small improvements in location atmosphere often result in marked increase in consumer use. But most operators haven't the time to examine their locations critically. Or, as Gorner remarked, they are often unable to place themselves in the position of the users of the service. The current survey, the first step in a gradually expanding educational service the association will offer members, will be of particular benefit to such operators, Gorner claimed.

Since many members operate self-service laundry stores, the survey will include such establishments. No time limit for completion of the program has been set. It will continue until sufficient data is collected, Gorner stated.

Peanut Production Hits 4-Year High

WASHINGTON, May 1.—Peanut supplies in the U. S., as of February 28, were at the highest level since same date in 1944, reaching 917,000,000 pounds, according to a recent report of the Bureau of Agricultural Economics.

During the month of February, a total of 190,000,000 pounds of farmers' stock peanuts were cleaned and shelled, the largest quantity channeled for this purpose during any February on record, the bureau stated. Percentage of shelled peanuts going into peanut butter during February was 95 per cent of total processed; 13 per cent of this peanut butter was used in candy. A drop in crushed peanuts was noted, cause being chalked up to the drop in oil prices during the month.

Total production of shelled peanuts for September, 1947, to February, 1948, was 412,000,000 pounds, or some 68,000,000 pounds under the same six-month period a year earlier.

Schutter Gets Radio Award

ST. LOUIS, May 1.—The American Schools and Colleges Association has given its 1947 Radio Award to the Schutter Candy Division of the Universal Match Corporation for its sponsorship of *David Harding, Counterspy*, series heard over the American Broadcasting Company network Sundays. Featured in the commercials of the radio show are two of the firm's candy products, Old Nick and Bit-O-Honey bars.

Snow Cone Mch. Output Started By Dallas Firm

DALLAS, May 1.—Multiple Products Corporation has announced that it is in production on Polar Pete, a snow cone machine. Firm is a subsidiary of Auto-Vend, Inc., makers of the 'Pop' Corn Sez popcorn venders.

Machine contains a patented ice shaver which is capable of producing over 250 pounds of "snow" per hour. Its dimensions are 30 inches wide by 20 inches deep by 60 inches high. Machines are made of aluminum and stainless steel cabinets, and are portable.

According to the producers of the machine, this is the first time that one self-contained unit supplying sirup from plexiglas dispensers and fully equipped for cup storage, drainage and waste facilities, ice storage, working surface and other essentials for complete preparation of snow cones has been manufactured.

Sperry Re-Intros Two Hot Weather Bars for Venders

MILWAUKEE May 1.—With the return of adequate supplies for candy production, Sperry Candy Company here has announced the re-introduction of two quality candy bars, Straight 8 and Snow Maid, which the firm believes will build and hold a strong following on the part of candy vender customers and also over-the-counter sales, especially during the summer.

Straight 8 is a vanilla nougat bar filled with roasted peanuts. Large in size, the Sperry product is wrapped in cool-looking glassine. New design on the wrapper features the name Straight 8 in large type.

Snow Maid has a chocolate fudge center with a coating of whipped marshmallow, frosted with a coat of shredded coconut. Its cellophane wrapper stresses eye appeal and is printed in two shades of ice blue flecked with snow flakes.

Sperry officials state that both bars should go a long way toward helping candy vender operators solve the hot weather candy problem.

Confectionery Firms Ease Peanut Demand

WASHINGTON, May 1.—Demand for peanuts by confectionery manufacturers in the chief markets is running very light, Agriculture Department reported this week. The situation in New York, Baltimore, San Francisco, Chicago and Cincinnati during the past seven days was characterized by Agriculture as "demand, slight; market, dull."

Prices for the jumbo Virginias from 23 cents a pound in New York to 19 1/4 cents in Cincinnati. Spanish peanuts brought a high of 19 cents in New York and Baltimore and a low of 17 1/4 cents in Cincinnati.

Meanwhile, dry weather is hampering peanut planting in Texas and Oklahoma, altho Georgia and Florida growers are actively planting with a consequence heavy demand for seed. In North Carolina and Virginia, heavy planting will get under way in the next few weeks, Agriculture said.

RALEIGH, N. C., May 1.—Secretary of State here has issued a charter to Kleen-Kwik, Inc., of Gastonia, to operate automatic laundry machines. Authorized capital stock is \$300 to \$100,000, with \$300 stock subscribed to by R. E. Bradley, Iva Styers, and L. B. Howell.

Candy Op Hopes To Beat Heat With Trucks Cooled by Dry Ice

MAYWOOD, Ill., May 1.—Perry Rose, head of Robot Sales here, is preparing to meet the summer heat problem in candy vending by installing specially constructed dry-ice cooling apparatus in each of his route trucks. Believing that the biggest heat-headache revolves about the stockroom-to-location haul via truck, Rose not only uses well insulated merchandise compartments but recently drew up the specifications for the dry ice cooling equipment which is to be produced soon by a local manufacturer.

"While most of the strictly chocolate bars are written off during the hotter months, we are compelled to stock a few of the top pulling names regardless of the temperature," Rose says. It is for such merchandise, in addition to added heat protection for the harder forms of bar and package goods, that special precaution must be taken. While many of his industrial locations are air-conditioned, and therefore provide their own answer to hot weather vender operation, others remain in the near-100 degree bracket when July and August rolls around. It is the latter that make careful summer stocking of machines a necessity and make refrigerated transportation a must. Warm bars brought into a warmer

plant cannot be held in a machine for any length of time.

Cooling apparatus Rose has specified for his route trucks, in contrast to that used in the larger trucks employed in his wholesale candy business, is smaller and designated as a "vender route truck unit." Made up of a standard electric motor, and blower, the dry ice tray is reduced in size; entire unit measures 23 inches long, 10 inches high and 11 inches wide. Rose plans installation in the rear, center, at ceiling height in his route trucks. This is possible because he employs front entrance, cab-over-engine trucks.

Cooling apparatus can be either manually or automatically controlled so as to prevent truck interior becoming too chilled. Latter condition causes chocolate coating to turn white when placed in vender at normal summer temperature.

Another summer candy vender business booster Rose has inaugurated is the placing of packaged peanuts in larger quantities in all machines adjacent to soft drink venders. When the sale of chocolate bars falls off in hot months, placement of peanuts in those compartments means increased sales, particularly if machine has soft drink vender as a companion unit.

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Uneda Mod. E, 5 Col., 150 Pk.	\$39.50
Uneda Mod. E, 6 Col., 180 Pk.	42.50
Uneda Mod. E, 8 Col., 240 Pk.	57.50
Uneda Mod. E, 9 Col., 270 Pk.	62.50
Uneda Mod. A, 6 Col., 178 Pk.	60.00
Uneda Mod. A, 8 Col., 224 Pk.	67.50
Uneda Mod. A, 9 Col., 270 Pk.	69.50
DuGrenier V, 7 Col., 238 Pk.	59.50
DuGrenier VD, 7 Col., 238 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

NORTHWESTERN BULK VENDORS

Deluxe	\$27.00	Model 33	\$12.80
Model 39	14.40	Model 40	10.85
33 Ball Gum \$11.40			

World's Smallest Slot Machine Just Arrived Brand New **IMPS** \$12.95 Lots of 12 \$13.75 Lots of 5 \$14.50 Sample 1¢ or 5¢ Olg. or Fruit Reels



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ABT Strikeoilite	\$49.50
ABT Model F	49.50
ABT Challenger	49.50
Gottlieb Grip Scale	24.50
Advance Electric Shocker	19.50
Buddy, 1¢	12.50
Buddy, 1¢	14.75
Imp, 1¢	13.75
6 or More	25.00
Exhibit Card Vendors, with 1000 Cards	18.50
Bat-a-Ball	29.50
Basketball, 1¢	39.50
Grip Vues	37.50
Kicker & Catchers	39.50
Test Quest, 1¢	24.50
1948 Bingo, 1¢	19.95
Camera Chief	19.95

MILLS VEST POCKET BELL Pays Out Automatically \$65.00 Ea. USED \$49.50



USED COUNTER GAMES

1¢ Marvels, Tok. P/O	\$29.50
1¢ Amer. Eagles, Tok. P/O	19.50
Sparks, Tok. P/O	19.50
Klix 1¢ BlackJack	12.50
Poker Reel, 1¢	12.50
Electric Shokers	12.50
Mills Vest Pocket	49.50

CASH TRAYS (NEW) \$6.95 Ea. Minimum Order 6 Mchs.

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Cash Trays, 5¢ (Like New)	\$ 4.95
Master No. 6, 5¢	10.00
Snacks, 3 Comp., 1¢	14.50
Variety Shop, 5 Comp., 1¢	14.50
Shipman Dup. Model N, 4 Col.	22.50
Stamp, 1-3¢	17.50
Adams Gum	12.50
Match Box (New)	4.95

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VICTOR'S SPECIAL FINISH MODEL K 24 or more . . . \$12.25 1 to 23 . . . 12.95 1/3 deposit with orders. Send for Price List on Columbus, Silver King, Master and Advance. **FRANK DIST. CO.** 605 Spring Garden Street Phila. 23, Pa. Market 7-5191



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LIQUID DISPENSER FOR USE OF LOTION, HAIR TONIC, LIQUID SOAP IN THE FOLLOWING PLACES: Beloit, Wisconsin, 31 Units; Maumee, Ohio, 25 Units; Wooster, Ohio, 12 Units; Detroit, Mich., 12 Units; Washington, D. C., 30 Units; Washington, D. C., 50 Units. **UNIVERSAL ENTERPRISES, 806 Elm St., Youngstown, Ohio.**

Automatic Cup Dispensers' Assn. Considers Co-Operative Buying

NEW YORK, May 1.—Group purchasing of supplies to offset high costs received serious consideration at a meeting of the Automatic Cup Dispensers' Association (ACDA) this week. Members of the group, in a monthly get-together at the Gramercy Park Hotel Tuesday (27), foresaw a grave threat to continued

profitable operation of soft drink cup venders if the price rise should continue.

While no immediate action was discussed, operators felt that co-operative buying might have to be attempted eventually. They believed that except in a limited number of locations, such as theaters, they could not increase the selling price of drinks to a dime and still retain quantity sales thru venders.

To fill the position of secretary-treasurer, vacated by Don Shelton, the members elected George H. Thiers, supervisor of the Automatic Beverage Corporation. Shelton resigned because he is leaving the cup vending industry for a job with the City Milk Company.

In a separate action, ACDA executives appointed Joel Brown, of Public Service Vending, and Hank Harris, of Spacarb New York, to act as the membership committee.

Twenty representatives of the 12 operating firms presently comprising the newly formed association (*The Billboard*, April 17), attended the meeting.

Ice Cream Sales Hit Skids in '47; 9 Lb. Per Capita Decline

WASHINGTON, May 1.—Agriculture Department is pessimistic over the outlook for ice cream consumption, it indicated this week in a report on the dairy situation.

The report pointed out that most pronounced changes in the pattern of milk products use since the war "have been the decreases in consumption of fluid milk and ice cream." Agriculture stated that the average per capita consumption of ice cream declined to 49 pounds last year after reaching a peak of 58 pounds in 1946.

Percentage of total milk used for ice cream dropped to 6.1 per cent in 1947 after the all-time high of 6.69 per cent reached in the previous year.

According to agriculture statistical tables, much of the milk which was going into ice cream during peak years is now going into the production of butter, cheese and evaporated milk.

Wrigley Reduces Directors In Annual Board Election

CHICAGO, May 1. — Number of directors of the William Wrigley Jr. Company was decreased from 11 to 9 at firm's annual meeting. R. R. Holcomb, a vice-president, was elected to fill the vacancy left by the death of E. W. Eckerly; all other directors with the exception of one retired and one who was ill were re-elected.

It was also voted to declare four dividends of 25 cents a month during May, June, July and August. Such payment would be made as follows: May 1, to stockholders of record April 19; June, to holders of record May 19; July 1, to holders of record June 19, and August 1, to holders of record July 19.

Peter Paul Earnings Jump

NAUGATUCK, Conn., May 1.—Peter Paul, Inc., here, in a statement just released, reports earnings for the year ended December 31, 1947, totalled \$2,725,670. Figure includes \$39,195 from restoration of reserve in connection with firm's Philippine corporation and \$4,320 refunds. Officials state candy sales increased 50 per cent during the year, and a further increase is expected during 1948. Firm has installed additional facilities at its Philippine plant and is producing coconut caramels especially suited to warm climates.

Deimling Leaves Hawkeye

DES MOINES, May 1.—Neil Deimling, formerly with the Hawkeye Novelty Company here, has severed his connection with that firm and is currently in Eldon, Mo., for a vacation. Prior to joining Hawkeye, Deimling was associated with the 'Pop' Corn Sez. Company of Chicago.

Indiana League Awaits Cig Levy Distribution

INDIANAPOLIS, May 1.—Indiana's Municipal League, still seeking financial relief for the State's near-bankrupt city governments, today awaited an attorney general's opinion on the possibility of obtaining cigarette tax funds.

League members, most of them city officials, asked Governor Gates this week for a share of the cigarette tax revenue for garbage collection and sewer improvements. The tax, imposed by the 1947 General Assembly, is coming in at the rate of around \$13,000,000 a year, 50 per cent more than was anticipated.

Vincent Youkey, Municipal League secretary, said the governor had agreed to ask Attorney General Cleon Foust for an opinion on possible return of some of the excess cigarette tax to cities. The law provides that the tax revenues are to be used for education and health but conferees agreed that it seemed logical to consider funds earmarked for garbage collection and sewer improvements as being spent for health purposes.

Actually, all the originally anticipated revenue was obtained for the education provision when the teachers' lobby in the Legislature got \$10,000,000 earmarked for teachers' pay hikes.

Diamond Match Company Promotes 3 Eastern Reps

CHICAGO, May 1. — Diamond Match Company last week announced the promotion of three of its personnel. Murray A. Swerling, the past four years manager of the firm's New York branch sales office, has been appointed supervisor of reproduction book match salesmen in the Eastern Division. Swerling will train men for a new organization to sell reproduction book matches as advertising media. His headquarters will continue to be located in New York.

Ray H. Smith, regional sales manager with headquarters in Washington, will move into Swerling's post in New York, while Horace Chilton, a sales supervisor, steps up to the position held until now by Smith. Chilton formerly was located in Richmond, Va.

READY NOW! THE NEW SENSATIONAL VICTOR CUSTOM BUILT UNIVERSAL VENDING MACHINE

- New Globe
- Larger Capacity
- 5 to 7 Pounds Bulk Merchandise
- 1,000 to 1,400 Balls of Gum
- Fully Adjustable
- Vends Peanuts, Mixed Nuts, Pistachios, Almonds; Candy, Charms
- No Additional Parts Necessary
- New Smooth Baked Enamel Finish
- New Non-Corrosive Vending Wheel
- New Built-In Cash Box

The new custom built Victor is the machine operators have wanted for years—now it's here.

WRITE FOR COLORED CIRCULAR AND PRICE
Be the first in your territory with the greatest vendor ever made.

JACK NELSON & CO.
2320 MILWAUKEE AVENUE
CHICAGO 47, ILL.

MAKE BIG MONEY! . . . IN YOUR OWN BUSINESS

START A PROFITABLE ROUTE OF VICTOR MODEL "K" VENDOR



Takes just a small investment of time and money. Vends almonds, candy, nuts. One hand operation. Attractive. Agents, jobbers, distributors wanted. **WRITE TODAY FOR DETAILS.**

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760 HAYES ST. SAN FRANCISCO, CALIF.

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 recommended and sold on **TORR TIME PAYMENT PLAN**

Pay for same in 16 weekly payments. **WRITE FOR DETAILS**

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

ROY TORR LANSLOWNE



**OUT
THIS
WEEK**



**WITH SOME TIMELY TIPS ON WHAT IT TAKES TO
SELL THE MILITARY MARKET**

A fact-packed analysis of military regulations covering venders takes on added interest as more and more training camps are being readied for use. Operators who are in position to service this market can reap a harvest of profitable selling and operating aids from "SELLING THE MILITARY MARKET" in the May issue of Vend.

**WHAT DOES IT TAKE TO MAKE A
COOKIE OPERATION SUCCESSFUL?**

Vend takes you thru the operations of the country's largest cookie vending route. Read how this firm by a thoro analysis of its business potential and careful planning

created an automatic merchandising route that earns the title "STABILITY IN COOKIE VENDING." You'll find it in the May issue of Vend.

**VENDERS PLAY VITAL ROLE
IN AIRLINES OPERATION**

Forty-nine machines operated by nine different firms play an important part in the working and social activities of employees at United Airlines in Chicago. Providing employees not only with quick pick-ups in the way of soft drinks and candy, but with substantial revenue that is used to finance a wide variety of employee activities. What United thinks of Venders and expects of the men who place them in their offices is told by the heads of the employee association in charge of vender operations. Read "EMPLOYEE SLANT ON VENDING" in the May issue of Vend.

**VEND SURVEY OF CITIES
CINCINNATI**

Vend this month goes into its home town and surveys a diversified, progressive and flourishing automatic merchandising industry. Operators in cities large and small will profit from reading this story of automatic merchandising in a city where the successful operators average 10 to 15 years in business. It's in the May issue of Vend.

**TAKING THE MYSTERY
OUT OF
TRUCK LEASING**

In these days of high prices and soaring operating costs operators are giving more attention to trucking costs than ever before. In this article Vend breaks down the mystery of Truck Leasing and points out its advantages and disadvantages. Read "TRUCK LEASING FOR OPERATORS" in the May issue of Vend.

Plus . . . Trends, important Supply and Trade News, Automatic Letterbox and a round-up of the important News Stories of the month.

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BUBBLE BALL GUM 25¢ PER LB.
 3/8 size only. Minimum shipment 25 lbs. M. & M. Candy—40¢ Per Lb. (25 Lb. Minimum). Jumbo Salted Peanuts—30 Lb. Carton—\$8.50. Cert. Ck. or M.O. in full on above. No C. O. D.'s.

We have one of the largest stocks and varieties of bulk vendors, games, parts, merchandise, etc., in the U. S. and at America's lowest prices. **WRITE—We have it.**

SHIPMAN TRIPLEX STAMP MACHINE

Brand New! Vends 1¢, 3¢ and 5¢ Air Mail Postage Stamps. Compact and fool-proof. Immediate Delivery. **\$39.50**

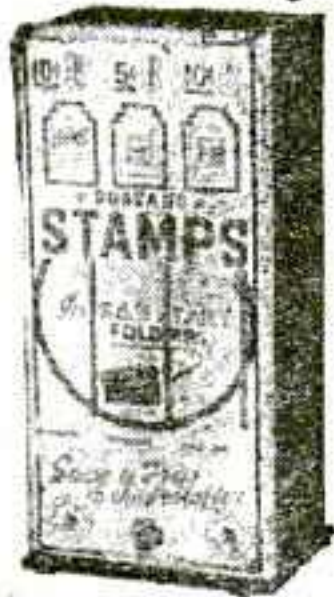
Operator's Price

STAMP FOLDERS

For Shipman, Schermack, Victory. 10,000 \$ 5.75 25,000 13.95

We also have the new automatic roll type Northwestern and Daval Postage Machines.

WRITE FOR FREE CATALOG ON BULK VENDORS, GAMES, MERCHANDISE, ETC.

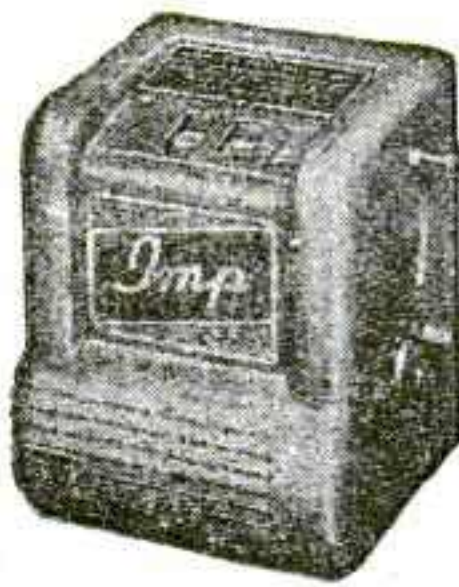


BRAND NEW 1948 IMPS

\$12.95 Lots of 12.
\$13.75 Lots of 5
\$14.50 Sample

1¢ or 5¢ Clg. or Fruit Reels

A real money maker and worth its weight in gold. Dispenses one piece of ball gum with each coin inserted.



Hamilton Scales

Brand New! Immediate Delivery!

\$59.50 Lots of 5

Less Than 5—\$85.00. 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.

1/3 Deposit on All Orders.



Crown Farm To Test Redesigned Bottle Drink Merchandiser

CHICAGO, May 1.—Crown Farm Implement Corporation will place its redesigned and re-engineered Big-4 bottle vender thru an exhaustive test operation beginning this week, according to President E. J. Novak. Machine to be used will be a pre-production line hand-built job, incorporating simplified operating and mechanical construction.

Major changes include refrigeration, insulation and cabinet design. While machine's operation remains basically the same as when produced by Auto-Vend Company, Kansas City, Mo. (before Crown Implement acquired the manufacturing and sales rights) it will offer operators a simplified service and maintenance problem, Novak said. The new features are now being location and laboratory tested.

Vender will hold 96 bottles (more or less, depending on drink sizes ranging from 6 to 12-ounce) in its vending unit and another 96 bottles in pre-cool.

Novak states production schedule, when machine is approved, will permit delivery in from 30 to 60 days. Firm will utilize production facilities of both its Warsaw, Wis., and Chicago plants if required.



IMMEDIATE DELIVERY

#510 MASTER Penny-Nickel Vendors. Vends Ball Gum or Nuts. **\$17.50**
 #500 MASTER Straight Penny Vendors. Vends Ball Gum or Nuts. **\$13.95**

Write for new sales plan. Address mail to Dept. B.
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 Phone 2131
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CIGARETTE MACHINES

Rowe President, 10 Cols., 475 Pack Cap.	\$125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Uneeda Model 500, 9 Cols., 350 Pack Cap.	115.00
Uneeda Model 500, 7 Cols., 250 Pack Cap.	100.00
National, 6 Cols., 180 Pack Cap.	32.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Champion, 7 Cols., 250 Pack Cap.	70.00
DuGrenier Model W, 9 Cols., 300 Pack. Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
Stewart-McGuire, 8 Columns	35.00
NEW Uneeda, 8 Columns, 510 Pack Cap.	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00

SPECIAL, \$62.50

DuGrenier Champion, 7 Columns, 325 Pack Capacity.

CANDY MACHINES

Stoner Candy, 8 Cols.	\$125.00
Uneeda Candy, 5 Cols., With Base	75.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

7 Column, Capacity 175	\$32.50	Single Column, Capacity 50	\$22.50
1¢ Stick or Tab Gum Machines, 500 Cap.	\$17.85		

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.

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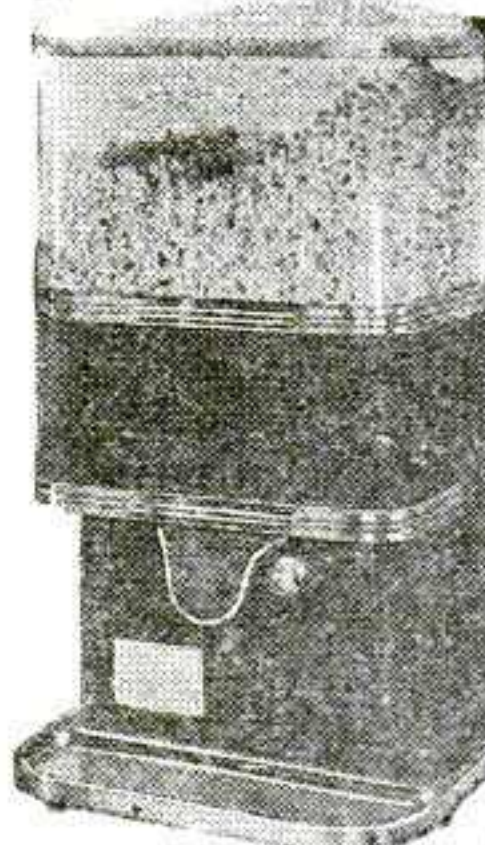
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
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The "Little Giant" HOT POPCORN DISPENSER

Here is a great, proven money-maker for only a nominal investment. Small in size, but a "Giant" in action! 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 free descriptive folder today!

Mfd by **ABC POPCORN CO.**
 3441 West North Ave. Chicago 47 • DICKENS 3375

- Complete Line of
- Raw Corn
 - Boxes
 - Pre-Popped Corn in No. 10 Cans
 - Seasoning
 - Bags



Also Suppliers of Pre-popped Popcorn, Cheese Corn, Smoked Corn. Packed in moisture-proof bushel bags and shipped anywhere in the U. S. A.

Drink-O-Mat Show Held for Hub Ops

BOSTON, May 1.—The new Drink-O-Mat, 1,000-cup drink dispenser, manufactured by Albert Cole in Lawrence, Mass., was unveiled to the local trade in the Salle Moderne of the Hotel Statler here April 24. Machine takes 5, 10 and 25-cent coins, and while serving a full sized 5-cent drink, the machine makes change.

It has a capacity of 1,000 servings, the equivalent of 4 1/2 cases and occupies a space of 2 by 3 feet. Thermostatic control maintains the temperature of the drinks between 38 and 40 degrees at all times.

N. J. Shelves Ice Cream Weight Bill

TRENTON, N. J., May 1.—State Bill 317, which proposed sale of ice cream by weight and which was opposed by the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware, has been shelved.

Bill has been referred to the legislative committee on miscellaneous business, which is termed the "graveyard" by New Jersey lawmakers.

FORD GUM

(Continued from page 108) revise its contracts to comply with Texas law, and Ford S. Mason, president of the firm, told The Billboard this week that these contracts were now being drawn. The State did not ask that Ford's permit to do business in Texas be revoked.

The decision leaves Ford operators in Texas free to sell any brand of gum they choose, to operate where they choose and to sell their machines freely. Ford Gum & Machine likewise enjoys the same privileges in this respect. The State did not ask for an injunction after the Ford Company agreed to revise its existing contracts.

Trade in Texas understands that the complaint against Ford's contracts arose because of the shortage of ball gum. During the peak of the shortage, about two years ago, Ford put its operators on a rationing program, as did all other large producers of ball gum. At that time, and since, Ford franchised operators in question sought to buy stock gum from other companies, contrary to the agreement of the contract.

MAY SPECIALS

NEW

10 10¢ Pop Corn Vendors	Each \$225.00
50 5¢ Silver-King Hot Nut Vendors	29.95
50 1¢ Columbus Ball Gum Vendors	10.50
50 1¢ Victor V's, Entire Lot, Ea.	11.75
50 Groetchen Camera Chiefs (With Batteries)	22.95

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)	82¢
Peanuts	28¢
Licorice	30¢
Cashew	50¢
M & M's	45¢
Seeds	25¢
Boston Baked Beans	28¢
Almonds	90¢
Nut Mixture	40¢

WANTED TO BUY

Cigarette Machines, Candy Machines and All Types Used Nut and Gum Machines. 1/3 Deposit With Order—Bal. C. O. D.

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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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FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO: **J. SCHOENBACH**

Factory Distributor of Advance Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

10c Price on Drinks Spreads; Answer To Operating Costs?

(Continued from page 108)

reported to be seriously considering the co-operative buying of supplies by members so as to keep the price pegged at a nickel, if the price spiral continues.

In Chicago, the dime-per-drink trend is almost exclusively limited to theaters. This is following true to form, tho, as the nickel increase was first initiated in California over a year ago when the Skouras and Fabian theaters put the hike into effect. In Detroit, the dime price has also been used for some time.

Beginning about three months ago, in Chicago Loop theaters (of which now over two-thirds have dime drink venders) the upped price has now spread to movie houses in other parts of the city. Operators using the new price say that while immediate results were a decrease in total sales, the volume increased with succeeding weeks. It appears to have leveled off at a rate below that of the nickel sales, with dollar returns the same or slightly higher than previous totals under the 5-cent price.

Max Rosenbaum, co-head of United Beverages, Chicago, operating firm servicing theaters only, and president of Square Manufacturing Company, cup vender manufacturer, said that altho his firm had the dime-pegged machines in Loop and outlying theaters, it would be nine months to a year before any definite decision as to the real value of the increase could be reached. Effect of increase on sales in all seasons was one reason, with long-range public reaction the other.

Rosenbaum stated that he felt the dime price was not the solution to the operators' high costs. One thing, he said, the location owner immediately wants more percentage when the dime charge is made. Usually, this means he wants half of the increase, or 2½-cents more per drink. A more practical answer to the high operating costs might be the use of a 2,000-cup machine, according to Rosenbaum. Such a unit is scheduled for early trial on firm's movie locations in Chicago (see separate story in this issue). The large capacity machine, designed and manufactured for United Beverage by its affiliated company, Square Manufacturing Company, will reduce servicing calls from daily to twice a week and so effect a saving in labor, time, and wear and tear on its truck fleet (present two-flavor Square vender being used is 800-cup capacity).

Meanwhile, the 10-cent price experiment will be maintained until such time as it is found to be detrimental to over-all sales, or proved of lasting value, most experimenting operators believe.

Chicago

Another Chicago soft drink operator, Seymour Gale, of Drink-o-Matic Company, also has the dime drink vender on test. Starting two months ago, Gale has his 10-cent machine located in theaters outside the Loop, and reports that while the drop in gross sales volume has been very evident, the nickel increase serves to keep dollar sales at a fair level. "I prefer nickel operation, and would like to stay at that price if I would realize a soft profit," Gale states. He feels that the dime charge is too high, and with present conditions, the nickel level too low for successful operation. "A 7½-cent coin would solve the situation," he said.

Eventually, Gale intends to convert his entire operation to dime venders. A two-price operation is not good business, he believes, as patrons will balk at having to pay a dime in some locations while others stay at a nickel. Reason for initiating the dime price in out-of-Loop movie houses was to test acceptance. If it went over in neighborhood houses, Loop conversion was assured, he explained.

Combined high costs of sirup, labor, cups and trucks leave no alternative but to go to the dime level to assure a profit, Gale stated. Nickel operation, even for operators with large volume, leaves too small a net for a going business enterprise.

West Coast

Los Angeles area operators of soft drink cup venders are charging both five and 10 cents per drink and getting little unfavorable reaction to the dime price, *The Billboard* survey revealed. Where the machines are for employee use, the price is a nickel; where the general public is the biggest patron and the location some type of amusement place, many operators are charging a dime.

Col. H. V. Roberts, of Automatic Beverage Corporation, Los Angeles, said his firm has cup venders in theaters, at piers and other spots where the price is set at 10 cents. Because the customer who is likely to be near such machines is more interested in getting a cold drink than saving a nickel, no complaints have been registered. The firm, however, is operating nickel cup venders for employees in its industrial plant locations.

Substantiating his claim that patrons of amusement places do not object to paying the extra jitney, Roberts said that machines to be installed this summer at Lake Arrow-

head, a well-known resort town, would all have 10-cent mechanisms.

Thirst-Aid, Inc., of California, according to Guy Goodwin, firm official, is obtaining equal success with both five and 10-cent cup venders. The dime machines are in theaters where bottle drinks are also selling for this price. In a local department store the company has five venders, of which all except one are accessible to the public—all five operate at the nickel price. This firm also has a two-flavor cup machine, dispensing root beer and a cola, in a drive-in at the corner of Sunset and Vine, which is not on dime test operation. Officials say that the price hike, however, in this case is to keep the machine out of competition with the soda fountains located in drive-ins.

In the final analysis, Goodwin said, the price of the cup vender operation is left up to the location owner.

Holds Line

Edward L. Nelson, who operates candy, cigarette and gum venders in addition to beverage units, said that his machines were in industrial plants and for this reason, were all set for nickel operation.

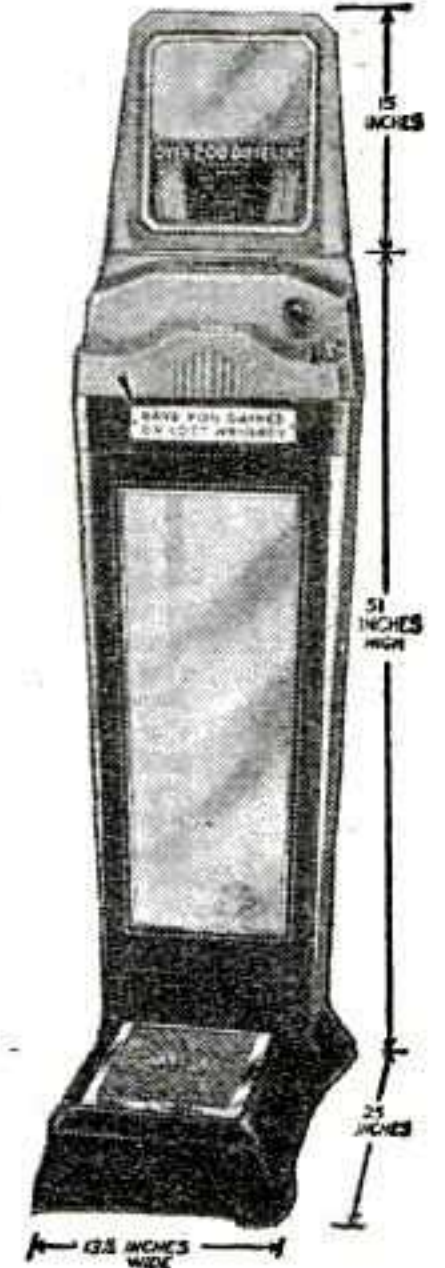
A spokesman for the Dr. Pepper Bottling Company in Los Angeles said that both five and 10 cents were being charged for bottled drinks. The dime is asked in bowling alleys, riding academies and similar spots. Where employees patronize a vender, a nickel is charged. (One exception is a spot where the employees are buying the machine, and wanting to get it paid for more quickly, they requested the dime coin mechanism.)

Common feeling among Los Angeles operators is that the dime price for bottled drinks is not too much, as over-the-counter sales in service stations and liquor stores are now six and seven cents per bottle of coke.

New York Theaters

New York operators have limited the dime-a-cup price to theaters, and only about 25 per cent of the local houses have changed to this price, with the remainder following the nickel operation. General feeling here is that the dime operation is not the final answer to upped operating costs; as stated before, co-operative purchasing of supplies is thought to be the better solution.

Lew Braverman, head of Drink Dispensers' Association, states that about two years ago several operators experimented with a 6-cent cup price. Move was a failure. Result is that now, with dime level cup and bottle vending becoming more pronounced, local operators are shying away from a general move to adopt the increase. Apparently, they feel that the 10-cent price cannot succeed where the 6-cent drink failed. In any event, they indicate that they would rather do business in normal (non-theater, etc.) spots at the standard nickel rate.



199% PROFIT

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**200 FORTUNE TELLING
NO SPRINGS SCALE**

Height, 51 In. Width, 13 In.

Depth, 25 In. Sign, 15 In.

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HOT POP CORN VENDORS

Our Client is going into a new business—Selling Out at this Sacrifice Price! These machines are thoroughly reconditioned—like new. Let us know how many you can use. **\$129.50 EACH**

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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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For Vending Machines**

Live Rubber, 1½" diam. Powerful Grip; with standard 8/32" machine screw.

100\$ 3.00
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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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**5c GUM
AND
5c HARD CANDY
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MINT VENDORS**

ALKUNO

for Charms, Lifesavers,
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THE "CHALLENGER"

THREE MACHINES IN ONE
The Most Attractive Three Unit
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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, Jacks, Skulls, Balloons, Bells and Juggling Beans.

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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 by insisting upon Northwestern. Write for the name of your nearest distributor.

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16 weekly payments. Write for details.
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NEW LOW PRICES ON 5/8 Rain-Blo Ball Gum

Any quantity, 28c per lb. Packed 25 lb. to carton Full cash with order—freight paid to your door on 100 lbs. or over.

ROY TORR LANSDOWNE PENNA.

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(New and in Original Crate)
50 Super-Selective Candy Machines

\$90.00 with stand

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VICTOR'S SPECIAL FINISH MODEL V
24 or more... \$12.25
1 to 23... 13.00

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1012 Milwaukee Ave. Chicago 22, Ill.

METAL PLATED CHARMS

In bright gold and silver finish

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Metal Plated Charms, Series #1 ... \$8.00
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Plastic Charms, Famous Series #1 ... 3.50
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FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

Canada Dry Builds New Philly Plant

PHILADELPHIA, May 1.—Largest Canada Dry Bottling plant in the country is being built here. The new plant, for which ground was recently broken, will cost approximately \$1,400,000 with equipment and will have over two acres under roof.

The plant will have three separate bottling lines and is designed for a maximum production of 250,000 bottles every eight hours. When full production is reached, nearly 300 people will be employed.

William E. Passow, Philadelphia division manager for Canada Dry, expects to transfer operations to the new plant in February, 1949. The company opened its first plant in Philadelphia in 1937, with facilities to handle 40,000 bottles daily. Within three years, the company moved to its present location on Woodland Avenue where facilities are available to produce 70,000 bottles daily.

Distribution from the new plant will be confined to the Philadelphia market area. The company expects to reintroduce its line of fruit flavored beverages, and will put out its Spur and Hi-Spot beverages in nickel bottles as soon as conditions permit.

Boston Candy Sales Continue on Upswing

BOSTON, May 1.—While reports from other parts of the country indicate that candy manufacturers and sellers have run into stiff buyers' resistance on 6-cents-and-above candy bars, volume sales are still on the upswing here.

Figures released today by the New England Manufacturing Confectioners' Association (NEMCA) (20 manufacturers in Massachusetts and one in Connecticut) for March show an increase of 12 per cent, and figures for the first quarter of this year show a 15.4 per cent increase over the first quarter of 1947.

NEMCA reported that March figures of this year showed volume sales of \$4,701,572. For March of last year, figure was \$4,194,919, an increase of 12 per cent for March this year.

Steady Sales Rise

Since the first of the year, the confectionery industry here has gained steadily in sales. For January, figures showed a 13.2 per cent increase, and for February, a 21.6 per cent increase was reported.

NEMCA, now working on promotion for the Sweetest Day, scheduled for fall, will hold its annual meeting at Schrafft's Restaurant on West Street May 12. Officers will be elected, and nationally known speakers in the confectionery world will be heard.

Confectionery Producers Re-Elect Haug President

NEW YORK, May 1.—Association of Manufacturers of Confectionery (AMC), at its 32d annual meeting here last week at the Hotel Pennsylvania, re-elected Charles F. Haug, head of Mason, Au & Magenheimer Confectionery Manufacturing Company, Inc., as president.

Charles R. Adelson, Delson Candy Company, New York, was elected vice-president, succeeding Herman L. Heide, president of Henry Heide, Inc. Harry Lustig was renamed secretary-treasurer. Executive committee chairman chosen was Samuel D. Fried, Gold Medal Candy Corporation, New York, who filled the post which was vacant since retirement of Herman L. Hoops from the confectionery industry last October.

Boston's Airport Opens Special New Room for Venders

BOSTON, May 1.—A new coin machine room opened this week on the promenade deck of Logan Airport in East Boston, with over 100 automatic vending machines going full tilt.

Airport visitors can buy nylon hose, take their pictures, get a cup of coffee, a dish of ice cream or a soft drink, all by inserting the proper coin in the machine.

Some idea of what this service can mean is evidenced by the weekly output of vending machines here—over 4,000 cups of soft drinks, 3,000 candy bars, 1,000 bags of popcorn and 2,000 packages of cigarettes.

The nylon vender stocks two shades of stockings—dawn and dusk—at \$1 the pair.

From 3,000 to 4,000 per week crowd the promenade deck to watch the arrival and departure of planes. On Sundays hundreds feed dimes into turnstiles to watch planes warm up and take off.

Richard Appel, assistant manager of Logan, says the vending machines have definite appeal to air travelers. With time on their hands the customers line up at the machines to buy candy bars for the kids or stockings for themselves or their friends.

W. Fisher Forms New Vend Firm in Bryan

BRYAN, O., May 1.—Fisher Automatic Service Company was formed here this week by William C. Fisher, to operate candy, gum and nut venders within a 25-mile radius.

Fisher, who is well known in coin machine circles locally, was with the Automatic Canteen Company of America for the last nine years as serviceman.

Nigerian Cocoa Exports Subject to Higher Duty

WASHINGTON, May 1.—Cocoa exports from Nigeria now have higher duties to help meet that country's estimated \$10,400,000 budget deficit for 1948-'49, according to word received here.

Export duty was increased from \$8.40 to \$26 per ton of cocoa, and on ground nuts from \$2 to \$10. London cocoa circles regard the boost as "unlikely to affect the price to buyers." Because the tax is payable by shippers, English spokesmen state that these shippers, especially the Nigerian Cocoa Board, could absorb the increased duty without upping the price, considering "the present scale of cocoa prices."

Wrigley 1st Quarter Net Up

CHICAGO, May 1.—William Wrigley Jr. Company here reported this week that for the first three months of this year, net income amounted to \$2,111,504, equal to \$1.07 per share of capital stock. Earnings compare with a \$1,792,230 total net, equal to 91 cents a share, in corresponding 1947 period.

Eye Connecticut Sales Tax

BRIDGEPORT, Conn., May 1.—State tax experts, studying tax returns for March, indicated this week that there is a possibility that if the revenue yield continues to exceed estimates, as was the case in March, the sales tax levy may be retained at 1 per cent after July 1, 1949. Under present law, the levy is scheduled to rise from 1 to 2 per cent at that time.

Diamond To Retire Stocks

WILMINGTON, Del., May 1.—Diamond Match Company, at a stockholder meeting here last week, voted to retire 250,000 shares of 6 per cent cumulative participating preferred stock, with a par value of \$25 per share, and 499,940 shares of no-par value common stock. Action will reduce firm's capital, in respect to the preferred stock, by \$6,250,000, and to the common stock by \$7,151,608. A quarterly dividend of 37½ cents per share was declared on company's common stock. It is payable June 1 to stockholders of record May 14.

Topps Starts Bubble Drive

NEW YORK, May 1.—Topps Chewing Gum, Inc., has announced that it is promoting bubble gum via comic book advertisements, radio plugs and thru Ringling Brothers, Barnum & Bailey Circus. Latter promotion consists of a circus clown blowing, during each performance, a "seven-foot bubble" on which the word Bazooka is painted. Circus is said to have adopted the gum as the "official bubble gum of the Greatest Show on Earth."

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Desires of handling new, patented Pocket Lighter Filling Station to be placed on cigar counters everywhere. Customer afforded sufficient fluid to return entire investment. No competition; must be able to finance yourself and travel to near-by towns and cities. Unless you have had experience, do not answer. Our lowest man earning \$250.00 weekly.
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Agriculture Dept. Sells Nut Stocks

WASHINGTON, May 1.—Department of Agriculture is in the peanut business in a big way, the agency disclosed this week. In March the department disposed of some 73,000,000 pounds of peanuts purchased previously from growers as part of a price support program.

The largest Agriculture Department customer was the army, which took over 43,000,000 pounds for civilian relief in occupied countries. Individuals and corporations bought another 21,000,000 pounds from the department. The remainder was distributed to Veterans Administration and the Bureau of Prisons, or used in Agriculture's school lunch program.

NICMA Confab Set for A. C.

ATLANTIC CITY, May 1. — The National Ice Cream Mix Association, Inc. (NICMA), with headquarters in Washington, will hold its annual convention here October 27. The association board of directors selected the date as many members will be here for the Dairy Industries' Exposition, which opens October 24 for one week. NICMA convention will be held at the Chelsea Hotel.

Soft Drink Nickel Outdated, Bottler Tells Minnesota Ass'n

MINNEAPOLIS, May 1. — The nickel has become a dodo in the soft drink industry, according to Edward W. Mehren, president of the Squirt Company, who marshalled detailed facts and figures to back up his proposal to mint a 7½-cent coin in an address at the Minnesota Bottlers' Association (MBA) meet at the Hotel Nicollet here April 19.

Elaborating upon his fractional coin idea, Mehren based the need for such a coin upon the inflationary process and resulting devaluation of the dollar. He stated that the dollar which was worth 100 cents in 1939 is now worth a little over 50 cents. "This means that the 80 cents wholesale price, compared to 1939, is now worth slightly more than 40 cents. The nickel, worth 5 cents nine years ago is now worth slightly more than 3½ cents," he stated. To maintain the same gross income values that existed in 1939, he said, the soft drink industry's wholesale price, per 24-bottle case, would have to be \$1.45, with the retail price pegged at 9 cents.

Sees No Normalcy

Quoting the *United States News*, Mehren said that "a 75-cent dollar is about the best to be expected in the years ahead." If correct, the nickel will be worth 3¼ cents, and 80 cents worth 60 cents. Thus the industry must forget about hoped-for "return to normalcy," and must instead set its sights on proper pricing and efficient advertising and promotion of its product to assure a continued existence as an industry, he advised.

Discussing the 7½ cent coin, Mehren declared that the consumer, the soft drink industry and labor needed such a fractional-value medium of exchange. For the consumer, the new coin would save money; it would prevent tagging of a dime price on a 7½-cent product, and would mean more convenient means of purchase of between nickel and dime items.

The soft drink industry would benefit from such a coin by retaining present size bottles instead of scrapping them for "other sizes to keep in tune with changing nickel values," Mehren stressed. We need a new "convenience" coin, of lesser than a dime, "to save purchasers money, give us greater production, and to give thousands of bottlers the profit they need in order to stay in business."

Reasonable Price Structure

Labor would welcome such a coin because "in the soft drink, transportation and various others fields, the only approach to a more adequate return for work is a higher but more reasonable price structure," Mehren declared. Conversely, thru reasonable pricing, the savings made by labor as consumers would improve their standard of living and make purchase of more products possible, as well as increase total production.

Speaking of the present "2½-cent price" for nickel drinks, because of inflation, Mehren stated that such pricing ignores a cardinal selling principle, the fact that people buy what they want first, what they need second. The 2½-cent nickel price, in itself, does not make more people want our product, as low prices of themselves do not create markets—if they did, the soft drink industry would be non-existent because nature's own thirst quencher, water, is still free.

Continuing, Mehren touched briefly on the past and future picture of the soft drink industry. He said that in 1929 about 3 1/3 per cent of a consumer's personal income, after taxes, was spent on soft drinks; in 1939 this

percentage had increased to 5 1/3 per cent. However, in 1947, the industry sold less than the 1929 percentage level. If the 1939 level had been maintained, last year's total sales would have been 1,250,000,000 cases instead of the estimated 860,000,000 cases.

Discussing arguments against the 7½-cent coin, Mehren said the one most often heard, that the nickel is an industry tradition, ignores the fact that "we are in a changing world." With the nickel worth 2½ cents, why stick to "tradition" and go out of business? Another argument is that higher price will reduce volume. It will if we don't make people want our product. As it stands now, the public "want" for soft drinks is on a downward grade, so altho increased price would have the immediate effect of lessening a weakened want, what we sold would be sold at a profit and we could then go out and work (advertise, promote, etc.) to increase the "want."

Larger Sales

Result of such all-out promotional campaign would be sales on a larger scale than ever before; "let's not forget that our population is 10,000,000 more than in 1940," Mehren pointed out.

To do a complete job to remedy the coinage limitations under today's conditions, we really need three new coins in our currency, with 2½, 7½ and 12½-cent denominations, Mehren feels. He said that for convenience alone, there was a need for both the 7½ and 12½-cent coins, as in addition to speeding up purchasing transactions, they would have high usefulness in the coin vending, transit and telephone industries. They would give us a flexible, economical small coinage system.

Mehren figures that elimination of overpricing of many limited priced commodities caused by lack of between nickel and dime coins would save the public approximately \$5,000,000,000 yearly. The soft drink industry, selling approximately 20,640,000,000 bottles during 1947, could forget about the dime price entirely and concentrate on the 7½-cent price with actual savings to the public. This is proved by the fact that about 40 per cent of the retail outlets in major cities last year sold bottled soft drinks for 10 cents or more per bottle. Another 23 per cent of such outlets sold soft drinks for from 5 cents to 9 cents, while the balance (32 per cent) sold beverage for a nickel.

If the trend continues toward the dime bottle, the public would have to pay \$2,540,000,000 for soft drinks; with the existence of a 7½-cent coin, however, the price would level off at this figure, with a theoretical saving of \$516,000,000 a year for the nation's soft drink purchasers.

Bendix Buys Washer Firm, Issues Financial Report

SOUTH BEND, Ind., May 1. — Bendix Home Appliances, Inc., here announced approval of the purchase of the H. J. Rand Washing Machine Company, Cleveland, at the recent annual stockholders meeting. The Rand washer, said to still be in the development stage, is described as "radically different from any washing machine now available." Purchase will give Bendix control of patent applications on the new machine.

All Bendix directors were re-elected during the meeting, and it was reported that a net profit of \$1,658,751.98 was earned for the first quarter of 1948.



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Reg. BALL BUBBLE GUM . . . 25¢ lb.
ANY QUANTITY
Packed in 25 lb. cartons.
Full Cash With Order.

Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
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Stoner Mfg. Corp. Aurora, Illinois



N. Y. Council Considering Drastic Bill; Turn to May 19

(Continued from page 106)

show cause why the police department should not be restrained from molesting game equipment as a result of a suit for an injunction initiated by local distributors (*The Billboard*, May 1), Corporation Counsel Charles F. Preusse appeared, together with former Supreme Court Justice Samuel I. Rosenman, representing the distributors, before Justice Julius Miller Monday (26).

Rosenman requested that a temporary injunction against the police be granted pending a later trial for a permanent injunction prohibiting the seizure of games unless actually used for gambling purposes. This request was vehemently opposed by Preusse, who argued that no restrictions should be placed on police activities. He also asked that he be given more time to examine the papers served by Rosenman.

New Hearing Ordered

This, Justice Miller granted, but he asked the corporation counsel to agree that no games be molested until then. When Preusse refused this request, the judge set a new hearing for Tuesday (27) and stayed the police department from action until then.

He told Preusse: "I can't see how any harm can come from the police commissioner's not doing anything within the next few days."

At this Tuesday's hearing, which resulted in the unofficial truce until May 19, the date of the trial, Rosenman presented an imposing body of evidence to support his contention that games used in the city met every qualification of New York law.

In defining the difference between current games and those in use here before the LaGuardia administration ban, and which offered free play, he cited statements by Police Commissioner Wallender and police engineers to the effect that current games were not gambling devices and could not be easily adapted for free play.

He ruled out the police claim that criminal elements were involved in the industry by pointing to a list of persons engaged in the industry that

was offered to Commissioner Wallender for investigation, and on which he said no action was taken by the police. In this connection, he warned that police harassing of the industry would actually have the opposite effect they said they were trying to obtain. "If the game industry is driven underground," he said, "then racketeers will take it over."

To prove his contention that the police had harassed location owners by threatening prosecution for trivial offenses unless games were removed from their premises, Rosenman submitted affidavits from a number of storekeepers. These affidavits alleged that on at least five occasions location owners were told: "If you take the machine out we won't annoy you." Rosenman said such tactics were reminiscent of the Gestapo.

Preusse said that the police would try to prove at the trial that current games come under the legal definition of gambling devices.

Location Biz In Rise, Survey Shows

(Continued from page 106)

store receipts for the four cities were up an average of 4 per cent. Filling stations averaged an 8 per cent gain.

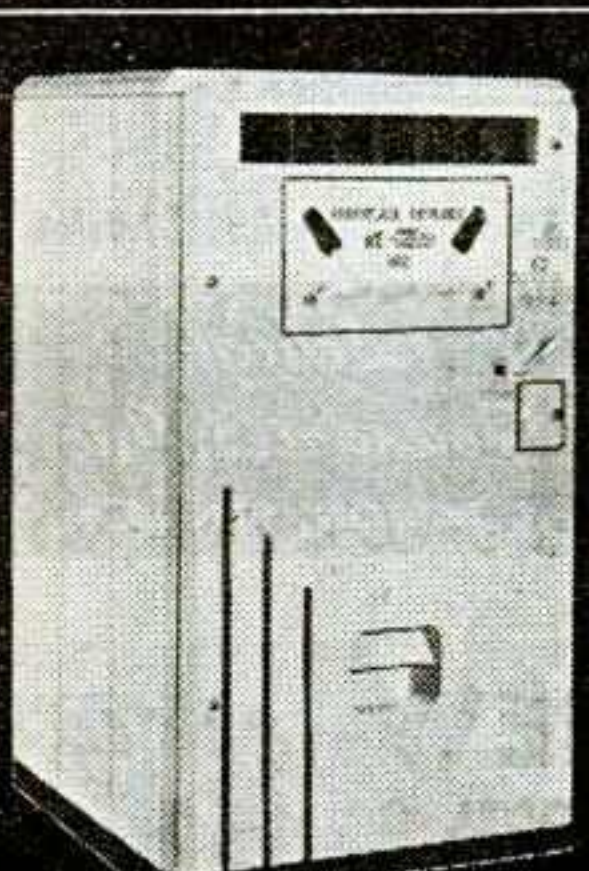
South Atlantic cities did even better. Taverns and restaurants in Washington registered gains of 12 per cent over February, while the increases in Baltimore and Atlanta were 11 per cent and 10 per cent, respectively. Drugstore business was up 7 per cent in Baltimore and Washington, while Atlanta druggists reported no change. Filling station business in the three cities was up an average of 12 per cent.

The upward trend continued farther south in the cities of Norfolk, Jacksonville and Houston. Eating and drinking spots showed gains averaging 12 per cent; drugstores registered an average gain of 6 per cent, while filling stations showed an overall increase of about 18 per cent.

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MARITIME OPERATORS

(Continued from page 106)

state that higher operating expenses are also affecting the profits of the trade in the Maritime area.

Latest group of operators to take the case for a cut in license fees to a council hearing are from Yarmouth, N. S. Operators in that area sought a 50 per cent reduction from the prevailing \$50. The appeal was referred to a licensing committee which ruled that as the regular civic assessment on coin machines had been eliminated thru the aid of the assessment appeal board, there would be no reduction in coin machine license fees at this time. This result came as a blow to Yarmouth operators because their principal revenue during the war years came from Canadian and British military personnel stationed near there.

Dixie Cup Sales Increase

WILMINGTON, Del., May 1.—Dixie Cup Company sales for the first 1948 quarter, while exceeding those of a year ago, fell short of expectations, President Cecil F. Dawson told stockholders at the firm's annual meeting recently.

Dawson emphasized that the company expects to obtain "its share of new business growing out of increasing sales of beverages in automatic vending machines using paper cups."

Dixie Cup owns patents on a number of devices incorporated into cup dispensing mechanisms.



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FOUR-STATE MEET CONVENES

4-State Confab Emphasizes Music in Exhibits. Firms Also Show Games, Venders

Two Manufacturers Unveil New Juke in Minneapolis

MINNEAPOLIS, May 1.—With the emphasis on music, the exhibit held Monday and Tuesday (26-27) in conjunction with the annual Northwest Regional Convention featured 17 firms using 23 booths to display a variety of machines and equipment for the more than 400 operators in attendance at the Radisson Hotel. Using the Gold and Italian rooms of the hotel, the exhibitors displayed their equipment from Monday morning thru Tuesday night when the convention adjourned for the banquet.

Two music machine manufacturers took advantage of the convention to unveil new products for the operators in attendance. The Midwest Coin Machine Corporation, St. Paul, distributor for Filben, took over four booths at the exhibits to show the new Maestro '48, which will list for \$595, and which, according to William A. Rabin, president of the Filben Manufacturing Company, went into mass production Wednesday (28).

AMI, with Lyndon C. Force, sales manager, in attendance, held a sneak preview of its new Model B. It was stressed, however, that this machine was being shown to get operator-reactions only. The final version of Model B, and the list price of the new machine, will be shown and announced to the firm's distributors at a two-day meeting in Grand Rapids, Mich., May 7-8, and will be shown to operators thruout the country during the week of May 16, which has been scheduled as "national show week."

Taken in booth order, the exhibits were as follows:

Capitol Records, Minneapolis, in

Milwaukee Show Set By United Coin for Filben Maestro '48

MILWAUKEE, May 1.—Harry Jacobs Sr., head of the United Coin Machine Company here, this week reported that the new Filben Maestro '48, the \$595 juke box recently announced by the manufacturer and shown to the industry at the four-State meet in Minneapolis this week for the first time, will be introduced to Wisconsin operators in a special showing Sunday (2) at the Wisconsin Hotel. Open house has been scheduled to run from 1 thru 11 p.m., with operators thruout the State invited to attend.

In addition to Harry Jacobs Sr., his son Harry Jr., and Sam A. Drucker, vice-president of the National Filben Corporation in Chicago, will be on hand to describe the new low-priced juke box to the operators. Among the entertainers scheduled to appear at the showing are Tommy Sheridan, pianist currently at the Town House; Johnny Davis, orchestra leader now at the Tic Toc Club; Mr. Wisconsin, demonstrating muscular control, and Jimmy McPartland, modern jazz exponent now appearing at the Stage Door.

Booth No. 1, featured a "catch the hits" display, with a colorful backdrop in the baseball motif. Bob Jacobs, Minneapolis promotion man for Capitol, was on hand at the booth, while Spike Haskell, Mankato rep who is a recording artist for the firm, also appeared. Capitol artists appearing in town who made an appearance at the convention included Stan Kenton, June Christy and the King Cole Trio. A General Electric combination was used to play the current plug

(See Music, Games on page 118)

Cleve Ops Pick Next Hit Tune

CLEVELAND, May 1.—Hit Tune of the Month for May, as selected by the Cleveland Phonograph Merchants' Association, will be Vaughn Monroe's new RCA recording of *The Sentimental Thing To Do*, it was announced this week by Jack Cohen, president of the association. Ops selected the tune after it had shown up favorably in disk jockey polls, and after hearing the song at their meeting.

As Hit Tune of the Month for May, the recording will be placed in the No. 1 position on more than 3,000 juke boxes located in the Cleveland area.

After announcing the selection, Jack Cohen and Stanford Levine, flew to Minneapolis to attend the four-State meeting and banquet.

Illinois Phonograph Owners Back Song Promoting Juke Play

CHICAGO, May 1.—Illinois Phonograph Owners, Inc. (IPO), initiated a public relations and play-promotion program this week centered about a new popular song especially written and slanted to focus favorable attention on the juke box industry. Action makes IPO the first operator association to use the hit tune promotion idea based on a single custom-tailored tune with lyrics pointing up the automatic phonograph business.

IPO executive secretary, Mike Spagnola, opened the drive with the new song, called *Juke Box Jamboree*, with a letter which was sent to all association members, urging them to make use of the tune to create good will and center public attention on the juke box. Further accentuating the value of the song as an industry play and public relations aid, is the fact that one of its writers, who developed the original idea and lyric pattern, is himself a music operator. He is Adolph Raymond, of A & M Music, Chicago. Collaborating on the tune was Murray Arnold, popular orchestra leader, who recently closed an engagement in the Empire Room of the Palmer House here, where he introduced the song over the air.

Crowd Catcher

MINNEAPOLIS, May 1.—A special gimmick, installed Tuesday (27), focused attention thruout the closing hours of the four-State convention on the F. C. Hayer Company booths. Distributors of RCA Victor Records, the firm, which is under the management of Eugene Elofson, installed a public location television receiver and caught the first baseball game ever televised in the Twin Cities from start to finish. With tele interest at a fever pitch due to the inaugural of the medium here Monday, the baseball game drew practically everyone at the convention to the exhibit at one time or another thruout the time it took the Millers to beat the Louisville Colonels.

Elofson had a dual purpose in installing the set. Not only was it an excellent crowd catcher, but it also proved to be an unexpected sales pitch for the first time in the territory.

Coradio Names New England Distributor

NEW YORK, May 1.—Coradio, Inc., manufacturers of coin-operated radios, which this week moved its offices and showroom to larger quarters here, has just appointed a new distributor to service the New England territory, reports Lou Brown, president. The new address of the firm is 212 Broadway. Coradio was formerly on 31st Street.

Latest outlet in the Coradio distribution network is the Klapper Distributing Company, 1204 Tremont Street, Boston. Klapper will handle the manufacturer's radio line in Massachusetts, Rhode Island and the southern half of New Hampshire.

Spagnola's letter to IPO members read, in part: ". . . some interested people are now trying to do something which will promote good public relations (for the juke box industry). Adolph Raymond, local phonograph operator—and Murray Arnold, well-known musician, have . . . composed a swiny, catchy tune called *Juke Box Jamboree*. The lyrics urge the listener to visit the nearest location having a juke box and to have a good time listening to juke box music. If this song is heard often enough, and in enough different locations, it can become a tremendous force in developing good will for the automatic phonograph industry."

First record of the song will be available in a few weeks on a Ray-Disk label (Ray-Disk Records, Inc.) and is expected to be followed shortly by other waxings.

Illustrating the plug accorded the industry in the song's lyrics are the opening lines:

"Gather up some nickels,
I'll bring along a dime,
Let's join the gang
For a wonderful time
Down at the corner on a platter spree
At a juke box jamboree."

See Need for United Front

Local opposition to confab noted as 400 ops vote '49 convention in Twin Cities

(Continued from page 106)

annual get-together, and will be held again next year at approximately the same time. The actual meet dates and convention site (reported to *The Billboard* as being either Minneapolis or St. Paul) will be set in about three months when the presidents and secretaries of the four associations hold a special meeting for that purpose.

As operators began arriving here over the week-end, it became evident that the meeting was to be held in a sober atmosphere, with business and new products the primary reasons for traveling to Minneapolis from flood-threatened areas, and from territories beset by legal problems.

Registration and a first look at the exhibits in 23 booths spread thru the Gold and Italian rooms of the Radisson started promptly at 10 a.m. Monday, and continued thru 1 p.m. when a luncheon and open business meeting was held.

With a turnout of more than 250 operators, manufacturers and distributors (See Need for United Front, page 122)

AMI, Distributors Gird for Meet In Mich. Plant

GRAND RAPIDS, Mich., May 1.—In what should prove to be one of the most important gatherings of music men during 1948, AMI, Inc., will hold its annual distributor meeting at the firm's headquarters here Friday and Saturday (7-8), John Haddock, AMI president, has announced.

Vying for top billing during the two-day business meet will be a discussion of policy for the year, a detailed outline of AMI sales practices and a look at the firm's new phonograph that will be formally debuted at a later date.

Leading speakers at the distributor event, in addition to Haddock, will be Barney Sugarman, New York; David Rosen, Philadelphia; J. G. Koers, Rapid City, S. D., and Max Marston, Detroit. In all approximately 60 prominent coinmen will attend the event including the distributor firm heads, their sales and branch managers and key personnel from AMI's Grand Rapids and Chicago office.

One of the prime features of the two-day event will be a guided tour of the production line Saturday (8) where distributor personnel will view output of AMI products.

Social highlight of the AMI gathering is to be centered around a banquet Saturday night at the Morton House, Grand Rapids. Besides strong representation on the part of AMI and its distributors at the banquet, members of the trade press and finance firms are scheduled to attend, including George Dick, CMAC; Gene Hanson and Jack Howard, Minneapolis Securities, and Sam Bushnell, Standard Facts, Inc. Copyrighted material

Music, Games, Venders Top Four-State Confab Exhibits

(Continued from page 117)

record, King Cole's *Nature Boy*, for the ops.

Next was the Permo, Inc., exhibit, headed by Gene Steffens, vice-president and general sales manager. Focal point of the exhibit was a photographic display of the production of Permo needles. (The Permo motion picture on needle production was shown at the Monday luncheon meeting as one of the features of that event.)

Mercury Records Company, of Minneapolis, in Booth 3, featured picture displays of its leading recording artists, including Vic Damone, Ted Weems and Chuck Foster. A record player was also used in this booth to play the latest releases for the ops.

The four associations sponsoring the meeting, in a combined effort, took over Booth 4 where new memberships were signed.

Colorful Exhibit

One of the most colorful exhibits on the floor was the Reinhard Bros. Company booth, where color photos of MGM recording stars (many of them featured in MGM motion picture releases) were displayed. Appearing at this booth Tuesday was Hal McIntyre, orchestra leader who records on the MGM label; Betty Norton, vocalist with the orchestra, and Bob Evans, another recording artist.

The Automatic Games Supply Company, St. Paul, took over Booths 6 and 7 to display AMI phonographs, AMI wallboxes, a chassis, Evans' Bat-a-Score, and the Wilcox-Gay Recordio. Sneak-previewed in Automatic's exhibit was the new Model B

AMI juke box. However, it was stressed that the machine was being exhibited for the sole purpose of getting operator reaction prior to the showing of the final version of the model at the distributors meeting in Grand Rapids, Mich., May 7-8. At that time the price on the new machine will also be established. National show week for the new AMI will start May 16 it was announced by Lyndon Force, AMI sales manager, who headed the firm's exhibit. Monte West, sales engineer, was also here for the meet.

Tone Arm

The F. C. Hayer Company, Minneapolis, distributor for RCA Victor Records, took over Booths 8 and 9, and featured pictures as well as a recording machine to play the newer releases. E. (Gene) Elofson, who manages the office, headed the staff at the convention, and was responsible for bringing in an RCA public location television set Tuesday and showing local ops how their new tele station picks up and televises baseball games. Gimmick proved to be one of the largest promotions at the two-day meet.

The Jacobs Novelty Company, Stevens Point, Wis., displayed its tone arms and component parts in Booth 10, with a Wurlitzer 1100 also in the booth. Louis Jacobs, firm head, was in charge of the display, with Mrs. Jacobs also on hand thruout the show.

Twin Ports Sales Company, St. Paul, Duluth and Minneapolis, exhibited the United States Vending Corporation's air-conditioned candy vender; the Packard Manhattan phonograph; Exhibit Supply's five-ball



CHARLIE HOFFSTETTER, manager of Shaffer Music Company's Wheeling, W. Va., office, battles flood stages of Ohio River then decides to move music machines to second floor. Incident, which typifies the adaptability of the nation's coinmen to cope with any situation, was later sketched for original use in Shaffer house organ, *Coin Profits*.

game, Banjo, and a new air fan, Roto Beam, in Booth 11. Clarence Bayne, USVC, Chicago, was on hand at the convention, while Mel Goldstein, manager of the Minneapolis office, headed the booth staff. Morris Levine, of the Duluth office, was also on hand.

Michigan Exhibitor

Booth 12 featured the exhibit of the Merchandise Vending Company, Detroit. Included in the exhibit was the Atlas Bantam tray vender, Hamilton scales and Mercury athletic scales, including the counter model and the de luxe. R. St. Onge, of Detroit, headed the staff at the convention.

(See Music, Games on page 121)

CIT Financial Corp. Shows First Quarter \$3,093,360 Earnings

NEW YORK, May 1.—Earnings of \$3,093,360, or 86 cents per share for the first three months of the year, were reported this week by CIT Financial Corporation. This compared to earnings of \$1,432,373, or 40 cents per share, for the same period in 1947, stockholders were told at their annual meeting.

Arthur O. Deitz, president of CIT, which the coin machine industry knows for the music machine paper it holds, expressed the belief that the company's business would continue to expand during the remainder of the year. But he indicated that the firm is now most interested in replacing its long-term, lower rate business with short term, higher rate paper.

At the end of March, CIT had outstanding installment receivables of \$518,000,000 close to an all-time record. Commenting on this, Dietz said: "We are in a position now where we can concentrate on the more profitable types of business inasmuch as our outstandings are close to an all-time high."

As to the future, Dietz implied that the company might need additional capital. "It is entirely possible," Dietz said, "that we may have to raise additional capital in the form of preferred stock in a modest amount."

Dietz explained that CIT is now borrowing from pension trusts of large firms and from educational institutions, and is paying a higher rate of interest which necessitates higher interest rates on loans made by the firm.

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NEW AMI PHONOGRAPH WITH 40 SELECTIONS AND STARTLING NEW FEATURES.

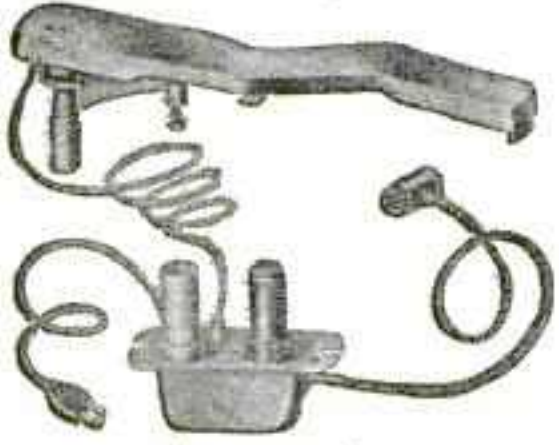
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AMI Incorporated

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LIGHTWEIGHT PICKUPS

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Perfect Tone—Easy on Records



Nothing to change
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Stevens Point, Wisconsin

WE BUY USED PHONO RECORDS

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WALL BOXES REPAIRED LIKE NEW

Cleaned, repainted, reconditioned and aligned, \$5.50 for all types. Parts at cost. All types Amplifiers repaired, \$3.50. Parts at cost. Music Box Motors rewind, \$6.50. All work guaranteed. For Sale—2 Seeburg Hide-a-Ways, \$195.00 each.

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TOP PRICES PAID for USED RECORDS

Sell to Chicago's Largest Distributor of Used Records. WE PAY THE FREIGHT WRITE, CALL OR SHIP TO "TONY" GALGANO

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ALL A-1 RECONDITIONED
WURLITZER 950\$295.00
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1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
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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.
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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Good Timing

Gene Autry has been timing and routing his personal appearance tours to exploit his films. Treks have been planned to cover the entire country. During January and February the cowboy chanter-pic player toured the South with a Western troupe, playing auditoriums and plugging his film, *The Last Round-Up*, which followed him closely in 25 key cities. His present tour, covering the Middle West and East, precedes the release of *The Strawberry Roan*, second Autry pic production. Third junket, now being booked for fall, will include all Western States from Arizona to Canada and will be timed so that Autry can ballyhoo *The Big Sombrero*. Between second and third tours, Autry will remain in Hollywood long enough to film *Hideaway*, now under preparation.

Jimmy Wakely leaves Hollywood to open a two-week p.-a. tour at Richmond, Calif. Wakely will also play Sacramento, Stockton, Oakland, Las Vegas, Tucumcari (N. M.), the annual Cattleman's Round-Up at Clovis, N. M., with a stopover at Amarillo before his return to the film city. Wakely's disk, *Milk Cow Blues*, and his own cleffing, *Bouquet of Roses*, is being released by Capitol.

Tyler Draws

According to reports, T. Texas Tyler pulled an over-capacity house of 4,000 people on his p.a. at Constitution Hall, Washington. It is reported that an estimated 2,000 would-be ticket buyers were turned away. Tyler was featured on *Hayloft Hoe-down*, a television show from Town Hall, Philadelphia, May 1, one of the first cowboy singles to be televised. On May 9 he will appear at Convention Hall, Camden, N. J. Tyler's *Deck of Cards* is heading for the Western tune best-seller lists.

Exclusive Records will release its first disking of Texas Jim Lewis and his cowboys about June 1. Lewis is remembered for his waxing of *Eleven Miles From Leavenworth*, *The Spanish Two-Step*, *Worried Mind* and others.

Cowboy comic-warbler Smiley Burnette has inaugurated a quick-reference announcement system for theater managers and fans during his current Midwest p.-a. tour. Play dates, theaters and cities are itinerized on government postal cards, subject to instant, inexpensive printing changes en route. He winds up the spring tour at Louisville week of May 6, before returning to Hollywood, where *Crossroads of the West*, his next film, goes into production at the end of May.

To Star Hot Shots

Hoosier Hot Shots will be starred in Columbia's *Singin' Spurs*, now in production. Eight tunes will be featured in the film. Numbers are *Honeymoon Ranch*, by Milton Drake; *A Valley in Montana*, by E. C. Beck-Ronald Buck; Allan Roberts-Lester Lee title-tune cleffing, *Singin' Spurs*; the Doris Fischer-Allan Roberts ditty, *Man Is Brother to a Mule*; Sunny Skylar's *Hair of Gold*; *Red Wing*, by Kerry Mills and T. Chattaway; Jenny Lou Carson's *What Do I Have to Do?* and *Ochi Chiornia*, folk song in public domain.

Peer International has set the Frankie Brown song, *Born To Lose*, as the No. 1 plug tune from its hillbilly catalog. The seven disks on the tune already released are by Elton Britt for Victor, Dick Thomas for Decca, Ted Daffan for Columbus, Tex Fletcher for Flint, Ray Smith on National, Jim Hand for Crown, Riley Shepherd for Banner. Eddie Kirk's Capitol waxing will soon be released.

Tex Williams starts his annual p.-a. tour with a percentage engagement at the Orpheum Theater, Omaha, May 21. From there he continues four weeks in the Midwest, prior to his invasion of the East. Following his first film subject, Williams has been signed by Universal-International to be featured in another briefie.

Change Name

The Hitching Post, American Broadcasting Company's coast-to-coast Saturday show, is the new name for what was called *Sunset Ranch*. Seg features Ken Curtis and Shug Fisher. . . . *All-Star Western Theater*, Mutual Western air show, is being broadcast live. Seg formerly was aired via transcription, but Foy Willing and the Riders of the Purple Sage ran out of e.t.s. . . . Williams recently sold a batch of independently cut masters to Capitol Records. . . . Cottonseed Clark's tele show on KTLA, *Sunset Ranch*, has been switched from Saturdays to Tuesdays.

The Plainsmen auditioned with Roy Rogers for a summer show featuring Dale Evans and George (Gabby) Hayes with Rogers. Sons of the Pioneers were originally considered for the vocal group spot, but show's budget reportedly couldn't stand the extra stretch. . . . Merle Travis is working with Cliffie Stone on the latter's KXLA show, *Dinner-Bell Round-Up*, avoiding taking a show on his own while regaining his health. . . . Cliffie Stone has opened a disk shop in Hollywood specializing in Western and folk platters. Name of the shop is Cliffie Stone's Record Corral.



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The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

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We have complete stock of parts including the G. E. Tone Arm Pickup Kit. **IMMEDIATE DELIVERY ON**

Aireon CORONET Phonographs **\$495.00**

Write NOW for Cash and Quantity Discounts. **ADVANCE MUSIC COMPANY**

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GOT IT?

Aireon's CORONET FOR

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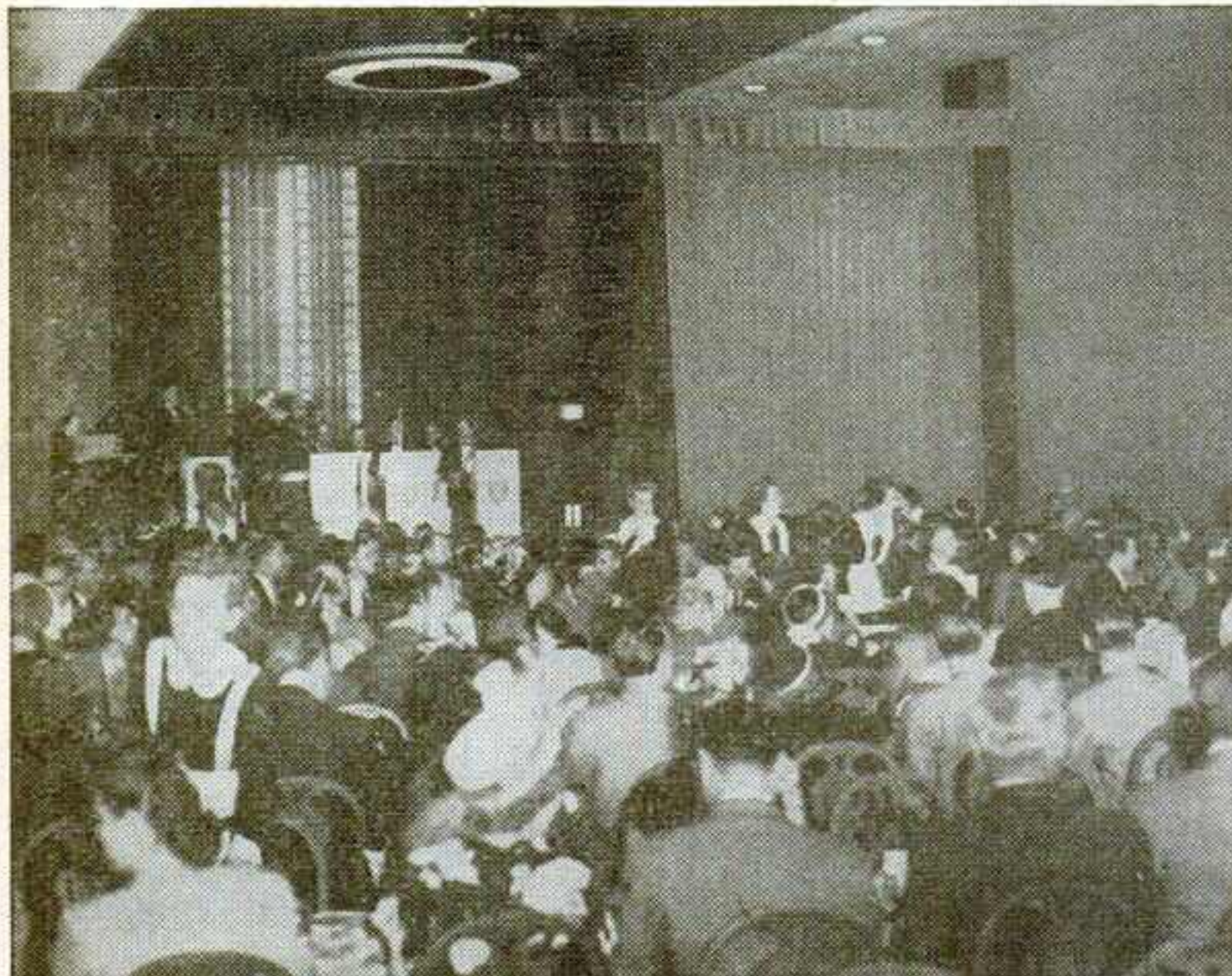
FOUR-STATE CONVENTION HIGHLIGHTS



MIKE IMIG, SDPA president, pauses at the Filben booth and is greeted by Bill Rabin, firm head.



RECEIVING THE BILLBOARD AWARDS in the College Poll are King Cole Trio, June Christy; Maynard Reuter, gen. mgr., Midwest division, The Billboard, who made the awards, and Stan Kenton.



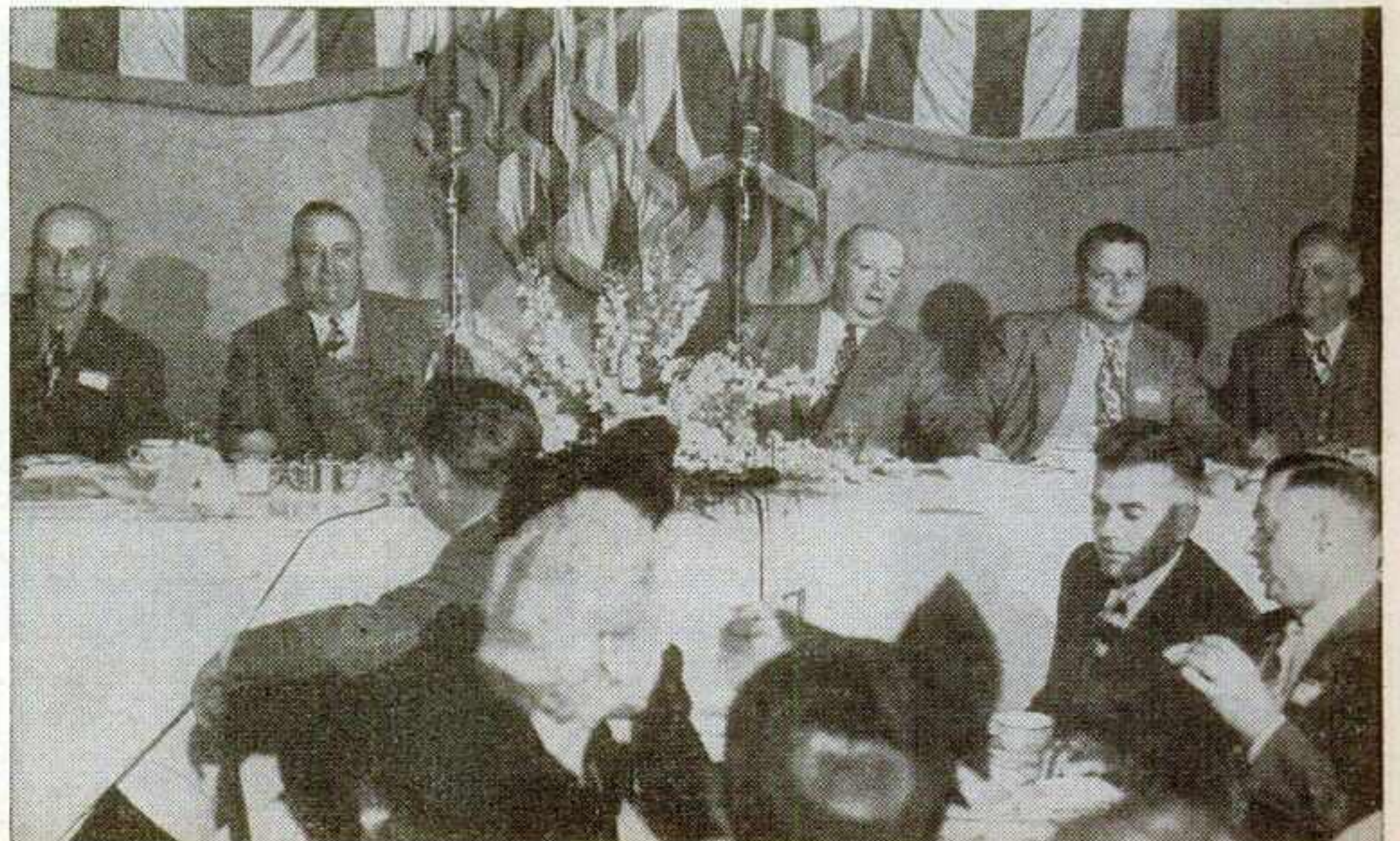
CONVENTION HIGHSPT was banquet in the Grand Ballroom which was attended by more than 400 persons on Tuesday night.



EXHIBIT FLOOR offered operators attending the convention the opportunity to look over new music, game and vending equipment.



MRS. LOUIS JACOBS, Stevens Point, Wis., chats with Mrs. Walter Ross at the Jacobs Tone Arm booth.



ASSOCIATION OFFICERS at the banquet, left to right, included: A. S. Buck, MAGA; Tom Crosby, MAGA president; C. S. Pierce, WPOA; Doug Opitz, and Thomas Kady, NDMOA prexy.

Music, Games, Venders Top Four-State Confab Exhibits

(Continued from page 118)

Completing the exhibits in the Italian Room was the Bush Distributing Company display in Booths 13-14. The Aireon Coronet, in three different color combinations, was shown along with Scientific's Pitch 'Em and Bat 'Em and Chicago Coin's game, Trinidad.

Moving into the adjoining Italian Room, Booth 15 was assigned to the La Beau Novelty Company, St. Paul, and featured the Rock-Ola juke box, the Playmaster and wallboxes. Booth staff was headed by Archie La Beau, firm head. O. C. La Beau, and Art Weinan, Rock-Ola sales manager in Chicago, were also present.

The Peerless Novelty Company, Spooner, Wis., manufacturer of phonograph stands, was in Booth 16, with a display of its products, including the Universal de luxe model selling at \$19.50 and the Seeburg de luxe model at \$24.50.

Largest display area at the exhibit, covering four booths, from 17 to 20 inclusive, was taken over by the Midwest Coin Machine Corporation, St. Paul. Feature of the exhibit was the new Filben Maestro '48, which lists at \$595. Also shown were Filben Mirocle Music units, as well as wall-box and chassis displays. Jack Carter, firm head, further displayed the Flash Bowler; Bang-a-Fitty; Tin Pan Alley, a rolldown; International Mutoscope's Fishing Well; Silver Gloves, and Marvel's new game, Leap Year.

William W. Rabin, president of the Filben Manufacturing Company, and Sam A. Drucker, vice-president of the National Filben Corporation, headed the Chicago representation at the exhibit, while Jack Carter and his staff were also on hand. D. A. Wallach represented Marvel.

Roycroft Company, Minneapolis distributor for Columbia Records, was in Booth 21, with the exhibit staff

J. Mitnick New Head Of Beacon Coin Mch.

BOSTON, May 1.—Jack Mitnick, veteran coinman with many years' experience in the automatic music field, has purchased an interest in Beacon Coin Machines, Inc., and became president of the distributing firm, it was announced this week. Harry Poole, co-owner, is now treasurer.

At the same time, Mitnick disclosed that Beacon has just been appointed franchise distributor for A.M.I. coin-operated music equipment in the territory embracing Massachusetts, Maine, New Hampshire, Vermont and Rhode Island. Mitnick was formerly sales manager of Runyon Sales Company, New York, which handles the A.M.I. line in New York State.

Of his new associate, Poole said: "Jack's knowledge of the field, which extends back to the infancy of the automatic industry, will be of great help to juke box operators in New England." He pointed out that Mitnick helped focus considerable favorable publicity on the coin music industry when, as head of a New York, New Jersey and Connecticut committee of Coin Machine Industries, Inc., he helped raise a sizable contribution for the Damon Runyon Memorial Cancer Fund.

headed by Joe Newman. The display followed the pattern of other record companies, with photos and a record player making up the major portion of the booth.

Heading the last bank of exhibitors in the room was Weidman National Sales, Detroit. Featured in the booth were three of the latest models of the National cigarette vending machines. Art Weidman, who heads the Detroit firm, was in charge of the

exhibit.

Next was the Gopher Distributing Company, St. Paul, which handles novelties and salesboards. Firm's exhibit was confined to premiums in the fishing field, which proved an attention-getter with ops in the resort country.

Final exhibitor at the convention was the Frederick Lee Company, Minneapolis. Firm distributes a number of record labels, and featured in its display the FM Recording label, which specializes in hillbilly disks.

Scheduled to show, but unable to get to the show in time, was the United Distributing Corporation, Fond Du Lac, Wis., distributor of the Douglass shoeshiners.

FOR SALE

3,000 Records, never used, good numbers, 25¢ each, or 20 assorted numbers in boxes at \$5.00 per box.

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All Models. Write for Prices.

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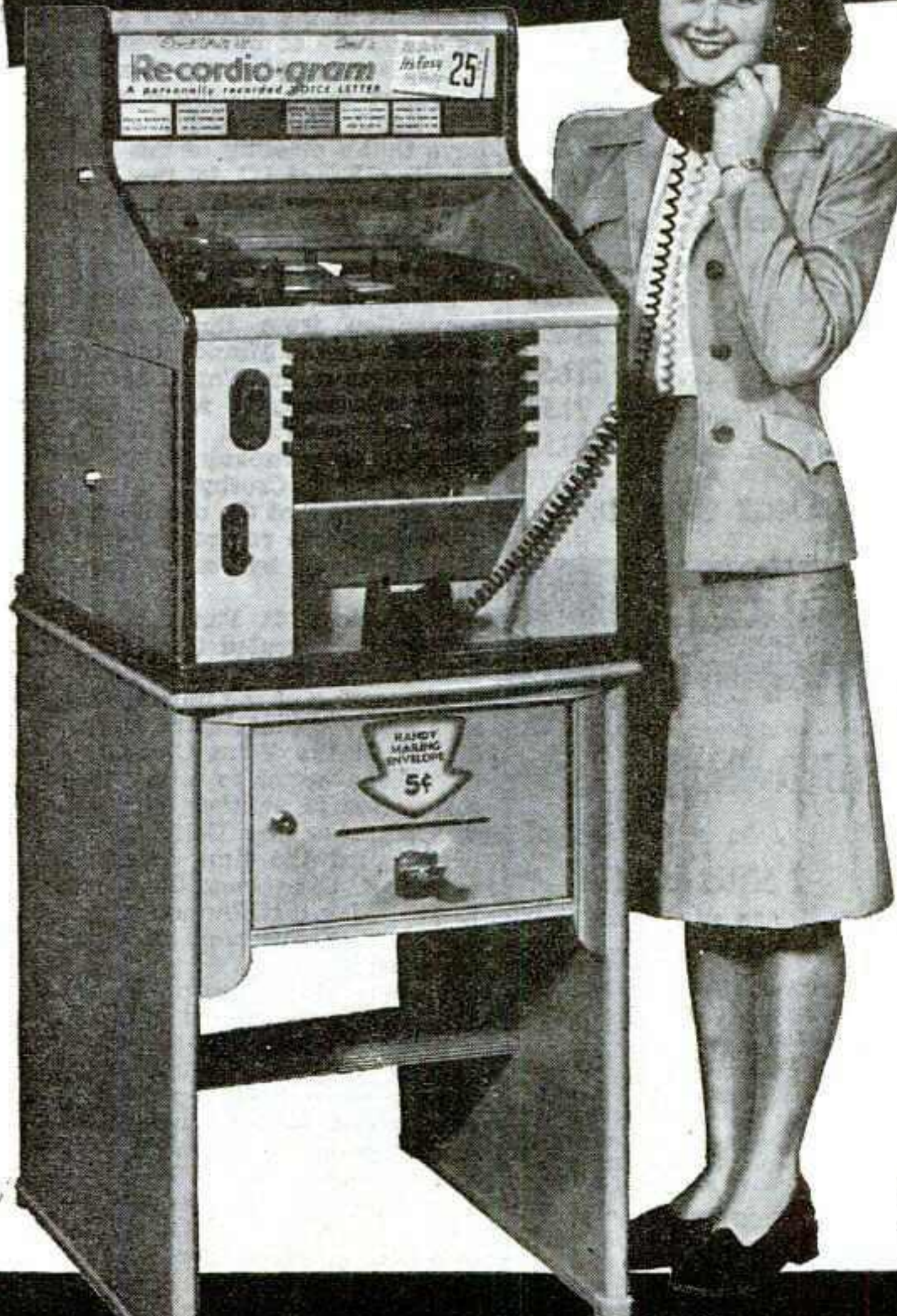
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Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker



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SELF-OPERATING

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COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

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Install Now!

Get your locations set now for spring and summer business. Write or wire for full information on COIN RECORDIO—manufactured and guaranteed by the makers of world-famous RECORDIO, the recording radio-phonograph.

COIN RECORDIO

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Complete with franchise, studios, equipment and subscribers. Other business interests require full time. \$18,000 complete.
BOX D-299, Billboard, Cincinnati 22, Ohio.

Need for United Front Seen As 4-State Meeting Convenes

(Continued from page 117)

tributors, the luncheon meeting was presided over by C. S. Pierce, president of the Wisconsin association. Featured speaker at the session was Dudley Ruttenberg, secretary of the Coin Machines Industries, Inc. (CMI), who spark-plugged the convention throughout its two-day tenure. Speaking on the legal problems in which the areas represented at the meet were faced, and the value of public relations, Ruttenberg's talk was volubly received by the group.

At this meeting the presidents of the four associations offered their convention greetings. Speaking for

the North Dakota Association, Thomas Kady, president, said: "My heartiest congratulations to the operators of North and South Dakota, Minnesota and Wisconsin for combining a four-State association, for the benefit of each and every one of us. Let's hope we can keep close relations indefinitely."

Mike Imig, president of SDPA, after urging the assemblage to support the manufacturers and distributors who had helped make the convention possible, said: "The South Dakota operators are glad to meet with you. We have been working in the past few months to get as close

to 100 per cent membership as possible. This, I believe, is the answer to the percentage question, and 90 per cent of the problems that arise in our business.

"I feel that our national organization is a fine thing and I know after meeting the boys on top, it is in good hands.

"We have quarterly meetings and the boys agree that the ideas we give each other are really worth the time spent.

"Distributors have been under constant fire and in some cases we know they have done wrong, while in others maybe they were not to blame. In our State the fly-by-night operators are disappearing, and the established operators are buying on a basis that they can come out with a fair profit and still not be over-burdened with payments.

"Our organization is glad to be with you at this show and it wants to thank all the distributors and coinmen who have made it possible for us to have our own 'little' show."

Pierce's greeting to the convention was as follows: "I wish to extend my heartiest welcome and greetings to all four-State operators and their families and guests attending our show at the Radisson Hotel in Minneapolis, April 26 and 27.

"It is a great pleasure to me, and to the officers and members of our Wisconsin association, to be able to meet with the neighboring State operators of Minnesota, North and South Dakota for joint ideas and better operating conditions for operators in this territory."

As president of the Minnesota association, Tom Crosby played host to convention visitors. His greeting was as follows: "At this time I would like to extend a hearty welcome and greeting to all the operators, jobbers and distributors in the Northwest. As president of the MAGA, I know that all members of our association will find it a great pleasure to meet with operators from Wisconsin and North and South Dakota. I sincerely believe that a meeting of this kind will be very beneficial to the operators and distributors in the Northwest trade area."

Meet Opposed

Referring to the opposition to the convention from three major distributors in the Minneapolis area, including Herman Paster (Wurlitzer, Bally, etc.); Hy-G Music Company (Seeburg, Gottlieb, Watling), and Silent Sales Company (Mills, Amusement Devices) Crosby told the luncheon meeting that the operators should get behind the companies that were behind them by supporting their show.

A check with Paster, Greenstein and Cohen revealed that while these distributors were not opposed to a joint meeting of the four associations, they believed that due to current conditions in the Twin Cities it would have been better to either move the convention to another city, either in Wisconsin or the Dakotas, or postpone it for the time being. Under either of these conditions, said the three major distributors, they would have been happy to go along with the meeting.

Crosby said he felt public relations in the industry started at the bottom—with the operators—and added that by proper use of public relations operators could build up good will in the territory. He urged the associations present to co-operate with CMI and to unite.

At the request of Pierce, the operators present took a standing vote to determine whether or not they favored another convention. The response was practically unanimous in favor of the meet. Based on this vote, the convention committee Tuesday voted the 1949 convention.

Closing the luncheon was a showing

of the Permo motion picture, portraying the production story of phonograph needles. Gene Steffens, vice-president and general sales manager of Permo, prior to the showing, greeted the operators at the convention.

Following the luncheon and business meeting, operators took over the exhibit rooms, which were then completely set-up. The rooms remained open until 10 p.m. Monday, when the first day of the convention adjourned.

SDPA Meeting

On Tuesday the SDPA, only individual association to hold a regular session at the convention, met in the morning at which time Ruttenberg was again the featured speaker. With Imig, association president presiding, the meeting was devoted to the current legal problem facing the State (See 4-STATE MEET on page 130)



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Seeburg 9800—R. C. Lolone...	274.50	Seeburg Gem	124.50
Seeburg 8800—R. C. Lolone...	274.50	Seeburg Concert Grand	99.50
Seeburg 8200—R. C. Lolone...	274.50	Aireon 1200A	249.50
Seeburg 9800—R. C. Hitone...	249.50	Mills Empress	79.50
Seeburg 8800—R. C. Hitone...	249.50	Rock-Ola 1422	339.50
Seeburg 8200—R. C. Hitone...	249.50	Rock-Ola Super '40	164.50
Seeburg 9800—E. S. Hitone...	224.50	Rock-Ola '39 Standard	110.00
Seeburg Colonel	224.50	Rock-Ola Monarch	79.50
Seeburg Commander—R. C.	209.50	Rock-Ola Imperial	79.50
Seeburg Cadet	205.00	Wurlitzer 750	264.50
Seeburg Maestro	189.50	Wurlitzer 950	219.50
Seeburg Commander—E. S.	184.50	Wurlitzer 600	99.50
Seeburg Major	179.50	Wurlitzer 500	89.50

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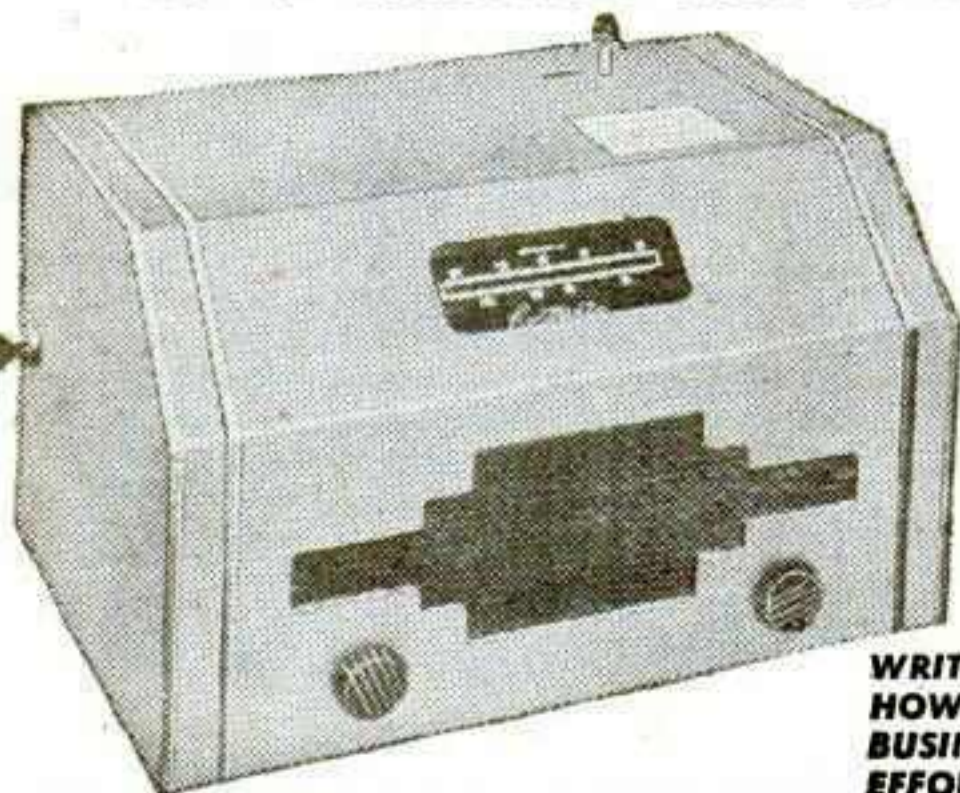
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Get more locations—
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30—STATION AUTOMATIC HOSTESS
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Chicago:

Several well-known coinmen were in to see Pat Buckley, head of Buckley Manufacturing, R. E. (Smitty) Smith reports. Among them were Sam Tridico and Bob Buckley, partners in Console Distributing Company, New Orleans; Dewey Buckley, Reno, Nev., and John Buckley, in from a tour of the Southwest. Smith reports that Joe Calcutt, who died in Fayetteville, N. C., April 20, was one of the finest coinmen in the business. Smith's favorite story on Calcutt is the one about his trip to New York several years ago. Calcutt stepped off the train, saw the milling New York taxis and crowd just outside the rail terminal, and decided to take the next train back to Fayetteville. Tho a man of unusual business and mental accomplishments, Calcutt always referred to himself as a country boy. . . . Nils G. Peterson, Buckley distributor in Pennsylvania, was in for a call on the home office.

Exhibit Supply's new catalog is expected to be ready for mailing next week. Perc Smith reports. In addition to being a valuable opus on Exhibit Supply's arcade equipment, the catalog contains 50 attractive color illustrations of arcade pieces. Smith reports that the catalog includes a history of Exhibit Supply which dates back to 1901. Work on the firm's new addition is going along well, and it may be ready for occupancy in 60 days. . . . Bob Soper, sales manager for Self Service Laundries, distributors of the Wilcox Gay coin recordio, reports that his firm's new headquarters on Milwaukee Avenue is now shipshape.

Nat Gottlieb returned to the house of Gottlieb last week, following a (See CHICAGO on page 124)

Los Angeles:

E. T. Mape & Company's Southern California branch manager, Ray Powers, off to Bakersfield to confer with Leonard Baskfield, the firm's sales manager. . . . Jack Leonard, parts department manager for Badger Sales Company, and also the parent of a new-born member of the Leonard family, reports that mother and child are home from the hospital and doing nicely. . . . Al Bettelman, C. A. Robinson & Company, is back from an extended tour in Northern California where he called on ops in that territory.

Bob Portale, head of the newly-formed Maport Distributing Company at 1312 Southwest Washington Street, Portland, announces opening of the new showrooms and offices, where the Filben Mirrocle Music and the Filben 30 Selection phonograph will be shown. . . . Jack Gutshall Distributing Company is rearranging its offices for greater efficiency, according to Jack Gutshall, head of the firm. . . . Vendo-Matic Sales Company, San Francisco operators of the Kwik-Kafe Hot Coffee Vender, is expanding locations in the Bay area. . . . R. E. Smith, Automatic Enterprises, distributors of the Ace Shoe Shine Machine, is placing machines in Los Angeles and industrial sections.

Stan Rousso, local factory representative for the Stoner Manufacturing Corporation, Aurora, Ill., attended the recent meeting of the Western Vending Machine Operators' Association. . . Frosti-Serve Ice Cream Bar dispenser is now in quantity production and is expected to hit the market by early summer, according to R. A. Kelsey, president. . . . J. R. Giesler and associates, national sales representative for the Landis hot popcorn machine, The Aristocrat, says he is still making distributor appointments. . . . Recent visitors at Badger Sales Company were W. H. Shorey, San Bernardino; E. E. Rippee, Compton; Lloyd Dindinger, Carlsbad; Tom Lewis, San Diego; J. L. Orr, Gardena; Barney Smith, Long Beach; Roy and Dorothy Borton, Coalinga.

COINMEN YOU KNOW

Detroit:

Harris Porter has taken over the Wurlitzer outlet here, operated for the past several months by the Atol Distributing Company, and has renamed it the Porter Distributing Company. Offices remain in the old location on East Jefferson Avenue. . . . Marion Reed, formerly with Pan-American, is new branch manager for the new King Record office here. Stan Barclay, national promotion manager of the company, was in town for a few days arranging a disk jockey and trade press party, cancer fund benefit and contacting the trade.

Fred E. Holnagel Jr. has been taken in as a partner by Quality Vendors. Detroit branch of a well-established Lansing, Mich., operating firm, headed here by Fred Kircher Jr. . . . Harold Hendrick, real estate operator, who has recently entered the amusement game field with the formation of the H. & F. Games Company, operating a route of Belgian pool tables, is reducing his route for the summer months because of the boom in building and construction locally, but plans to expand to full-scale operation in the fall.

Ward Lamb, who operates Ward's Service Station at Oakland and King avenues, is one of the city's newest colored operators, forming the J. & W. Music Company. Lamb is building up a route of juke boxes in colored locations, in addition to his regular service station business. . . . Joseph Levine and Edward Motil are forming the L-W Vending Service, with offices on Greenlawn Avenue in the Northwest section.

(See DETROIT on page 125)

Cincinnati:

The Automatic Phonograph Owners' Association held its regular board of directors meeting April 27 in the association offices. Those attending were Sam Chester, Charles Kanter, Phil Ostand, Bill Harris and Harry Hester. Lawrence Kane, legal counsel for the association, also attended. The application made by Elmer Meyer, who operates the Elmer Music Company, was approved by the board. Another application, made by Stanley Dixon, who operates the Dixon Radio Service, will be approved May 11.

Howard Zobel, one of the employees of the Diamond Vending Machine Company, who was married in early April, has returned from his wedding trip and is now back on the job.

San Francisco:

E. G. Lewis, owner of Lewis Music Company, Klamath Falls, Ore., was a visitor here last week. . . . Del Bern, Fresno operator, made a business trip here buying new machines and equipment. . . . Wilton Von Gease, one of the top operators around Santa Cruz, visited with the trade in the Bay area and announced he would shortly open an arcade in Boulder Creek, Calif.

Ed Heinle, manager of the Oakland, Cal., office of the Golden Gate Novelty Company, is on vacation. He has just bought a new home and is busy moving in. Filling in for Heinle is Eddie Arnos, a junior partner, associated with the firm's local office. . . . Mrs. M. A. Pollard, wife of the owner of the M. A. Pollard Company, distributors and jobbers, is visiting friends and relatives in England and Ireland. Pollard expects to go to New York in June to meet her on her return. While in the East, Pollard will make a number of business contacts.

Leon "Hi Ho" Silver, automatic merchandising operator, will come out shortly with his new Hi Ho Junior tray vender. . . . W. H. Schetter, president of Jack R. Moore Company, left for Los Angeles this week en route to Chicago on a business trip to the Bally factory. He also plans a short stopover at Grand Rapids, Mich., and a visit to the AMI plant, returning here May 15.

Minneapolis:

With visiting operators from Wisconsin, North and South Dakota in town for the four-State meet at the Radisson Hotel Monday and Tuesday, local ops found most of the distributors and jobbers playing host to out-of-towners at their showrooms as well as at the hotel. Herman Paster's headquarters in St. Paul were jammed both days of the showing, while Hy Greenstein's Hy-G Music Company and Bill (Sphinx) Cohen's Silent Sales Company showrooms were also filled with visitors.

Playing host to the guests was the Minnesota Amusement Games Association (MAGA), Inc., headed by Tom Crosby. Together with Mike Imig, South Dakota Phonograph Association (SDPA); Thomas Kady, president of the North Dakota Music Operators' Association (NDMOA), and C. S. Pierce, who heads the Wisconsin Phonograph (See MINNEAPOLIS on page 125)



THREE PROMINENT coinmen preoccupied with trade news at the 14th annual Northwest Regional Convention and Exhibit in the Radisson Hotel, Minneapolis (left to right): Norman Gefke, Sioux Falls, S. D., operator; Mel Goldstein, Minneapolis manager of Twin Port Sales, and Clarence Bayne, U. S. Vending Corporation, sales manager.

New York:

Leon Philips, head of the parts department of Regent Vending, Ottawa, was in town for a few days last week placing an order with Harry Berger, of West Side Distributors, for coin machine equipment. Philips reports that he and Abe Weisberg, both graduates of the NAAMO-sponsored coin mechanics course, are doing well at Mack Levin's Canadian firm. Weisberg is Regent's service manager.

Al Gorner, public relations director of the Affiliated Washing Machine Operators' Association (AWMOA), informs that the AWMOA general meeting originally scheduled for last week has been postponed until May 5. A full slate of officers for the new group will be elected at the huddle in the Henry Hudson Hotel. Dorothy Goodman, long experienced in the automatic coin washer industry, is Gorner's secretary.

Danny Subarsky, owner of the new Mayflower Sales Company, was busy last week setting up power machinery in his 10th Avenue store. He claims he has all the facilities required to handle the most complicated juke box repair jobs. . . . Ruth Nussbaum, Automatic Music Operators' Association secretary, is away on a well-earned vacation this week. . . . Pop Pollay, general manager of his son's United Phonograph Service, is back on the job after an extended stay in Florida.

Tony (Rex) DiRenzo, who recently formed Rex Lee Enterprises together with Leo Knebel, is busy demonstrating his firm's feather-weight pick-up and amplifier to visiting music ops. He says a recent modification to the device has "made it foolproof." . . . Lew Braverman, of Drink Dispensers Corporation, has two of his cup venders in an open-air location at Sixth Avenue and 46th Street. He says they are doing well, and biz should increase by leaps and bounds once hot weather sets in.

Al Denver, president of the Automatic Music Operators' Association (AMOA), presided at a meeting of the ops April 27, at which it was decided to have an association outing in the latter part of June. Ops will attend a two-day spree at a resort hotel, still unnamed. The 160 AMOA members present at the meet also heard an address by Meyer Parkoff, (See NEW YORK on page 124)

Indianapolis:

Manhattan Phonographs, featured by Sears-Roebuck in a "Play Canteen" exhibit in one of its display windows of the store, was furnished by Bannister & Bannister Distributing Company. . . . Peter Stone, of the Indiana Automatic Sales Company, Rock-Ola distributors, visited operators in the northern territory the past week. . . . C. A. Shry, Shry Music Company, Anderson, Ind., bought new equipment while on coin row during the week.

Robert McClain is the new stenographer at Southern Automatic Music Company. . . . Clifton Smith has joined the service department at Southern Automatic. . . . Many operators in the State are calling in their orders for equipment and parts and find it cheaper than coming to Indianapolis. . . . Betty Lewis, of the Janes Music Company record department, spent the week-end in Louisville, visiting Churchill Downs, and taking in the races.

S. T. Fowler, Cambridge City operator, was a visitor on coin row buying supplies and equipment. . . . Business at taverns and other spots has shown a marked improvement during the week. . . . Teen-age clubs in the city have dispensed with regular musicians at their dances, and now are using phonographs instead. . . . Record sales of popular disks are reported by distributors operating record sales departments. One dealer reports business 50 per cent ahead of last year for the same period.

Chicago:

(Continued from page 123)

well-earned vacation under the sunny skies of Florida. He reports that the firm's new game, Jack 'n' Jill, has already proved to be popular with operators and customers. . . . River-view Park, one of the area's top amusement parks, is getting all shined up for the Decoration Day crowds.

Mike Spagnola, Automatic Phonograph Distributing Company, reports that the firm's offices, service department and showrooms will be moved back to their former location at 806 N. Milwaukee Avenue after May 15. Warehouse facilities will remain at the present location, 2009 Fulton Street. . . . Perry Rose, heading Robot Sales, vending firm in the suburb of Maywood, has designed a special merchandise carrying tray for operators. Featuring open lattice bottom and partitions, tray is especially suited for quick cleaning and sanitary servicing. Perry says that tray will be manufactured and sold by an independent company.

Berco Manufacturing Company is starting production on its improved model Hilco ice cream bar vender, according to Frank Oakes, sales director. Redesigned machine has improved mechanical operation combined with greater eye-appeal. Feature of the vender is that the coin mechanism and vending parts are kept at room temperature in a separate compartment. . . . Seymour Gale, heading Drink-o-Matic Company, a cup-type soft drink operation, is strongly in favor of the 7½-cent coin idea. He says that while many dime-priced small items and services are over-priced at that figure and underpriced at the deflated nickel, the new denomination would offer "value for value" in a much truer sense.

A. A. Dubin, Vendi Freeze Sales, has something new in vending machines up his sleeve. Dubin doesn't go any further than to admit existence of the idea in blueprint, however. . . . E. J. Novak, president of Crown Implement Corporation, with sales manager J. Wascher, is setting the stage for a thoro test run on the re-engineered and designed Big-4 bottle vender they took over recently from Auto-Vend

COINMEN YOU KNOW

Company, Kansas City, Mo. Novak says the simplified machine should be ready for introduction in about 30 days.

Vince Angeleri, manager of A. A. Swing Time Music Company, is sold on the chart method of checking on weekly music route rates of play. He has a simple and effective route check chart system in effect that should prove increasingly valuable as the weeks roll by. Promises future data on how it works out. . . . Max Rosenbaum, of United Beverage, cup soft drink vender operation specializing in theater locations, will soon introduce a new Square 2,000-cup machine to its stops. Machine, a two-flavor job similar to the present 800-drink Square two-flavor unit, is aimed at reducing servicing costs by infrequent routeman visits.

Chicago Coin's Sam Wolberg and Sam Gensburg are enthusiastic about reorders on Trinidad, the firm's new five-ball game which features single and double bonus, flipper action and special play lanes, plus several other player-appeal ideas. New plant addition being erected will give the firm a total of 80,000 square feet of production space.

Clarence Bayne, sales manager of U. S. Vending Corporation, arrived back from the four-State meeting in the Radisson Hotel, Minneapolis, Wednesday (28). While in the Twin Cities he divided his time between the exhibit floor and the Twin Port Sales offices in Minneapolis. The firm handles the USVC refrigerated candy vender in Minnesota territory. Prior to his trip to the four-State meet, Bayne had been in San Antonio visiting coinmen. He says that the San Antonio airport now has USVC machines on location.

Sam Drucker, vice-president of National Filben Corporation, was in Milwaukee Sunday (2) for the Maestro showing at the Hotel Wisconsin, sponsored by United Coin Machine Company, headed by Harry Jacobs Jr. and Sr. Bill Rabin. Filben president, was

supposed to have attended the event but at the last minute was called east for a consultation with army officials. Rabin is awaiting the delivery of a Lockheed Lodestar, a 14-passenger plane that will enable Filben to fly both officials and equipment to operator showings in various parts of the country. Sam Mannerino, New Kensington, Pa., coinman who is on the board of directors for Filben, was in Chicago briefly last week, following a two-day stay in Minneapolis for the Northwest regional meeting. Sam leaves soon for a trip to Florida.

Art Weinand is another prominent coinman back from a trip to the Twin Cities. While there he called on Archie LeBeau, Rock-Ola distributor in the Minnesota territory. . . . CMI has announced that it will again give support to the Damon Runyon Memorial Cancer Fund, but has yet not established any fund raising goal. Ray Moloney, the Bally official, who proved to be a top-notch fund raising chairman in the 1947 drive, will hold the same key post in CMI's present aid drive.

AMI's Lindy Force and Monty West worked out additional details for the firm's coming distributor meet in Grand Rapids, Mich., May 7 and 8 while journeying back from the meet in Minneapolis. Lindy reports that the firm has proclaimed the week of May 16 as national show week in honor of the official debut of AMI equipment in the firm's far-flung distributor network. . . . John Pickering, CMI public relations bureau, is in New York checking on the latest developments in the amusement game situation there.

John Neise, sales manager for O. D. Jennings, reports first production on two bell consoles. Actually they are identical machines except that models going into the Western States are called the Prospector, while those designated for the Eastern territory are called Monte Carlo.

Jack Nelson reports that his firm, Jack Nelson Company, has already received first shipments on Filben Maestro 1948. He will announce a formal show date for operators soon. . . . Jack Cox, roadman for Rock-Ola, was stricken Monday (26) while on board a plane which was about to take off for Minneapolis. Cool handling by the ship's staff got him off the plane at minimum discomfort and he was taken directly to a near-by hospital. He is recovering slowly. . . . Lou Granite, Chippewa Falls, Wis., operator, is moving to the East soon. There he will handle Popcorn Maid venders, probably on a distributor basis.

Victor Vending Machine Company reports a flood of inquiries concerning its custom built Universal vender which handles peanuts, mixed nuts, pistachios, almonds, candies, ball gum and charms. . . . Mike Spagnola, Automatic Distributors, is getting ready to attend the AMI distributor meet in Grand Rapids, Mich., Friday and Saturday (7-8).

Johnny Brexa, operator from East Chicago, Ind., paid one of his infrequent calls on coin row. He visited Billy DeSelm, of United Manufacturing, and Al Stern, of World Wide. . . . Howie Freer, Empire Coin Machine Exchange, reports his firm has shipped two large orders of games to a South African firm. What puzzles Freer is that they were placed individually by export representatives in New York and from a South African city. . . . Coin-operated pool tables seem to be catching on, according to ops. At least two manufacturers are in production on the tables, one in Wayne, Mich., and one in Johnston, S. C.

Adolph Raymond, A & M Music head, became a father for the second time Tuesday (27) when his wife, Mae, presented him with a girl. Both are doing well at the West Suburban Hospital. Newcomer is named Laura. Raymond is the song-writing juke operator who collaborated on the industry-plug tune, *Juke Box Jamboree*, and who gave the song its debut over his machines. Jump tune and juke spotlighting lyrics tend to build up interest in and play on the machines, he reports.

Globe Distributing's Jimmy Johnson reports the first quantity delivery of the new Lightning changer is at the Bell-o-Matic Corporation, national distributor for the unit. Other shipments will follow shortly, to fill demand, Jimmy adds. . . . Murray Rosenthal, Coinex Corporation, took the first "sick grandmother-baseball game today" time off of the year this week; it was Friday afternoon (30) when Wrigley Field was echoing to the click of ball meeting bat.

Eddie and Morrie Ginsburg, Atlas Music Company, are putting in a full schedule of hectic activity in connection with the new Seeburg industrial-commercial music systems. Harold Schwartz relays the news that the firm's new industrial music room is jam-packed daily while the demonstrations of the equipment are in progress. Joe Kline is still on the Illinois roadways, contacting the trade, while Al Kleiman continues to concentrate on the Chicago area.

William Fuller, Vendall Company manager, states the firm's new service tray is in stock, and shipments are going out. The expanded metal bottom (open lace-work) permits the tray to be kept in top-sanitary condition constantly, Fuller says. Visitor at the Vendall plant this week was William (Bob) Fisher, who has just formed his own operating company in Bryan, O. Bob was latching on to some Vendall candy machines for his operation.

New York:

(Continued from page 123)

of the Atlantic New York Corporation. Meyer cautioned ops to provide for the future of their routes by keeping their equipment in good working order and replacing worn out machines periodically.

Abe Levine, son of Ernie Levine, president of the Federal Music Corporation, opened a store on coin row. Abe states that he has been appointed exclusive distributor for Star reprinted title strips in New York and New Jersey. His establishment retains the name of his father's music operation and is located at 478 10th Avenue.

Phil Bogin is off on a sales junket thru the South for the West Side Distributing Company that will carry him as far as Florida, according to Harry Berger, West Side's president. . . . The many friends of Jack Mitnick, former sales manager of Runyon Sales Company, were glad to learn of his new business association. Jack has bought into Boston's Beacon Coin Machines, Inc., and is the distributing house's new president.

Earle Backe, of the National Novelty Company, took along a distinguished group of athletes when he visited his son, Bruce, last week at the Hill prep school in Pottstown, Pa. Seems the lad is interested in tennis, so Earle, a championship player, formed a team and challenged the school tennis team to a match. On his side he had Alrick Man Jr., captain of the Davis Cup team; Arthur MacPherson and Cedric Major, winners of the national veterans' championship; Leonard Clark and Dr. Cranston Holman. The team traveled part of the way in Major's private railroad car (he is president of the Lehigh Valley Railroad). We didn't ask the final score.

Nat Conn, prexy of Modern Music Sales and Gem Records, reports that

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he is getting excellent response to a promotion scheme plugging the Gem pressing *In the Dark*. A local disk jockey played the tune each day last week and asked his listeners to guess the vocalist. Those coming up with the correct answer get radios as prizes.

Ben Palastrant, Eastern regional sales manager of the Aireon Manufacturing Corporation, was in Baltimore last week-end to help put over a premiere showing of the Aireon Coronet in that city. The show, held by Hub Enterprises, will take place at the Hotel Emerson Saturday (1) and Sunday (2). . . . Dave Gottlieb, president of Coin Machine Industries, Inc., in town last week.

Dave Stern, president of Seacoast Distributors, reports high op interest in the All-American Electric Corporation shoeshine machine on display in his showroom. Seacoast was recently appointed All-American distrib for New Jersey and Staten Island. Dave has had number of conferences recently with Tony (Rex) DiRenzo, of Rex Lee, regional distributor with Seacoast for Rock-Ola products.

Amusement game ops have decided not to operate their equipment until the games' case comes up for trial May 19, even tho police have said they will not pick up games unless actually used for gambling. This action was taken at a meeting of the Associated Amusement Machine Operators of New York Wednesday (28). Ops are determined to live up to their end of the truce agreement.

Minneapolis:

(Continued from page 123)

Operators' Association (WPOA), Crosby saw to it that the more than 400 operators who were registered were well taken care of by the Twin Cities membership.

Morris Levine, Twin Ports Sales Company, Duluth, arrived in Minneapolis Friday (23) in order to spend a few days with his family before the convention got under way. Morris, who used to be a ranking boxer, still manages to keep in trim as he sells the Packard Manhattan. Levine was also able to spend some time with Joe Bessler, local distributor and operator, who is coming back into circulation after having been forced to retire earlier this year because of his health.

Representation from the Chicago manufacturing circles was good, with ops resuming acquaintances with George Jenkins, of Bally, at the convention, as well as at Bally's distributor, Herman Paster's headquarters. D. A. Wallach, sales manager of Marvel, spent most of his time at the Midwest Coin Machine Corporation's exhibit, where the firm's new game, Leap Year, was getting a big play. . . . Two Chicagoans known to most of the operators at the show were Gene Steffens, Permo executive, and Ed Crowley, Permo's sales representative in the territories represented at the show.

Sparkplugging the legal aspects of the meet was Dudley Ruttenberg, Coin Machine Industries (CMI) executive, who was also a featured speaker at the Monday luncheon. . . . William W. Rabin, president of the Filben Manufacturing Company, and Sam A. Drucker, vice-president of the National Filben Corporation, spent their time in Jack Carter's exhibit showing the new Filben Maestro '48. . . . While Senator Homer E. Capehart was held up in Washington and was unable to attend the sessions, Art Nagle, factory regional sales representative for Packard, was on hand to represent the Senator.

Arthur J. Biscoe, Frederick Lee Company, Inc., greeted ops who were interested in the firm's FM recordings, featuring many leading hillbilly performers. . . . Spike Haskell, whose band is an up-and-coming juke box favorite in the territory, and who is

now representing Capitol Records in Mankato, was on hand with Mrs. Haskell and June Duggan, vocalist with the band, and also a favorite with local ops. Bob Jacobs was also at the Capitol booth thruout the show, promoting the new King Cole best-seller, *Nature Boy*.

Ted Bush, Bush Distributing Company, and his nephew, Oscar Truppman, showed ops the new Aireon Coronet, and Harold Lieberman, Acme Music Company, was also on hand to renew acquaintances with out-of-town ops. . . . Midwest Coin's Andrew Lentch was greeted by the firm's customers as Capt. Andrew is a former fire department captain stationed in St. Paul, who entered the coin machine field after his retirement from the department.

Glen and Bob Addington, brother-operator team from Bismarck, N. D., dropped in at Hy-G to see the new SICM department set up by Hy Greenstein, which is headed by his son-in-law, Al Lieberman, and to say "hello" to Solly Rose. . . . Bob Westrum, secretary-treasurer of the NDMOA, also from Bismarck, doubling between the convention meetings and shopping tours with his wife, who came along to the convention. Bob planned to stay over a day to catch the *Ice Follies* before returning home. . . . Norman Gefke, Sioux Falls, S. D., spent a lot of time at the Twin Port Sales Company exhibit looking over the United States Vending Company air-conditioned candy vender. Clarence Bayne, USVC's travelling exec, was doing the demonstrating for Norman.

Mel Goldstein, Minneapolis branch manager for Twin Port Sales, saying hello to Mrs. Louis Jacobs, wife of the head of the Jacobs Tone Arm Company, Stevens Point, Wis., whose booth adjoined Goldstein's. Also in the Jacobs exhibit were Mr. and Mrs. Walter Ross. . . . August Streyle, Hazelton, N. D., arrived in town early in the week for the convention, then decided to stay over for the rest of the week to complete some business before returning home.

Lindy Force and Monty West, representing AMI, were already planning their May 7 trip to Grand Rapids, Mich., for a distributor showing of their new Model B. Tom Crosby will also attend the Grand Rapids meet. . . . Jimmy Grecco, former bailiff in Chicago, and now associated with Silent Sales Company here, planning a visit to his hometown in a few weeks. Jimmy has been visiting the four associations represented at the meeting on their home grounds.

One of the busiest fellows on the floor was Art Weinand, Rock-Ola's sales manager. Art made his headquarters at Booth 15, the La Beau Novelty Company exhibit. However, Art and Archie La Beau were all over the convention floor meeting old friends. . . . Bill Gilles, Osage, Ia., op, came up for the show, and decided to stay over a few days. He was finally able to snare a room at the Radisson late Tuesday. . . . Jack Backus, J. Backus Company, Jamestown, N. D., was a late arrival at the banquet, having been busy looking over equipment on the exhibit floor. . . . Art Weidman, Weidman National Sales, Detroit, busy showing the new National cigarette machines to ops.

El Queeno Cigar Company, Duluth, and El Queeno Distributing Company, Chisholm, Minn., have added a number of new red trucks to their fleets to cover the Northeastern Minnesota section. The Duluth house is operated by Harry K. Goldenberg and his nephew, David Goldenberg, while Jack Williams is in charge of the Chisholm branch. . . . From Devils Lake, N. D., comes word that Glen Miner, manager of Lystad & Redich Company, tobacco-candy jobbers, is vacationing in California with his family. . . . Hy Greenstein, of Hy-G Music Company, Seeburg distributors, is in charge of the

amusements division in the annual fund campaign of the Minneapolis Federation for Jewish Service.

Taking a look at local music operators this week was Jack Cohen, president of the Cleveland association, and Stanford Levine, secretary. They arrived in town on Tuesday in time to catch the exhibits and the banquet at the 4-States meeting and were busy discussing industry problems with those in attendance at the convention. Also traveling around the city for a look-see was Joe Blenker, Junction City, Wis., operator.

Detroit:

(Continued from page 123)

Emilio Daloisio is establishing a vending business under the name of Leo's Vending Company, with offices on Prest Avenue. . . . The Automatic Television Company is being taken over as a family enterprise by the three Chadwicks—Kenneth C., Carl L., and Carrel B.

Charles F. Barnes, Michael J. Stein and Max E. Koch are incorporating the Paramount Sales Company at 4246 Joy Road, to operate and distribute coin machines. . . . Dorothy Shay, recording artist, made a personal appearance at the J. L. Hudson Music Store last week.

Park Meter Slugging Rises

SALT LAKE CITY, May 1. — City officials report a sizable increase in the number of slugs deposited in local parking meters. Police have been ordered to apprehend offenders, according to city's Municipal Finance Officers Association. In 1947, motorists put 64,673 slugs in the parking meters, compared with 27,289 during 1946.

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ADVANCE RECORD RELEASES

(Continued from page 40)

FOLK

- Birmingham Blues
- Curley Kinsey (I'm Gonna) Mercury 6107
- I Heard My Name on the Radio
- C. Story (I'm Gonna) Mercury 6106
- (I May Be Color Blind But) I Know When I'm Blue
- C. Atkins and His Colorado Mountain Boys (I've Been) Victor 20-2876
- I'm Gonna Change My Way of Living
- C. Story (I Heard) Mercury 6106
- I'm Gonna Do Just as I Please
- Curley Kinsey (Birmingham Blues) Mercury 6107
- I've Been Working on the Guitar
- C. Atkins and His Colorado Mountain Boys (I Know) Victor 20-2876
- No One Will Ever Know
- Texas J. Lewis and His Lone Star Cowboys (One Little) Decca 46130
- One Little Tear Drop Too Late
- J. Wakely (No One) Decca 46130
- That's What She Wrote
- E. Lee and His Midwesterners (You Never) Victor 20-2877
- The Old Piano Polka
- Z. Manners Band (The Strangest) Victor 20-2875
- The Strangest Family
- Z. Manners Band (The Old) Victor 20-2875
- You Never Grow Too Old To Learn
- E. Lee and His Midwesterners (That's What) Victor 20-2877

RACE

- Ain't Goin' No Place
- N. Saunders (Mercy, Mercy) Universal U-80
- I Still Love You
- A. Milburn (Pool-Playing Blues) Aladdin 211
- I Want To Cry
- S. Churchill-The Four Tunes (Someday) Manor 1129
- Mercy, Mercy, Mercy
- N. Saunders (Ain't Goin') Universal U-80
- Pool-Playing Blues
- A. Milburn (I Still) Aladdin 211
- Someday
- The Four Tunes (I Want) Manor 1129
- Typhoon
- Cootie Williams Ork (You Talk) Mercury 8083
- You Talk a Little Trash
- Cootie Williams Ork (Typhoon) Mercury 8083

LATIN-AMERICAN

- Corazon Rendido (My Heart Surrenders)
- Vegebajeno Trio (Nuestro Amor) Victor 23-0824
- Dos Gardenias
- Conjunto Kubavana (Hasta Manana) Victor 23-0821
- Harlem Rumba
- R. Socarras Ork (Maria Elena) Victor 26-9033
- Hasta Manana Vida Mia (Till Tomorrow My Life)
- Conjunto Kubavana (Dos Gardenias) Victor 23-0821
- La Guadalajarena (The Girl From Guadalajara)
- S. Alvarez (Yo Soy) Victor 23-0827
- Maria Elena
- R. Socarras Ork (Harlem Rumba) Victor 26-9033
- Mister, the Wolf's at Your Door
- W. Houdini Royal Calypso Ork (Uncle Joe) Decca 24437
- Nuestro Amor (Our Love)
- Vegebajeno Trio (Corazon Rendido) Victor 23-0824
- *Obelli
- R. Mendez (Yo Estoy) Exclusive 223
- Pedro Piper
- I. Fields-Campos Trio (The Wedding) Victor 26-9035
- Pero Que Picazon (Oh That Itch)
- C. Choven Ork (Sabra Esperar) Victor 23-0823
- Poema Tropica (Tropical Poem)
- P. Vargas (Yo No) Victor 23-0818
- Sabra Esperar (I'll Be Waiting)
- C. Choven Ork (Pero Que) Victor 23-0823
- Tabu Tabu
- E. Gomez (Volvi Por) Victor 23-0825
- The Wedding Song (Raisins and Almonds)
- I. Fields-Campos Trio (Pedro Piper) Victor 26-9035
- Uncle Joe Gimme Mo'
- W. Houdini Royal Calypso Ork (Mister, the) Decca 24437
- Volvi Por Ti (I Return for You)
- E. Gomez (Tabu Tabu) Victor 23-0825
- *Yo Aprendiendo Ingles
- R. Mendez (Obelli) Exclusive 223
- Yo No Se Que Me Pasa (What Could the Matter Be)
- P. Vargas (Poema Tropica) Victor 23-0818
- Yo Soy De Aquellos (One of the Gang)
- S. Alvarez (La Guadalajarena) Victor 23-0827

INTERNATIONAL

- Bowling Alley Polka
- J. Biviano (Village Band) Victor 25-1116
- Hoppla Polka
- Siljansflickorna (Mitt Hjarta) Victor 26-1068
- Htes to Brady Oner Est Ica Onerettica (I - Dreamed Last Night)
- S. Greca (Pen Nasai) Victor 26-8197
- *Jager March Waltz
- L. Duchow Red Raven Ork (Merry Month) Decca 45066
- Pon Nasai Tora (Where Are You Now)
- S. Greca (Htes to) Victor 26-8197

HOT JAZZ

- Bop in B-Flat
- The Four Bops (Prelude to) Castle 503
- Card Playing Blues
- E. "Bunky" Redding-Red Saunders All Stars (Freight Train) Score 4001
- Confessin'
- L. Young Sextet (Easy Does) Aladdin 212
- Easy Does It
- L. Young Sextet (Confessin') Aladdin 212
- Freight Train Blues
- E. "Bunky" Redding-Red Saunders All Stars (Card Playing) Score 4001
- Good Bait
- Dizzy Gillespie Ork (Ool-Ya-Koo) Victor 20-2878
- Goofin' Off
- I. Jacquet All Stars (It's Wild) Aladdin 3011
- Hollyridge Drive
- Red Norvo's Nine (Under a) Capitol 15083
- It's Wild
- I. Jacquet All Stars (Goofin' Off) Aladdin 3011
- Jam for Sam
- T. Archia All Stars (Slumber) Aristocrat 603
- More Than You Know
- J. Guarneri (Smoke Gets) Majestic 1229
- On the Sunny Side of the Street
- J. Parnell Quartet (Scrubber Time) London 162
- Ool-Ya-Koo
- Dizzy Gillespie Ork (Good Bait) Victor 20-2878
- Pianology Album (3-10")
- G. Shearing . . . London LA-13
- Blue Moon . . . London 194
- Delayed Action . . . London 195
- I'm So Afraid of You . . . London 195
- It's So Easy to Remember . . . London 193
- Jump for Joy . . . London 194
- Spookie Woogie . . . London 193
- Prelude to a Kiss
- The Four Bops (Bop in) Castle 503
- Scrubber Time
- J. Parnell Quartet (On the) London 162
- Slumber
- T. Archia All Stars (Jam for) Aristocrat 603
- Smoke Gets in Your Eyes
- J. Guarneri (More Than) Majestic 1229
- Under a Blanket of Blue
- Red Norvo's Nine (Hollyridge Drive) Capitol 15083

CLASSIC & SEMI-CLASSICAL

- La Paloma
- R. Kell Ork (The Snowy) London R-10007
- Franz Lehar Waltzes Album (3-12")
- F. Lehar, Dir.—The Zurich Tonhalle Ork . . . London LA-10
- Count of Luxembourg Waltz . . . London T-5004
- Count of Luxembourg Waltz and Intermezzo . . . London T-5005
- Eva—Waltz, Part 1 . . . London T-5004
- Eva—Waltz, Part 2 . . . London T-5005
- Gold and Silver Waltz, Parts 1 and 2 . . . London T-5006
- Songs of Old Vienna Album (3-12")
- E. Sack . . . London LA-11
- Dorfschwalben Aus Osterreich . . . London T-5002
- Geschichten Aus Dem Wienerwald . . . London T-5002
- Hab Nur Dich Allein . . . London T-5001
- Il Carnevale Di Venezia . . . London T-5003
- Im Chambre Separee . . . London T-5001
- Wiener Blut . . . London T-5003
- Richard Strauss: Ein Heldenleben, Op. 40 (A Hero's Life) Album (5-12")
- Pittsburgh Symphony Ork—F. Reiner, Dir. . . . Columbia MM-748
- The Snowy Breasted Pearl
- R. Kell Ork (La Paloma) . . . London R-10007
- Wagner: Die Meistersinger Von Nurnberg—Aria and Quintet (The Mastersingers of Nurnberg), PARTS I & II (12")
- P. Stoska-H. Janssen-T. Ralf-H. Glaz-J. Garris-M. Rudolf, Dir.—Metropolitan Opera Ork . . . Columbia 72518-D

RELIGIOUS

- All Alone
- The Soul-Stirrers (Working On) Aladdin 2020
- At the Cross I'll Bow
- The Trumpeteers (Packing Up) Score 5002
- Dear Lord Look Down Upon Me
- Silvertone Gospel Singers (There Is) Radio Artist 224
- Going On With the Spirit
- Selah Jubilee Quartet (Lord Help) Mercury 8084
- Lord Help the Poor and Needy
- Selah Jubilee Quartet (Going On) Mercury 8084
- Packing Up
- The Trumpeteers (At the) Score 5002
- Psalm I (Bread of Heaven)
- B. Dillard (Psalm XXIII) DC-8050
- Psalm XXIII (Remember Me)
- B. Dillard (Psalm I) DC-8050
- Samson
- Maggie Lee, the Harlem Angel (What Changes) White Church 1180
- S-a-v-e-d
- R. Lanham Gospel Quartet (We Will) Radio Artist 226
- There Is a Light
- Silvertone Gospel Singers (Dear Lord) Radio Artist 224
- We Will Know
- R. Lanham Gospel Quartet (S-a-v-e-d) Radio Artist 226
- What Changes Have You Made?
- Maggie Lee, the Harlem Angel (Samson) White Church 1180

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Record Reviews

(Continued from page 38)

RATINGS (100 Point Maximum)
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
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ARTIST
TUNES
LABEL AND NO.
COMMENT

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POPULAR

THE CHARIOTEERS (Mitchell Ayres Ork) (Columbia 38187) <i>The Last Thing I Want Is Your Pity</i> Boys frame Frank Loesser-penned ballad in usual competent harmony with tenor lead.	77	79	76	77
<i>When I Grow Too Old to Dream</i> Syrupy oldie taken at smooth snappy pace, tastily treated. Ayres orking shines here.	83	84	80	84
XAVIER CUGAT (Columbia 38185) <i>The Mexican Shuffle (La Raspa)</i> Cugat effectively captures festive Mexican mood.	74	78	75	70
<i>Cugat's Nugats</i> Dramatic styling of L-A fitty in moderate paced bolero - rumba tempo. From Cugle's new flick.	80	81	79	79
CLYDE GRUBB AND HIS TENNESSEE VALLEY BOYS (Leonard Dabney) (Victor 20-2781) <i>There's Nothing I Can Do</i> Grubb and gang come up with fine hillbilly effort in accepted fiddle and guitar fashion.	79	80	77	81
<i>Blue Memories</i> Twangy Dabney chanting in sob fashion over competent instrumental work on folk rhythm lament.	78	78	78	78
TEXAS JIM ROBERTSON (The Panhandle Puncher) (Victor 20-2764) <i>The Letter I'm Mailing to You</i> Bluesy lyric executed capably in typical Texas Jim style. Some nice sweet fiddle and guitar work also.	79	80	78	78
<i>Mountain Rosalie</i> Throaty Robertson piping of above-average gay hill novelty.	82	82	79	84

FOLK

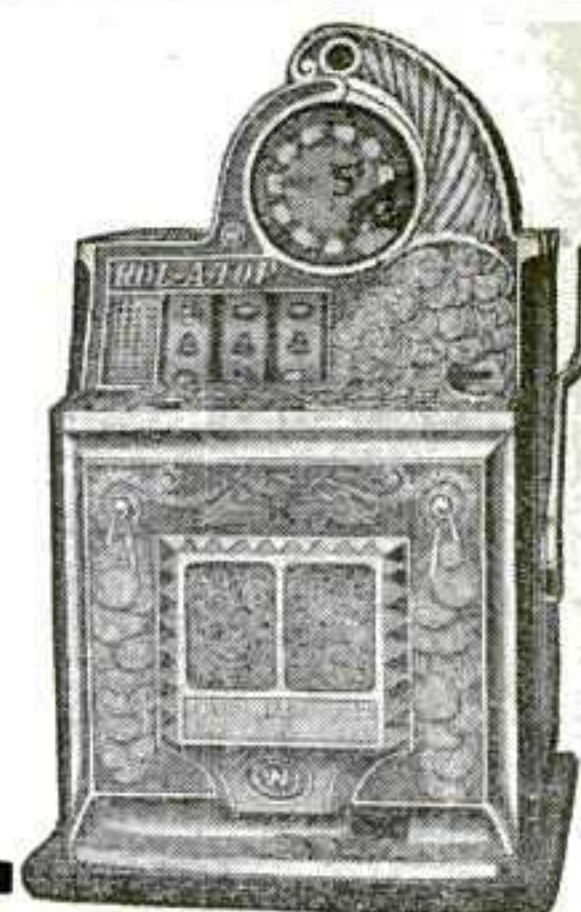
JIMMIE SAUL AND HIS PRAIRIE DRIFTERS (Redskin RS 500) <i>My Long Tall Gal From Tenn.</i> (Jimmie Franklin) Franklin's singing clear and well-phrased. Lyric a cut above average folk stuff, and the Drifters come on.	75	77	75	73
<i>That's All</i> (Jimmy Franklin) A comic preachment in the Louis Jordan vein, but done folk-style. Good bet for rural jocks.	80	83	77	80
JIMMIE DOLAN AND HIS TEXAS RAMBLERS (Modern 20-576) <i>Spanish Bells</i> Opens with tinkling bell-effect, then solos by piano, guitar and fiddle. Novel mixture of mickey and jump, but it doesn't add up.	55	57	54	53
<i>Tennessee Baby</i> (Jimmie Dolan) Flip is orthodox hill ditty. Jimmie sings it well, Ramblers give clean, rhythmic backing.	65	68	63	60

FOLK

OKLAHOMA SWEET-HEARTS (Capitol Americana 40105) <i>I've Got a Heart</i> Female duet mourn their broken hearts with standard string-band backing. Run-of-the-mill.	45	47	45	43
<i>Sewing Patches On My Heart</i> A dirge—but the idea of cardiac surgery injects some novelty.	50	53	50	47
BILL MONROE AND HIS BLUE GRASS BOYS (Columbia 38172) <i>Sweetheart, You Done Me Wrong</i> Monroe's twangy tenor abetted by Lester Flatt's cowboy falsetto. String backing has a good beat.	60	63	60	58
<i>My Rose of Old Kentucky</i> Bill goes it alone here and pulls out all the stops—the sobbing catch in the voice, the long, walling notes, etc.	65	68	65	63
JIMMIE AND LEON SHORT (Decca 46122) <i>Long Gone Daddy</i> Lively folk treatment of blues punctuated with fiddle and guitar get-offs.	70	71	69	70
<i>Tennessee Waltz</i> After "Daddy," quite a letdown. The 3/4 tempo is soggy, the vocalizing lack lustre.	50	52	48	50
CHARLIE MONROE AND HIS KENTUCKY PARTNERS (Victor 20-2834) <i>I Know You'll Understand</i> Uninspired femme chirping of routine folk material as band jogs along mechanically.	35	35	35	35
<i>End of Memory Lane</i> This time a femme duet does the vocal chores—but they sound even more tired.	30	30	30	30

RACE

ROY ACUFF AND HIS SMOKY MOUNTAIN BOYS (Roy Acuff) (Columbia 38189) <i>I Had a Dream</i> Rather routine for Roy. Fiddles stand out here.	58	60	57	57
<i>Unloved and Unclaimed</i> Macabre ballad of a poor drowned girl. Roy's chanting and the Boys' backing weave the proper mood.	65	63	65	67
JOHNNY DENIS AND HIS RANCHERS (London 166) <i>Twenty Five Chickens, Thirty Five Cows</i> A hill-billy import from England—and sprightly, too. Funny to hear the vocalist say "pahs the time of day."	68	70	70	65
<i>Worry, Worry, Worry</i> Material and treatment pop not rural. Tempo drags.	50	50	50	50
GENE AMMONS ORK (Mercury 8080) <i>Odd-En-Dow</i> A light bop riffer with string of fair solo rides.	66	69	66	62
<i>Dues in Blues</i> Instrumental with more bop touches.	63	65	65	60



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Boston Licensing Board Rules Against Pinballs

(Continued from page 107)

already prohibit the operation of pinball games where liquor is sold.

The licensing board based its action on State laws giving it exclusive control over amusement devices in any of its licensed premises.

Mary E. Driscoll, board chairman, said: "In no place have we given authorization for the installation of pinball machines. We understand that a large number have been placed in restaurants and variety stores. We have informed the police, who are our agents in the absence of any large staff, that the machines are to be removed immediately or the licenses of these establishments are to be suspended."

Firm View

In the face of expected repercussions over the ruling, Chairman Driscoll asserted that the board would maintain a firm position.

The licensing board's order came just as the mayor's office was making preparations to license the machines, and the prospective new revenue faded away even before the licenses began to be issued.

Railroad stations, public buildings, filling stations, shoeshine parlors, special arcades and other similar places over which the Boston Licensing Board has no jurisdiction, were seen as the possible sites of licensed pinball games as a result of the ban issued by the board.

"There is even the possibility that pinball arcades might be opened, similar to present amusement arcades," Charles H. McGlue, named by Mayor Curley to the \$4,000 post of director of licensing the machines, said.

Mayor Curley, who met with members of the licensing board in his office and discussed the ban, instructed the licensing division of his office to issue no permits for pinball machines to any places under the authority of the licensing board, and declared the city would lose a third of the \$40,000 he had anticipated it would collect in licensing fees from the machines.

He said: "There are thousands of places where machines could be put which are not subject to the regulations of the licensing board. We will

see what we can do about getting revenue from these sources."

Proprietors of scores of Boston variety stores removed recently installed machines as a result of the action of the city's licensing board in banning them from the premises of all establishments under its control. Walter Meins, a member of the board, and Mary E. Driscoll, its chairman, declared that the machines had been placed in the establishments thruout the city illegally and in direct defiance of a 1936 regulation banning them.

An attempt to work out a compromise on the ground that the city would lose about one-third of the revenue anticipated failed. The board stood firm. Mayor Curley emphasized that the board's order did not change the pinball situation, but was merely "carrying out the 1936 regulation." The board's order affects about 1,800 variety stores, 1,500 restaurants, 185 bowling alleys and pool rooms and 1,500 liquor establishments.

McGlue said that the set-up for licensing machines would not be ready until about May 15. He termed reports that racketeers had been soliciting pinball sites under the representation that one particular machine was to be favored by the new licensing division in the mayor's office "absurd." "It is absurd to think that there is any truth in such reports. The regulations and rules governing the issuance of permits have not been set up. This division, which intends to go right ahead and license the pinball games and other automatic amusement devices, has no connection with any particular group of operators, and any person who is solicited under that impression should notify this office immediately," he said.

The licensing board acted on a regulation in operation since 1936, which prohibits operation of pinball machines where liquor is sold. The State ABC regulations also prohibit pinball machines in liquor places. Miss Driscoll said she had received two complaints of machines being operated in liquor establishments and complaints about children playing machines in a variety store. She said owners would be summoned in these and any other cases and ordered to remove the machines immediately, or lose their licenses.

Mayor Curley estimated the ban will cost the city \$13,000 a year in revenue. Besides the \$30 pinball license fee, to go into effect May 1, there is also a \$12 annual tax on other automatic amusement devices.

Operators are not commenting on the situation, but watching developments. It is obvious, however, that Boston is to be opened up to pinball, and some quarters feel that the pinball fad will cover all of the Hub.

Del. Coin Co. Robbed

WILMINGTON, MAY 1. — Thieves, after stealing old coins valued at \$25 from the Delaware Stamp & Coin Company, 823 Orange Street, last week, returned this week and stole newly minted coins which police said had never been in circulation. Included in the loot were between 1,500 and 1,900 pennies minted from 1943 to 1947; about 1,000 nickels and several thousand dimes, quarters and half dollars. The robbery was believed to have occurred about 8:30 o'clock and was discovered when one of the store officials went to open the place for business. It is believed the intruders gained entrance thru a rear window.

ROCK BOTTOM PRICES

5 BALLS

FAST BALL	\$29.50
KILROY	30.50
RIO	34.50
SPELLBOUND	24.50
STAGE DOOR CANTEN	20.50
STATE FAIR	30.50
SUPERLINER	25.50
SURF QUEENS	20.50

ONE BALLS

LONGACRES	\$ 51.50
SPECIAL ENTRY, F. P.	300.00
VICTORY SPECIAL	162.50

MUSIC

AIREON—Late Model Write

OHIO SPECIALTY CO.

29 W. Court Street Cincinnati 2, Ohio
Parkway 2900

CONSOLES

BRAND NEW

Keeney Twin Bonus, 5c-25c	\$800.00
Keeney Gold Nuggets, 5c-25c	800.00
Bally Wild Lemons	542.00
Bally Double Ups	542.50
Draw Bells, Regular	229.50
Draw Bells, Red Buffons	259.50
Keeney 5c Bonus Super Bells	295.00
Keeney Twin Bonus, 5c-5c	575.00
Keeney Twin Bonus, 5c-25c	595.00
Keeney Triple, 5c-10c-25c	795.00
Bally Triple Bells, 5c-5c-25c	Write
Evans '47 Gal. Dominoes	425.00

CENTRAL OHIO COIN MACHINE EXCHANGE
525 So. High St. Columbus, Ohio
ADams 7949

ARCADE MACHINES

CLOSE-OUTS

Buckley Treasure Islands	\$119.50
Batting Practice	69.50
Tommy Gun, Late	79.50
Undersea Raiders	99.50
Life Leagues	75.00
Jack Rabbit (New)	185.00
Goalees, Like New	149.50
14 Ft. Wurl. Skee Rolls	165.00
10 Ft. Premier Skee Rolls, New	249.50
10 Ft. Super Skee Roll, New	249.50
Sky Fighters, A-1	85.00
Chicken Sams, A-1	79.50
New Vendit Candy Bar Machines, 150 Bars	159.50

CENTRAL OHIO COIN MACHINE EXCHANGE
525 So. High St. Columbus, Ohio
ADams 7949

WE WILL TRADE

20 NEW BANG-A-FITTY BOWLING GAMES
in original crates (Return Ball Feature)
Cash Price \$335.00
20 USED BANG-A-FITTY BOWLING GAMES
\$195.00

You can also trade your old phonograph
on THE new

1948 FILBEN MIROCLE PHONOGRAPHS

We are now taking orders on
FILBEN'S NEW SELF-CONTAINED "MAESTRO"
PHONOGRAPHS
AT \$595.00

"First Come, First Served"

Send 1/3 Deposit—Balance C. O. D.

MIDWEST COIN MACHINE CORPORATION
777 University Avenue St. Paul, Minnesota

Chi Firm Reports 100 Per Cent Gain In Overseas Trade

CHICAGO, May 1.—An approximate 100 per cent increase in foreign business this year over same period last year has been chalked up by his firm, Clayton Nemeroff, Monarch Coin Machine Company official, reported this week.

"It is not that foreign customers of last year have increased individual purchases, but rather that an increase in total number of customers in various countries has been noted," Nemeroff said. Nemeroff added that foreign accounts have produced a high volume of repeat orders.

"Major portion of coin machine equipment being shipped to Europe, Africa and Asia consists of pinball, arcade and bell machines," Nemeroff said.

**IF YOU ARE BUYING
MILLS SLOTS
GET OUR PRICES
BEFORE
BUYING ELSEWHERE.
OUR MONEY BACK
GUARANTEE
IS YOUR ASSURANCE
OF SATISFACTION.**

**IF YOU ARE SELLING
MILLS SLOTS
GET OUR PRICES
YOU CANNOT DO BETTER
BECAUSE
WE SPECIALIZE IN
MILLS SLOTS
FOR QUICK SERVICE
Write, Telegraph or Phone
MONROE 7911**

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

FOR SALE
2 Rotary Merchandisers, pusher type, all overhauled, in perfect condition, \$160.00 Each.
SUDENFIELD AMUSEMENT CO.
Old Orchard Beach, Maine

**FLORIDA
ROUTE . . . ARCADE**
16 pieces, mostly pin games; 1/3 new equipment. Will stand investigation. King Shooting Gallery, Remington Guns, Net \$125.00 to \$150.00 per week. Plenty room for expansion. Priced for quick sale under \$10,000.00.
BOX D-305, Billboard, Cincinnati 22, Ohio.

Model 100 Wurlitzer Wall Box	\$ 5.00
Model 120 Wurlitzer Wall Box	10.00
Model 304 Wurlitzer Stepper	10.00
Model 145 Wurlitzer Stepper	17.50
Model 130 Wurlitzer Adapter	15.00
Model 300 Wurlitzer Adapter	15.00

All equipment in good working order.
Terms: 1/3 Deposit, Balance C. O. D.
MUSIC SERVICE CO.
2860 Southwest Blvd. Kansas City 8, Mo.

FOR SALE
Special Entries, \$300.00; Victory Specials, \$150.00. Also will buy Victory Derbies.
Big State Novelty Co.
1603 Houston FT. WORTH, TEXAS

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service of *The Billboard*.

New Equipment

All-American (shoeshiner) All-American Electric Corporation, 306 Stoker Drive, Saginaw, Mich.

Hilco (ice cream bar vender) Berco Manufacturing Company, 4711 W. Lake Street, Chicago.

Jack 'n' Jill (five-ball) D. Gottlieb & Company, 1140-50 N. Kostner Avenue, Chicago 51.

Kerno (ice cream vender) Eastern Engineering & Sales, Inc., 702 Commercial Trust Building, Philadelphia.

Twenty "1" (five-ball) McDonald & Dever, 511-513 Austin Street, San Antonio 2.

Virginia (five-ball) Williams Manufacturing Company, 161 W. Huron Street, Chicago 10.

Wisconsin (five-ball) United Manufacturing Company, 5737 N. Broadway, Chicago 40.

New Firms

All-American Electric Corporation, (Formed from Ace Shoe Shine Company.)

Frohman Vending Machine Company, 306 Stoker Drive, Saginaw, Mich. company, Inc., Rock Hill, S. C. (distributor).

Mayflower Sales Company, 572 10th Avenue, New York (jobbing firm).

Rex Lee Enterprises, 767 10th Avenue, New York (distributor of music equipment).

Personal Notices

L. I. Baker appointed sales manager of Empire Coin Machine Exchanges distribution of the Landis Aristocrat popcorn vending machine.

Sam E. Chester re-elected president of the Cincinnati Automatic Phonograph Owner's Association.

Ray Conrad joined the Jack Nelson Distributing Company as a sales representative.

Donald J. Hawthorne elected executive vice-president of the General Instrument Corporation.

O. D. Jennings Company appointed four coinmen to the newly created posts of division supervisors; Arthur Neyens supervisor in New York, Pennsylvania, New Jersey, and New England States; Dick Mathews for the

Mid-State Develops Special Flipper Kit

CHICAGO, May 1. — Mid-State Company here has developed a new trouble-free flipper kit, according to Bruno Kosek. The kit is described as being ready for quick, easy installation.

Kosek reported the kit will sell for \$3.95, and stressed that the kit contains special voltage coils operating from the transformer which have been designed for the various games made by the different manufacturers.

Okay June 1 Stay For Beer Makers

WASHINGTON, May 1.—Coinmen servicing tavern and cocktail lounge locations took note of the "stay" in the government's beer production curtailment order last week when Agriculture Secretary Clinton P. Anderson postponed the production cut until June 1. As originally planned, the beer cutback would have gone into effect May 15, and coinmen foresaw some adverse effect on play if the reduction resulted in a noticeable beer shortage.

Southern States, from the East Coast as far west as Louisiana; Patrick Collins for the Midwest territory; Connie Pickert for the Western States.

Two new members of the National Association of Chewing Gum Manufacturers are the Star Molding Corporation, East Aurora, N. Y., and the E. P. Fenimore Company, Philadelphia.

Bert Reil resigned his position as Vendall Company's sales manager. He is succeeded by William E. Fuller.

Stanley Stacy, of the Cavalla Tobacco, Milwaukee, re-elected NATD president.

Harry L. Sunderlin named New England area representative for the Mission Eastern Sales Corporation of Pittsburgh and New York.

New Addresses

Interstate Coin Machine Company, Inc., 1883 Columbus Avenue, Springfield, Mass.

Reliable Coin Machine Company, 184 Windsor Street, Hartford, Conn.

Distributor Appointments

The Cleveland Coin Machine Exchange, 2021 Prospect Avenue, Cleveland, will distribute the new Star-50 popcorn vender thru Ohio, West Virginia and Kentucky.

Aireon has appointed Melody Phonograph Company, Springfield, Mass., as distributor in Rhode Island, Massachusetts and Vermont.

The Jack Nelson Distributing Company, 2318 Milwaukee Avenue, Chicago 47, has been appointed distributor in Illinois and Indiana by the Kwik Shoe Shine Machine Company, Sacramento.

National Filben Corporation appointed Shayne Dixie Music Company, Miami, as distributor for Florida, Cuba and South America.

Exhibit's New Plant Readied For Occupancy

CHICAGO, May 1.—Exhibit Supply Company's new addition, now under construction, may be fully occupied by July 1, firm officials disclosed here this week. A one-story structure, the new building is being erected in the lot adjoining the firm's present manufacturing quarters and offices at 4218-30 W. Lake Street.

Altho Exhibit Supply already occupies spacious quarters, the new building will approximately double its present production area. In addition to being used for the output of the firm's well-known lines of arcade equipment, pinball machines and card venders, additional space is to be used for storage purposes. At the present time Exhibit Supply is using several independently owned warehouses for storage. With the completion of the addition, Exhibit will consolidate all its stored equipment under one roof.

One of the features of the new structure will be the erection of a ramp for loading purposes.

Altho Exhibit Supply is well known as a manufacturer of coin equipments, few coinmen realize that it produces all the cards used in its vast line of card machines. This entails the printing, sorting and constant re-vising of the firm's wide selection of cards, which include athletes, movie stars, fortunes, messages and fun cards.

Currently, the firm's main production is on arcade equipment and on the new five-ball game, Banjo, which includes flipper action, single and double bonus build-up scoring, sequence bumpers and skill alleys.

FREE PLAY PIN GAMES ALL WITH FLIPPERS Lowest Prices in the Country

(Williams Mfg.)

Tornado . . . \$ 70	Suspense . . . \$ 25
Cyclone . . . 60	Sunny . . . 110
Ginger . . . 80	Stormy . . . 150

(Chicago Coin Mfg.)

Gold Ball . . . \$ 60	Kilroy . . . \$ 50
Catalina . . . 155	Bermuda . . . 135

(Bally)

Bally-Hoo . . . \$ 60	Silver Streak . \$ 60
Rocket . . . 60	Melody . . . 150

(Gottlieb)

Lady Robinhood . . . \$150

(United Mfg.)

Manhattan . . \$155	Mexico . . . \$ 90
Singapore . . 120	Hawaii . . . 90
Havana . . . 45	Tropicana . . 145

(Genco Mfg.)

Triple Action . . . \$155

(Marvel Mfg.)

Gold Mine . . . 140

(Keeney)

Hi-Ride . . . \$90 | Cover Girl . . \$115

Games Without Flippers

Miss America	Siesfa
Vanity	Brazil
Stage Door Canteen	Surf Queen

\$20.00 Each

Roll Down Games

Total Roll . . . \$ 50
Advance Roll . . . 100
Eso Arrows . . . 75

Immediate delivery F. O. B. Hoboken.
1/2 deposit with order, balance C. O. D.

JACK RUBIN

701 Monroe St. HOBOKEN, N. J.
Phone: Hoboken 4-8282

READ
IN MUSIC IT'S SEEBURG
BETWEEN
SCIENTIFIC SOUND DISTRIBUTION
THE
EXCLUSIVELY DISTRIBUTED BY
LINES
ATLANTIC NEW YORK CORP.
540-550 W. 58th St., NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-4584

New **PROFIT ANGLE**
WITH
FLIPPERS
\$3.95 FOR ALL MAKES
OF GAMES
When ordering, mention name of game.
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.

**FOR SALE
LARGE ARCADE**
Located in the largest Amusement Park in New England. Approximately 150 Arcade Machines, such as photomatics, voice recorders, etc. All in A-1 shape. Plus a new Scientific, 30 Table Fokerino set up, complete with stock, fixtures. Now operating. **ACT FAST.**
BOX D-302, The Billboard, Cincinnati 22, O.

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

Every game goes through our production line — fully overhauled mechanically — ALL PARTS FULLY GUARANTEED FOR 90 DAYS — you will say our equipment is the best you ever purchased.

PINS

Stage Door Canteen	\$ 24.50
Surf Queen	24.50
Big League	24.50
Super Liner	34.50
Sea Breeze	39.50
Bonanza	125.00
Tornado	59.50
Maisie	69.50
Mystery	59.50
Baffle Card	45.00
Dynamite	49.00
Spellbound	39.00
Kilroy	59.50
Havana	64.50
Chicago Coin Baseball, With Flippers	89.50
Torchy	79.00
Catalina	165.00
Mexico	99.50
Hawaii	119.50
Tropicana	149.50
Manhattan	159.50
Cyclone	69.50
Sunny	135.00

Flippers added to any game—\$12.00 extra.

MUSIC

Seeburg Regal Lite Up	\$ 69.50
Seeburg Envoy, Remote	119.50
Seeburg Casino	79.50
Rock-Ola Standard	119.50
Rock-Ola DeLuxe	119.50
Rock-Ola Master	119.50
Rock-Ola Super (1940)	119.50
AMI Streamliner	89.50
AMI Singing Tower	69.50

SPECIAL
Like New 1946 ROCK-OLA. \$375.00

Wurlitzer 500	99.50
Wurlitzer 950 E	189.50
Wurlitzer 600 K Victory	79.50
Wurlitzer 24	79.50
Wurlitzer 61 C.M.	59.50
Wurlitzer 51 C.M.	49.50

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

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

COLUMBIA DOUBLE JACKPOT BELL
SPECIAL
\$85.00 Ea.



Changeable light on location in a few moments' time to 1-B-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.
111 W. RANDOLPH ST. HAYMARKET 1295 CHICAGO 7, ILLINOIS

SEE
SPEEDWAY'S
TELE-JUKE
Speedway Products, Inc.
502 W. 45 Street New York 19, N. Y.
Longacre 5-0371
Al Bloom, President

CMI Protests To Wallender On Statement

(Continued from page 106)

Chicago area in modern factories with annual payroll of \$30,000,000.

"We are American business men and we distribute our products in accordance with the laws of this land and its 48 States. We are not in business to manufacture gambling devices nor do we propose to have our products handled by hoodlums and racketeers.

"Your statement '25 per cent of the manufacturers, distributors and operators have criminal records' is a vicious and malicious falsehood. It is without any foundation whatsoever.

Challenge Article

"We challenge the statement of police officials, as quoted in *The New York Times*, that distribution and operation of pinball games will get into the hands of racketeers and promote lawlessness.

"We assure you that if your department is able to prove to our satisfaction that any operator or group of operators are racketeers, our members will see that games are not shipped or supplied to them.

"We further assure you that members of this association have not shipped, nor do we propose to ship, into New York City any games with so-called free play attachments. We consider free play a premium for skill, as recognized by most States. But the New York law holds that free play is illegal and we have no intention of supplying any games in violation of the law.

"We are opposed to minors playing these games and believe location of games should be regulated as to distances from churches and schools.

Cite Report

"We call your attention to a recent statement of your superintendent of schools, William Jansen, that co-operation of the Board of Education has kept the pinball situation 'definitely under control.'

"Further, Dr. Jansen reports inspections were made by the Bureau of Attendance of 2,693 stores and other establishments in close proximity of schools and that only 18 children were 'cutting classes and that none of these were playing pinball games.'

"You, Commissioner Wallender, were quoted in New York papers not long ago as agreeing that games without free play were legal and that your department was satisfied they

4-State Meet Sees United Front Need

(Continued from page 122)

ops—involving a case in Mitchell, S. D., to ban juke boxes from on-sale bar locations.

Ruttenberg, who for the past two months has been advising the association's lawyers on the case, reported on the aspects of the case, and offered information on similar cases.

Imig, who sent out a special letter to South Dakota ops 10 days before the four-State meet urging attendance, reported that 65 per cent of the operators in the State were in attendance at the meeting. It was decided that the next association meeting would be held in Aberdeen in June.

With the exhibits holding most of the attention thruout the day, the two-day meeting drew to a close at 6 p.m. when the rooms closed, and, with added registrations thruout the day, more than 400 operators, jobbers, distributors and manufacturers took over the Grand Ballroom for the banquet.

Sen. Homer E. Capehart, who had been scheduled to appear as the featured speaker at the dinner, was unable to attend, and it was decided to dispense with all speeches in order to make way for the several hours of entertainment that had been set by Ken Ferguson, convention secretary.

Among entertainers were Paula Kelly and the Modernaires; Stan Kenton, June Christy and King Cole Trio, who were awarded scrolls for their winning performances in *The Billboard's* Annual College Poll; Bob Mann, Lawrence Duchow and Mickey Carlisle. Wes Barlow and his orchestra backed the show. Lew Fine was emcee.

Mount Holly To Get Meters

MOUNT HOLLY, N. C., May 1. — The town board here, at its regular session, voted to install parking meters in the near future. According to present plans, Central Avenue will be paved, and the meters installed along it. Installations are expected to be started at an early date.

could operate as long as they were not a public nuisance.

"We urge you to reconsider your seizure action and consider a city ordinance fixing a reasonable license fee and providing for regulation in accordance with suggestions outlined here."

Now Delivering the New All New COIN OPERATED POOL TABLE OF 1948



3 1/2 x 7 Feet

Distributors Wanted—

Mfd. by **G. F. PERRY Johnston, S. C.**

CONSOLES

- 5 Deluxe Draw Bells\$265.00
Like New.
- 5 Draw Bells (Metal Buffons) .. 195.00
Very Clean.
- 5 Draw Bells (Red Buffons) 205.00
Like New.
- 2 Keeney Bonus Super 259.50
Late Model 5¢.

ONE BALLS

- 2 Jockey Specials\$449.50
- 5 Special Entrys 299.50
- 3 Victory Specials 150.00
- One Jockey Special, Floor Sample. 470.00
- One Eureka, Floor Sample Write

KAW SPECIALTY CO.

1137 Osage Ave. Kansas City, Kan.

HAVEN'T YOU HEARD!

SCIENTIFIC'S "PITCH 'EM and BAT 'EM"

Baseball Game
Is LEADING 'Em All!
A Must in every Arcade!!
IMMEDIATE DELIVERY
Ask for Details Today!!!

Everything else for Penny Arcades from a single machine to a complete layout.

Terms: 1/3 Cash With Order, Balance C.O.D., F.O.B. N. Y. C.

Blendow and Meyers inc.

705 10th Ave. (Cor. 48th St.)
New York 19, N.Y. Plaza 7-5190

SALESMAN

Contacting Distributors and Operators, to represent manufacturer of **Coin Operated Games**

Address all replies to

Box 172, c/o The Billboard,
155 N. Clark St., Chicago 1, Ill.

FOR SALE

- 2 12-Record Seeburgs, Each\$ 30.00
- 1 Vogue, Seeburg 125.00
- 1 Lo Tone, E.S. 185.00
- 1 Lo Tone, R.C. 200.00
- 2 1422 Rock-Ola, 1800 Play 350.00
- 1 Classic, Seeburg 100.00
- 1 Envoy, Seeburg 185.00
- 1 Spellbound, Pin Game 25.00
- 1 Honey, Pin Game 75.00
- 1 25¢ Brown Front 75.00
- 1 1947 Evans Bang Tails 350.00
- 1 800 Wurlitzer 150.00

Crated, \$4.00 Extra.
1/3 Deposit, Balance C. O. D.
CLARENCE SHANKS
401 E. High St. LEXINGTON, KY.

DISTRIBUTORS—JOBBER—OPERATORS MAKE YOUR OWN BIDS IN THIS GREAT LIQUIDATION SALE

BID ON ONE OR ALL OF THE MACHINES LISTED. DEADLINE IS MAY 15. HIGHEST BID RECEIVED BY THAT DATE ACCOMPANIED BY A 10% DEPOSIT GETS EQUIPMENT. CHECKS ON LOWER BIDS WILL BE RETURNED. ACT QUICKLY!

- | | |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 3 WURLITZER 71 C. M. WITH STANDS | 1 146 SEEBURG M (R. C.) |
| 1 WURLITZER 61 C. M. WITH STANDS | 1 147 SEEBURG M (R. C.) |
| 2 WURLITZER 616 | 2 SEEBURG K 20's (Exceptional Machines—Just Taken From Howard Johnson Location, Never on Any Other Location) |
| 1 WURLITZER 750-E | 2 SEEBURG RAY-O-LITE "CHUTE THE CHUTES" |
| 1 WURLITZER 600-K | 6 SEEBURG RAY-O-LITE GUNS (CHICKEN SAM) |
| 1 MILLS THRONE | 1 ROCK-OLA STANDARD |
| 6 SEEBURG VICTORY MODEL (MADE OVER FROM GEMS) | |
| 1 SEEBURG REX-CONVERSION, CELLAR UNIT | |
| 1 146 SEEBURG S (STRAIGHT) | |

Every Machine Is Perfect Mechanically — Reconditioned Inside and Out

A Grand Opportunity to Pick Up Exceptional Equipment for Your Summer Locations at YOUR OWN PRICE!

RUSH YOUR BIDS TODAY!

AUTOMATIC EQUIPMENT CO.

919-921 North Broad Street, Philadelphia 23, Pa. Tel. Poplar 5-1333



FRANK ENGEL

5c WIRELESS WALL-O-MATICS (WS-2Z), \$22.50
5-10-25c DELUXE WALL-O-MATICS (WS-10Z), \$39.50
5-10-25c Wireless Bar-O-Matics (WB-1Z), \$32.50

Each unit completely reconditioned and refinished. All worn parts replaced.
GUARANTEED PERFECT.

CONSOLE BARGAINS

5c Pace Reels Jr. \$49.50
 25c Pace Reels ... 49.50
 Bang Tails ... 425.00
 5c Jennings Club Console ... 79.50
 25c Jennings Club Console ... 89.50
 Super Bell, 5-5-25 ... 125.00
 5c Big Game ... 49.50

NEW EQUIPMENT

TRADE WINDS WISCONSIN JACK 'N JILL BALLERINA GROETCHEN COLUMBIA—\$128.50

TRINIDAD GOLD CUP, F.P. TROPHY, P.O. GUSHER—\$19.95

NEW CONSOLES

Jenn. Challenger \$595.00
 Evans Bang Tails 671.50
 Wild Lemon 542.50
 Double Up 542.50
 Triple Bell 825.00
 25c Evans Races, J.P., P.O., Fl. Sample. 550.00

SPECIAL! BRAND NEW SHOOTING STARS

Real money maker. In Orig. Cartons.

Only \$69.50 Ea.

Lots of 5
\$74.50 Each
 Single Lots

BELL SPECIALS!

5c Jenn. Bronze Chief \$125.00
 5c Extra Bell 125.00
 5c Chrome Columbia (1947) 74.50
 10c Jenn. 4-Star Chief 74.50
 10c Jenn. Silver Club Chief 89.50
 25c War Eagle 74.50
 New Weighted Box Stands 24.50

PHONOGRAPHS

Seeburg K-20 \$ 89.50
 Seeburg Concert Grand 175.00
 Seeburg Crown 175.00
 Seeburg Regal 175.00
 Seeburg 8200 Conv., RCEB 179.50
 Seeburg Cadet 245.00
 Seeburg Concert Master, '40 195.00
 Wurlitzer Victory 24 169.50
 Wurlitzer 800 250.00
 Wurlitzer 850 275.00
 Wurlitzer 1015 495.00
 Rock-Ola-DeLuxe 189.50
 Rock-Ola Spectravox 38.50
 SEEBURG LOTONE 275.00

All used equipment is completely reconditioned and refinished—**GUARANTEED to be Perfect!**

Terms: 1/3 Deposit, Balance C. O. D.



Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARMITAGE 5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

USED 5-BALLS WITH FLIPPERS ATTACHED

Lady Robin Hood	\$160.00
Humpty Dumpty	150.00
Hawaii	140.00
Novada	140.00
Flying Trapeze	130.00
Bowling League	125.00
Torchy	120.00
Mexico	120.00
Coed	109.00
Flamingo	109.00
Malsie	109.00
Marjorie	105.00
Ranger	105.00
Gold Ball	105.00
Lucky Star	89.50
Crossfire	89.00
Mystery	79.50
Honey	79.50
Cyclone	79.00
Havana	79.00
Rio	69.50
Tornado	69.00
Lightning	69.00
Rocket	69.00

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY WRITE FOR PRICES

Gottlieb Jack 'n Jill	Bally Ballerina
United Wisconsin	Exhibit Banjo
Genco Trade Winds	Williams Virginia
Chicago Trinidad	Marvel Leap Year

RECONDITIONED MUSIC

Wurlitzer 500 \$119.50	Rock-Ola Master \$100.00
Wurlitzer 600 119.50	Rock-Ola Super 135.00
Wurlitzer 750-E 224.00	Rock-Ola Mod. 1422 ('46) 350.00
Wurlitzer 800 219.00	Rock-Ola 1426 ('47) 450.00
Wurlitzer 850 219.00	

SPECIAL NATIONAL VALUES!

10 Mills 25c Blue Fronts, Rebuilt, Ea. \$ 85.00
 Orig. Mills Black Cherry Bell, 5c 120.00
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South Carolina Supreme Court in Anti-Free Play Pinball Ruling

COLUMBIA, S. C., May 1. — Operators, jobbers and distributors of pinball games in South Carolina were right in the middle this week.

Monday (26) the State Supreme Court, in a 3-2 vote, decided that South Carolina's officials could seize replay pinballs despite the fact that these games are licensed at \$15 each per year under provisions of a law passed by the 1947 Legislature.

The majority opinion of the court declared that the 1947 licensing act stated its "declared purpose not to legalize any unlawful machine."

In the dissenting opinion, which upheld the pinball operator's contention, Chief Justice Baker wrote, "As far as pin tables are concerned, the 1947 statute expressly provides that a person operating such a machine must procure a license (and) when he does this he is complying with the specific provisions and directions of the 1947 act."

"To hold that in the face of such a statutory situation the operation of a free-play pin table may be declared a violation of the law would be virtually to repeal the applicable language of the 1947 act."

The whole legal point which was debated thruout the case, and in earlier court action, was whether the 1947 Legislature intended to exempt replay games from the provisions of the State law holding certain types of games illegal."

In another section of his dissenting opinion, Justice Baker said, "It was the intentment of the court to do one of two things: Either to legalize a coin-operated non-payment pin table with free-play feature or to construct a deadfall for the unwary and credulous. We reject the latter."

Operators have until next Wednesday, May 5, before any action will be taken against replay games.

Prior to 1947, the State Legislature had for years carried a section in the general appropriations bill which levied a license tax on vending, music and games. In 1947 the Legislature removed the section relating to coin-operated equipment and enacted the

section as a permanent statute, but with this important difference: The new statute specified that a license would be needed for the operation of coin machines, "or any coin-operated no-pay pin tables with free-play feature."

As a natural consequence, operators and attorneys of operators took for granted that the new law was meant to make free-play pinballs operable in the State. This week's ruling of the Supreme Court did not pass on the question of the legality of free-play pinballs, but merely decided that the Legislature did not intend to except free-play games from the State code against gaming.

Amusematic Corp. Disbands; Built 6 Games in 3 Years

CHICAGO, May 1.—The Amusematic Corporation, games manufacturing firm formed here three years ago by Ted Kruse and Vince Connors, announced this week that the corporation is being disbanded and that the officers expect to surrender their charter in either June or July. Vince Connors, secretary-treasurer, told *The Billboard* that a combination of circumstances made it advisable for the firm to cease manufacturing.

Connors said the principal reason behind the firm's decision were the fact that the corporation had insufficient capital to acquire rights to use free-play patents and that material costs, particularly for a small manufacturer, made it impossible to produce games both at a profit and at a salable price.

Amusematic was formed in September, 1945. In addition to Connors, Kruse, president, and C. Robert Russell make up the board of directors.

Since its formation, the firm has introduced approximately six games. Last game produced was Rio Rita.



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Click	82.50	Santa Fe	19.50
Cover Girl (Flippers)	149.50	Spellbound	34.50
Carousel	74.50	Step Up	34.50
Cyclone	85.00	Sunny	142.50
Co-Ed	110.00	Superliner	45.00
Honey	75.00	Superscore	50.00
Hi Ride	115.00	Surf Queen	22.50
Kilroy	49.50	Suspense	30.00
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\$27.50

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2 chutes—5 multiple—up to 5 coins in each chute with each spin of the reels.

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Any combination of 5c-10c-25c chutes available for each machine

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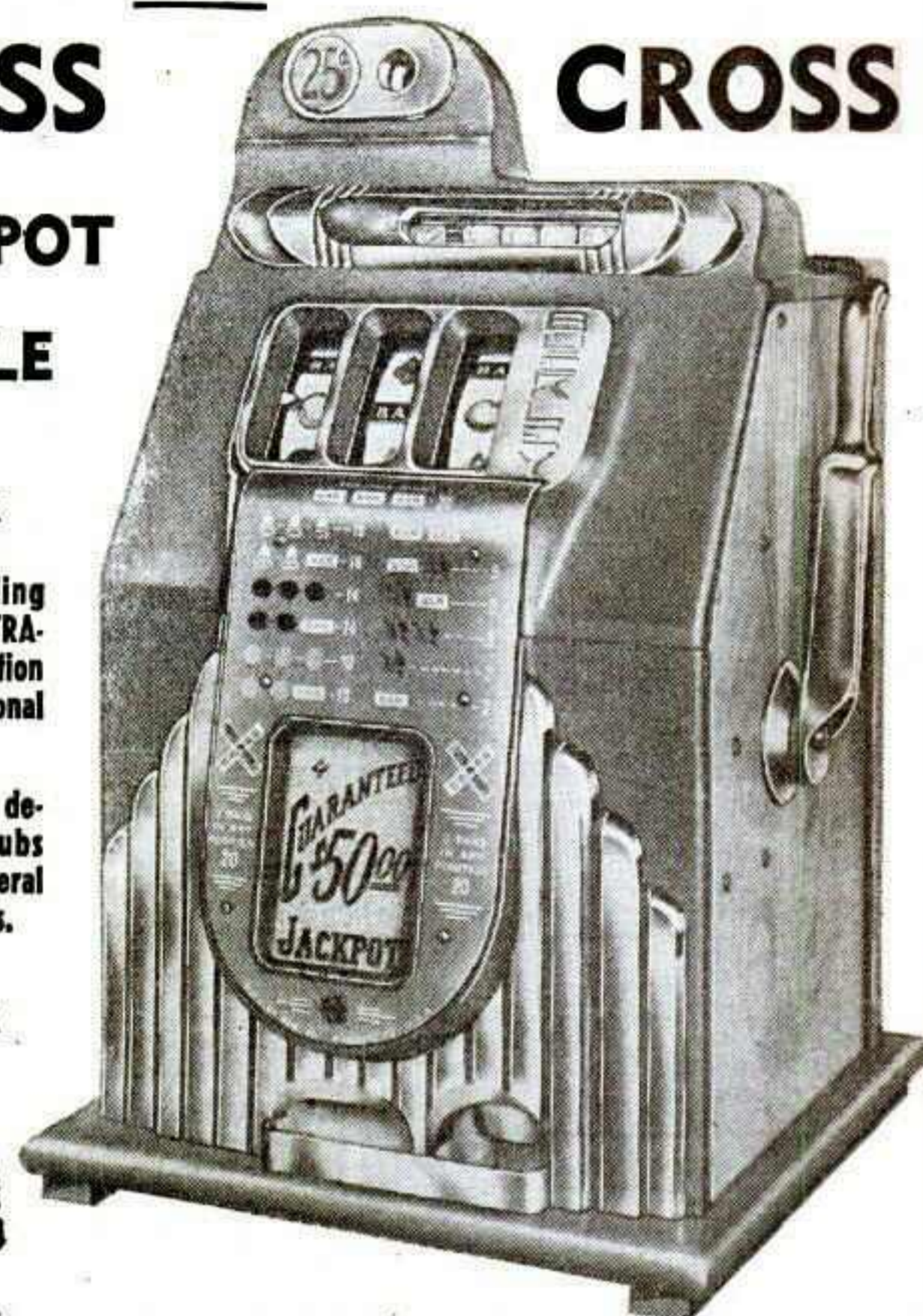
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This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

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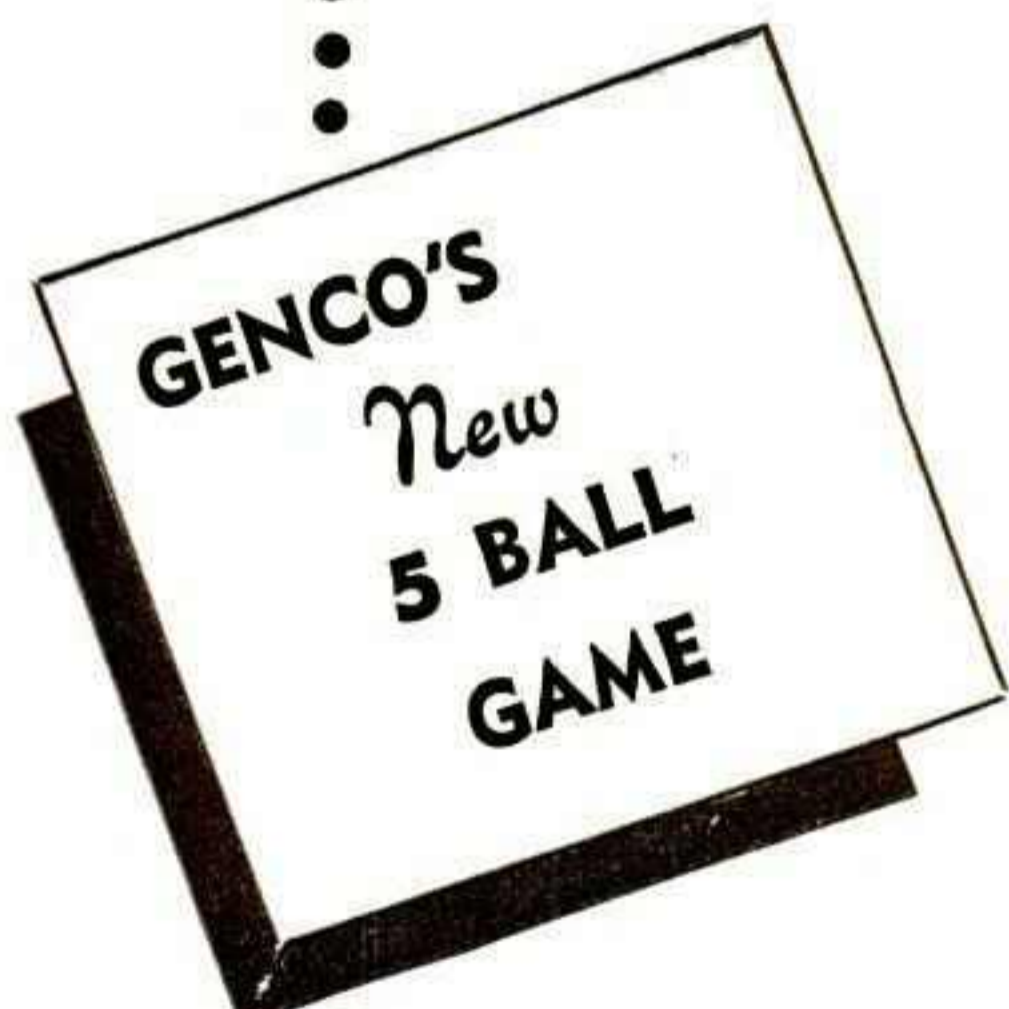
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\$174.⁵⁰

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Surf Queen	Each	Spellbound	Each
Midget Racer			
Superscore	\$54.50	Honey	\$119.50
Double Barrel		Torchy	
Fast Ball	Each	Mystery	Each
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50 BALLY	USED CONSOLES	USED VENDORS	SCIENTIFIC'S NEWEST
Pre-War 1 Ball P.O. Tables—all perfect, all clean, 4 nickel play. Each crated...\$69.50	3 Mills 4 Nickel \$125.00	4 15-Col. U-500 U-Need-A-Pak Cigarette Vendors \$ 95.00	PITCH-EM & BAT-EM List \$499.50
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CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO
PROSPECT 6316 • 6317

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Bally BALLERINA	United WISCONSIN
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USED FIVE BALL FREE PLAY—Thoroughly Reconditioned
All games can be had with flippers for \$10.00 additional.

Amber \$ 60.00	Flying Trapeze \$ 90.00	Silver Streak \$125.00
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Big League 35.00	Hawaii 125.00	State Fair 50.00
Bonanza 125.00	Humpty Dumpty 155.00	Step Up 40.00
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Carousel 80.00	Lady Robinhood 175.00	Superscore 50.00
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Cyclone 80.00	Rocket 65.00	Suspense 35.00
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Fast Ball 45.00	Show Girl 55.00	

We want to buy DAILY RACES and VICTORY SPECIAL FREE PLAY.
Advise price and quantity in first letter.
In stock at all times—Exhibit FLIPPER KITS.....\$3.95 each

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\$3.95 FLIPPERS \$3.95

Complete Flipper Kit ready for quick, easy installation. Pep up your old games with our new low-price Flipper Kit.

INCREASE YOUR TAKE

WHEN ORDERING
Specify the name of the game and who manufactured it. We must know this to make sure you get the proper voltage coils operating from the transformer.

SAVE MONEY
We pay all shipping charges on all orders of three kits or more if you send cash with your order.

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IT'S SENSATIONAL!
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READY FOR LOCATION!

Oscar (New), with Flippers \$145	Sea Breeze \$ 60	Dolly (Floor Sample), with Flippers \$175	Big Hit \$ 45
Used 125	Maisie 135	Silver Streak 180	Dynamite 75
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Lucky Star 105	Havana 120	Fast Ball 60	Lightning 100
Baffle Card 75	Rio 105	Kilroy 95	Big League 45
Step Up 65	Suspense 60		Midget Racer 45
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WITH HIGH PAYOUT

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FAST PLAY—GREATER EARNINGS!

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

MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

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Machines just pulled off locations and thoroughly reconditioned, crated and ready for shipment. Considering condition of this equipment, this is best buy of week.

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SEA ISLE.....\$129.50

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 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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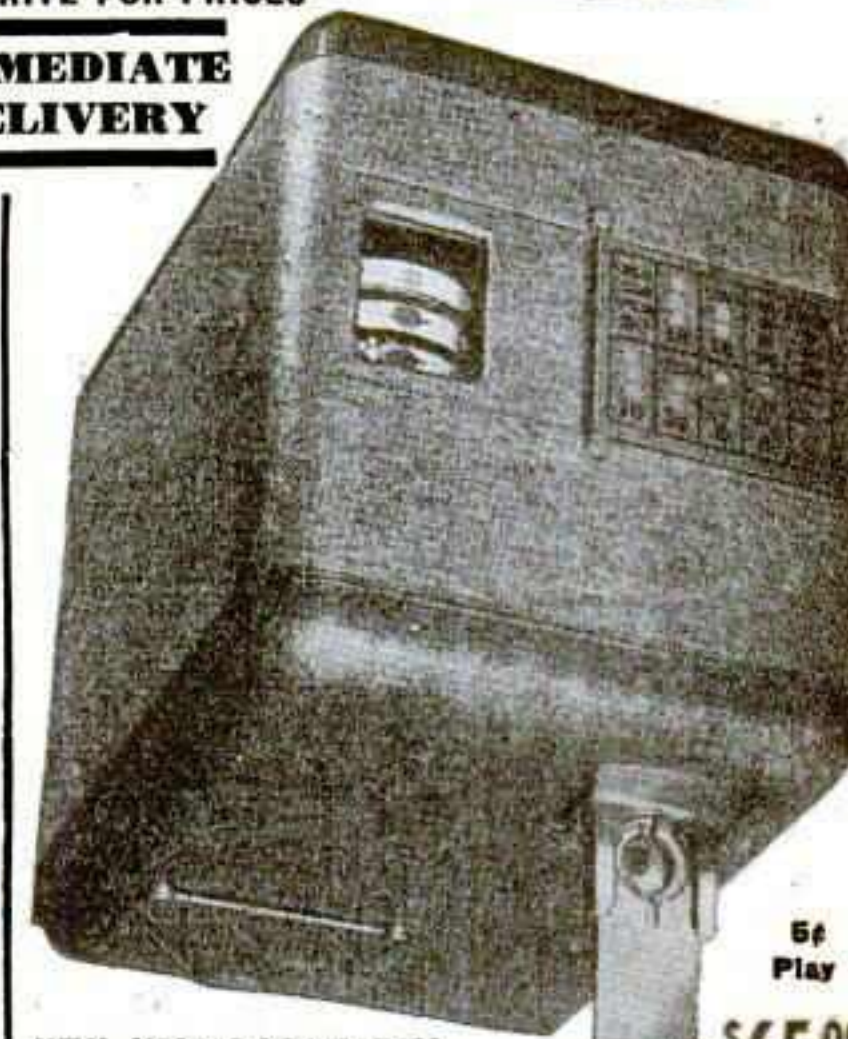
JEWEL BELL →
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.
WRITE FOR PRICES



MILLS Q T
 A "Pony-Size" Bell. Weighs only 35 lbs.
 The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL
 The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.
 5¢ Play
\$65.00
 1/3 Deposit

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**GENCO'S
 NEW 5 BALL GAME**

READY FOR DELIVERY SOON



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**ACTIVE
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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

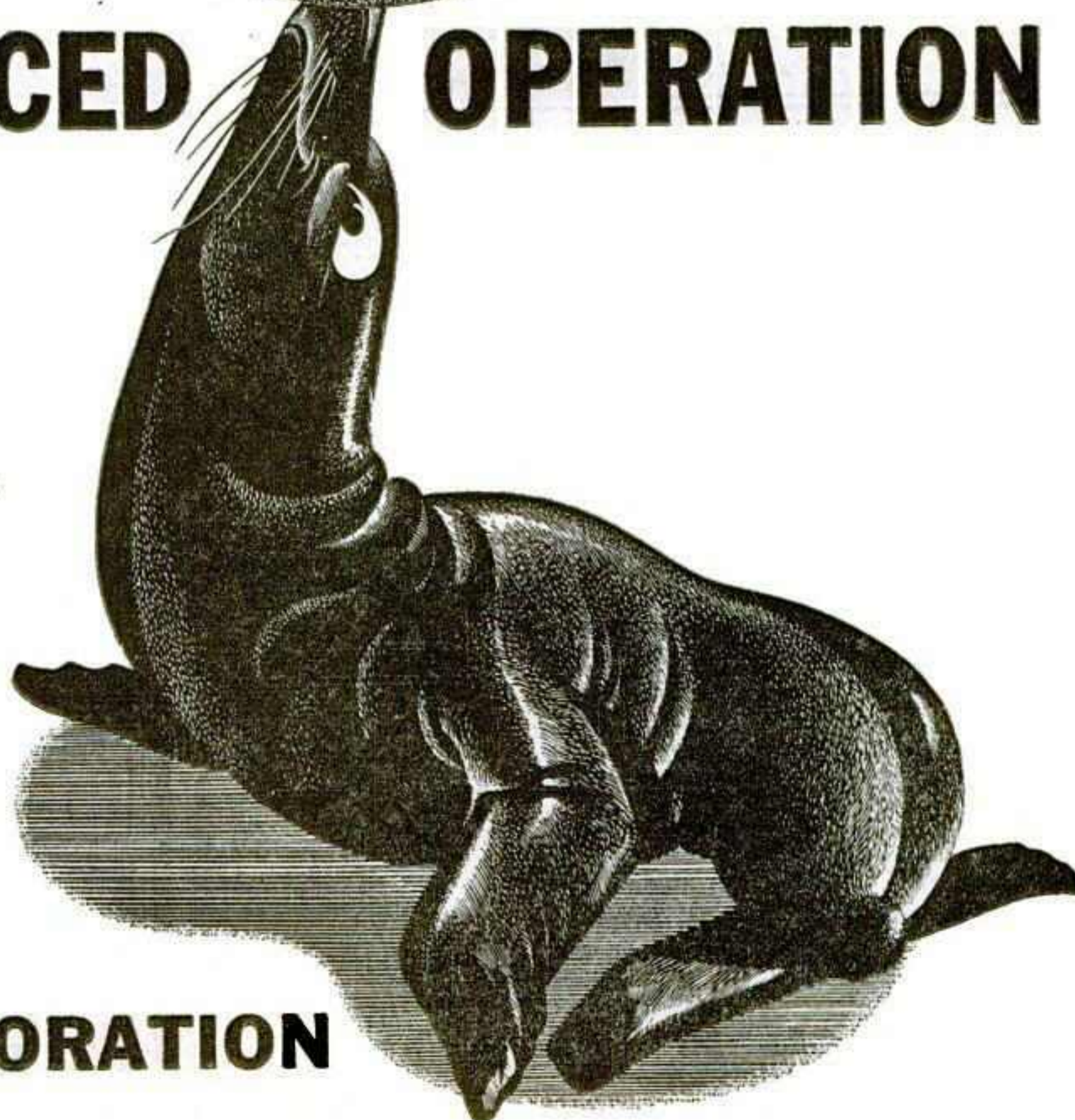
Add a
bit of fun to
your spots.
Let your patrons
play B-O-N-U-S.

The frequent
18 awards make
it a big hit.



A BALANCED OPERATION

B-O-N-U-S
pays regular awards
besides--
it's fascinating!



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EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVE., CHICAGO 39, ILLINOIS



Chicago Coin's

TRINIDAD

IS THE BEST BY CHOICE....

**OPERATORS
ACCLAIM
TRINIDAD'S**

- ★ Player appeal!
- ★ Fast action!
- ★ Huge location earnings!
- ★ Super bonus sequence!
- ★ High score!
- ★ Skillfully located flippers!
- ★ Thrills and lasting entertainment!

**PLAYERS
APPLAUD
TRINIDAD'S**

**All Agree TRINIDAD Is
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SEE YOUR DISTRIBUTOR TODAY



CHICAGO COIN MACHINE COMPANY

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MEMBER

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES and
Bill Hoppel
MILWAUKEE and
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GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET .. WRITE	NEW KEENEY WILD BELL	WRITE
NEW BALLY TRIPLE BELLS ... WRITE	NEW BALLY DOUBLE UP	WRITE
BALLY TRIPLE BELLS, 5-10-25 ... \$575.00	KEENEY BONUS 2-WAY, 5-25	\$575.00
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KEENEY BONUS 3-WAY, 5¢, 10¢, 25¢, Rebuilt and Re-finished Like New **\$695.00**

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MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
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MILLS BLACK CHERRY, ORIG., 50¢	295.00	SINGLE WEIGHTED STAND	19.50
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CHICAGO COIN ROLL DOWN	189.50	GENCO'S ADVANCE ROLL	189.50
GENCO'S TOTAL ROLL	89.50	WESTERN'S POK-O-RINO	89.50
TALLY ROLLS	89.50	SUPER TRI-80ORE	89.50

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Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
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PIN BALL ROUTE FOR SALE

COST 18 MONTHS' GROSS TAKE

OVER \$100,000.00

NEEDED TO COMPLETE PURCHASE

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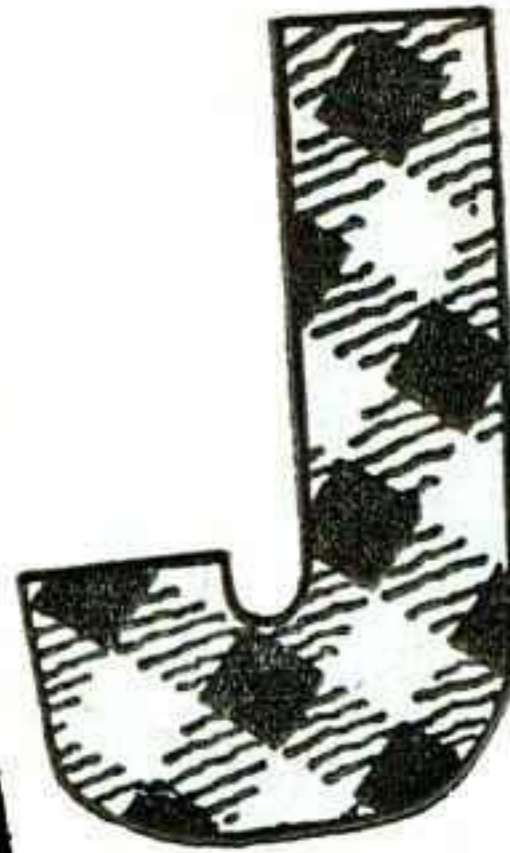
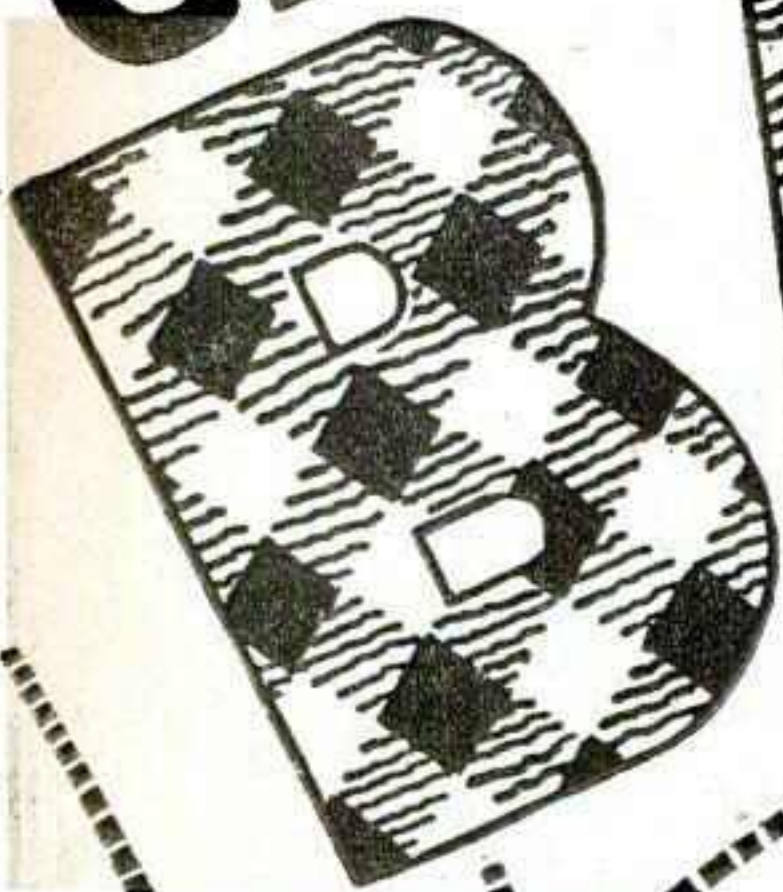
Address Inquiries To **BOX D-303**

The Billboard

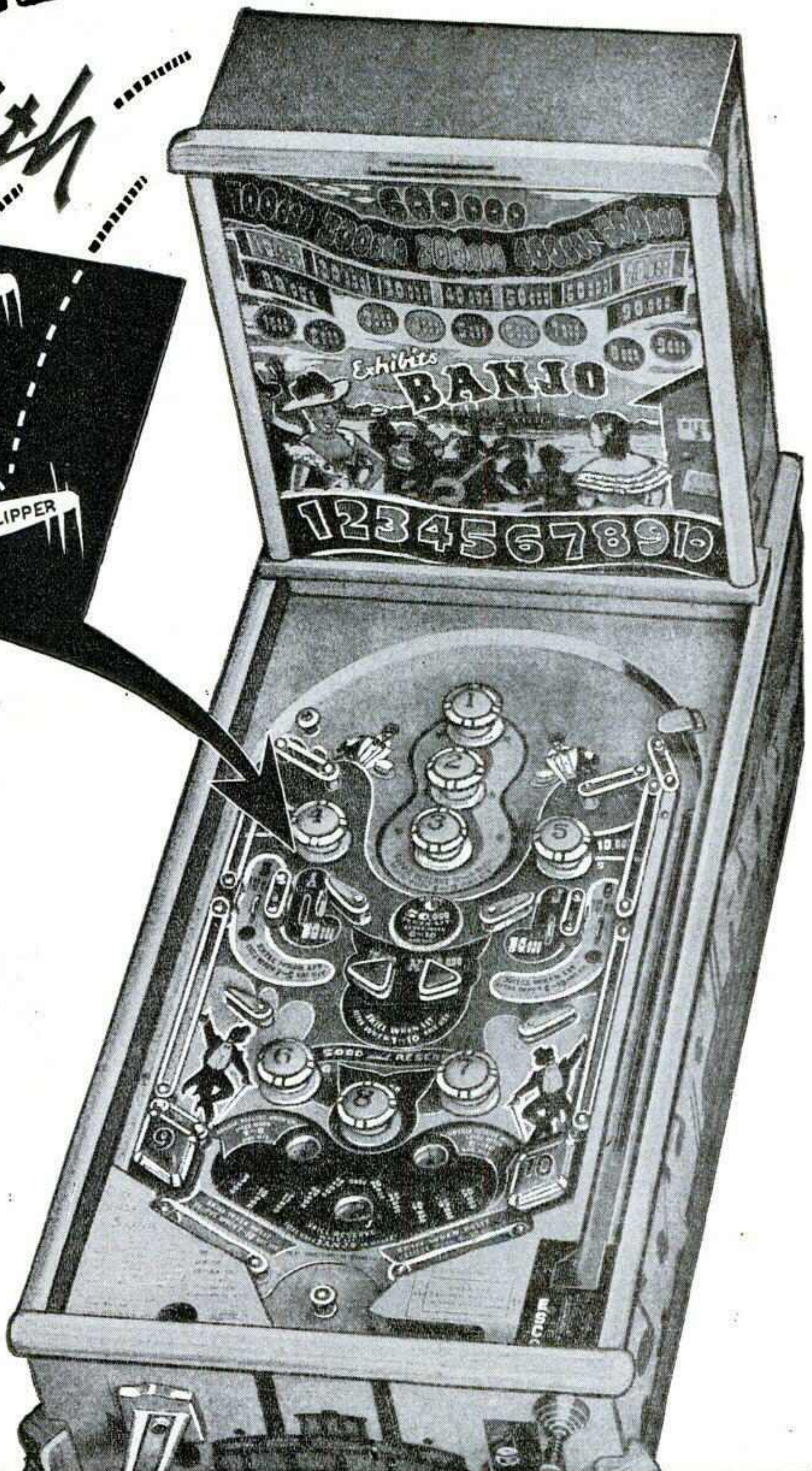
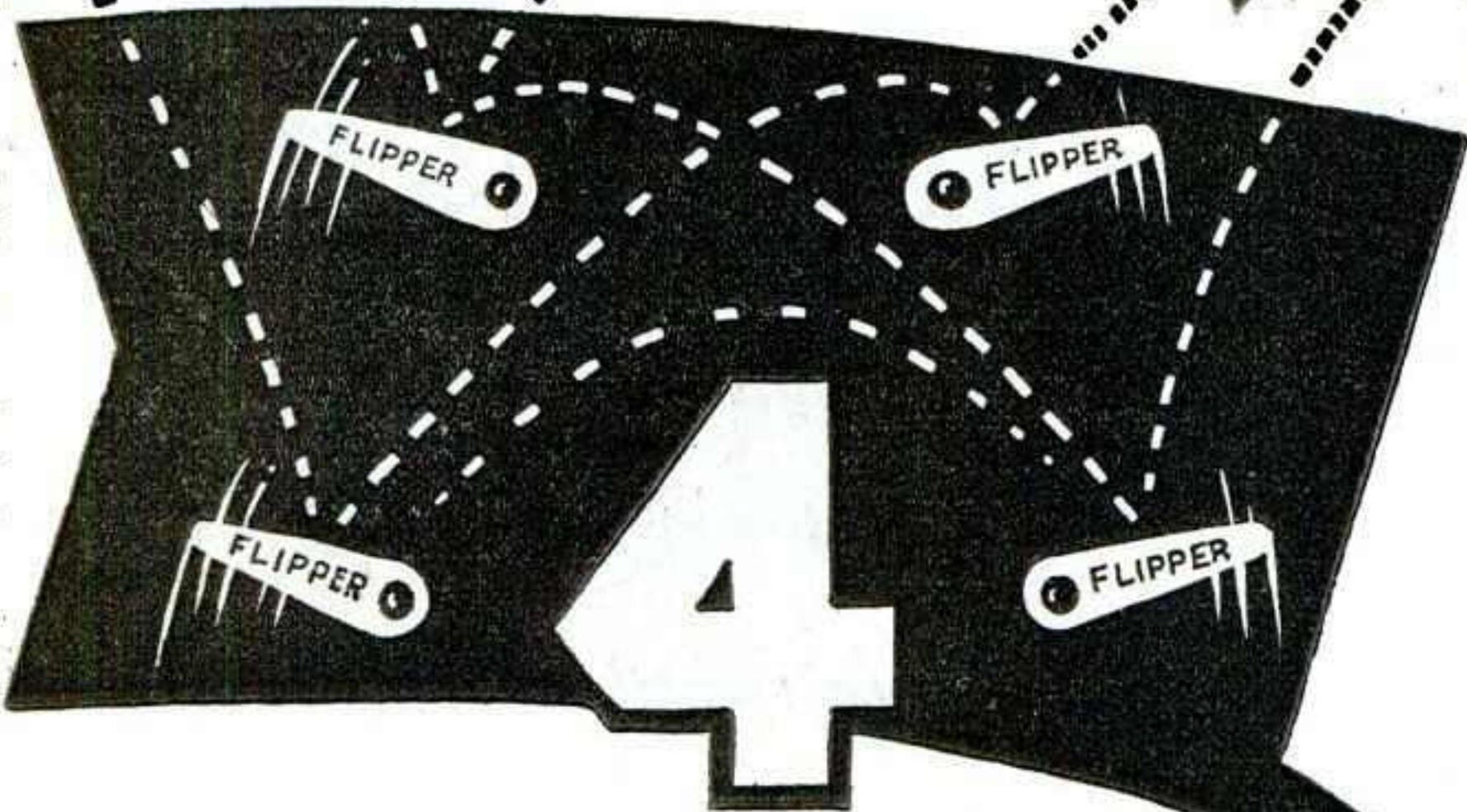
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IT'S SENSATIONAL!
IT'S YANKS!**

EXHIBIT'S
GREAT!!!



with



SKILL FLIPPERS

WITH BANK SHOT ACTION
GIVING FAST FASCINATING
BUILD-UP POSSIBILITIES
• • WITH NO DELAY • •

Wherever this great popular
EXHIBIT game is on the
job—it has proven to be the
greatest player attraction of
all to-day.

ASK ANY SMART OPER-
ATOR WHO HAS THEM.

GET IT! from your
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EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

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UNITED'S WISCONSIN

With New
"Player Controlled Kickers"

✓ Center Roll-Over Lights
WIS-CON-SIN

✓ Double-Double Bonus

✓ High Scoring Units

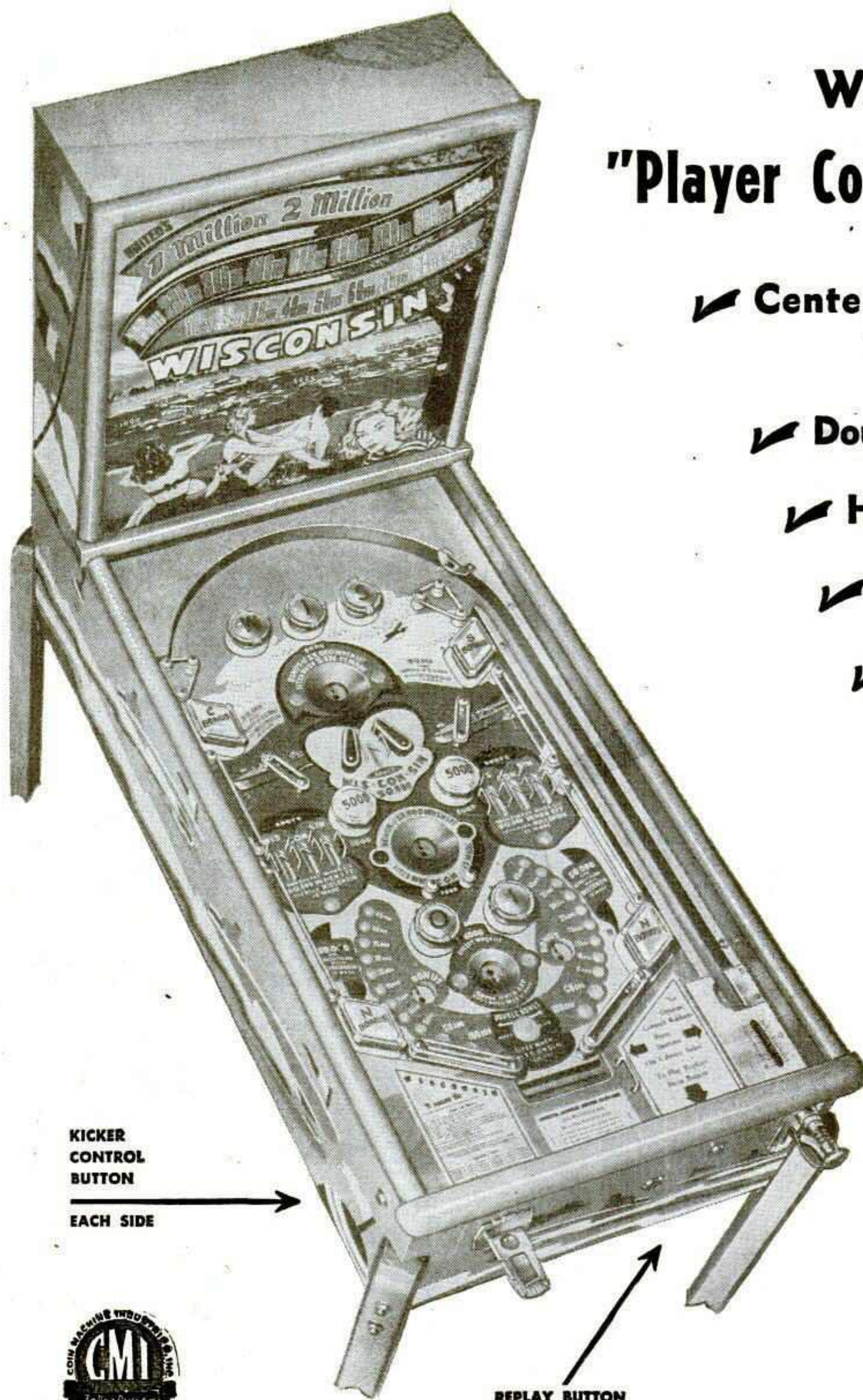
✓ Automatic Shuffle

✓ Replay Button

✓ Fast Action

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR



KICKER
CONTROL
BUTTON

EACH SIDE



MEMBER

REPLAY BUTTON

UNITED MANUFACTURING COMPANY

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CHICAGO 40, ILLINOIS

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WILL FILL THE TILL TODAY AND EVER AFTER!



Players really love this game when they see the Glittering Galaxy of JACK 'N' JILL Action Features! Irresistible to the Player . . . highly profitable to the Operator!



MEMBER

**2 COMPLETE SEQUENCES—"JACK"—"JILL"!
BONUS AND BONUS BUILD-UP!—DOUBLE BONUS!—ADVANCE BONUS!
FLASHING EYES ON PLAYING FIELD!
ORIGINAL FLIPPER BUMPERS!**

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TODAY!**

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NEW Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC

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.



Operators hail the new FAN FLASH as the strongest EXTRA-NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.



BALLERINA
NEWEST BALLY 5-BALL NOVELTY HIT

ELECTRIC-OPERATED
Kicker-Bumper
BUTTONS
ON EACH SIDE OF CABINET

Kicker-Bumpers

CONTROLLED BY PLAYER

New Double Bonus

7 WAYS TO SET UP BONUS - 5,000 AND 25,000

Last Ball Suspense

INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

5 Kick-out Holes
3 Saucer Holes
High Scores

Guaranteed
Mechanically Right

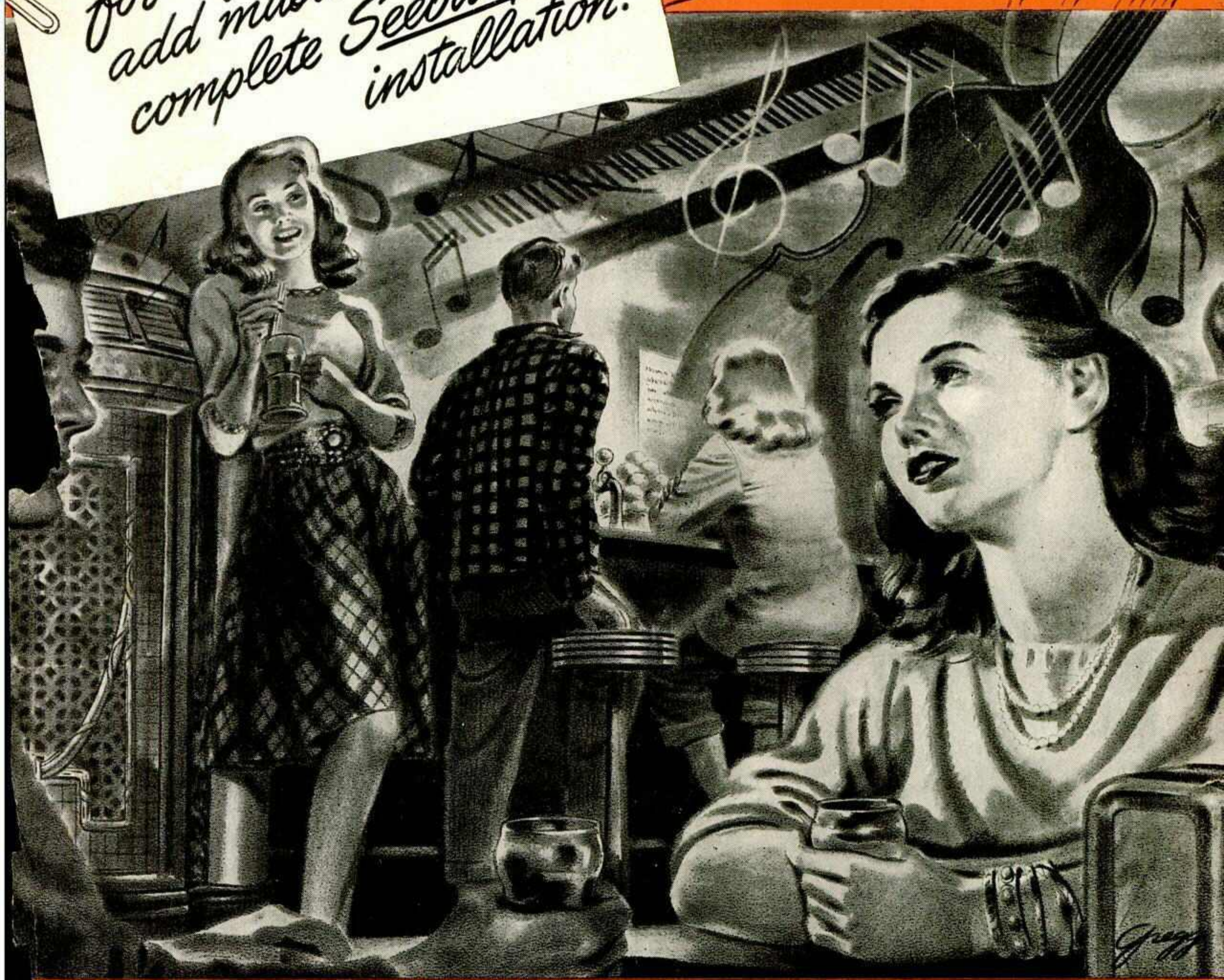
A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER



R_x PRESCRIPTION:

*for a good time...
add music with a
complete Seeburg
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Seeburg

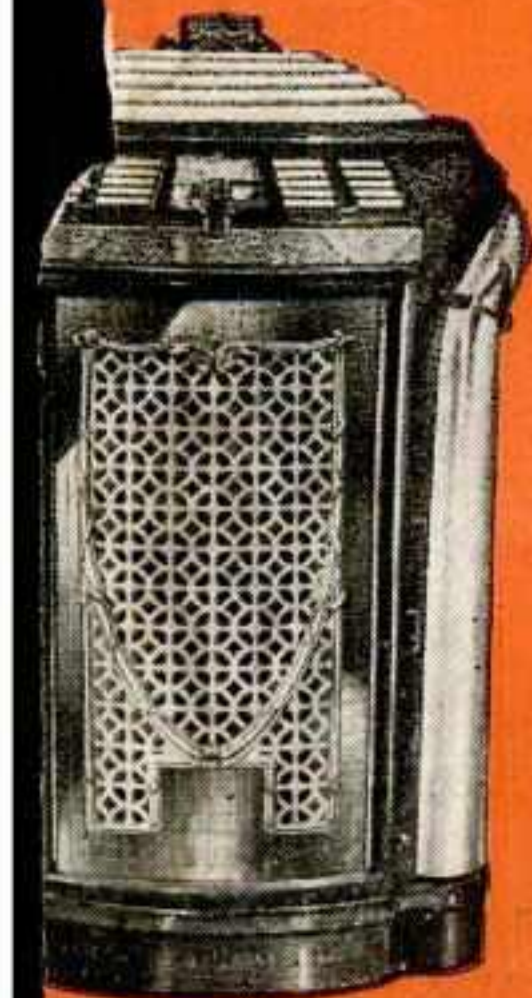
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To capitalize on this universal appeal, be certain to give music every possible advantage in your locations. You do just that when you install a Seeburg Music System. Two Seeburg developments—Scientific Sound Distribution and Remote Control—permit tailoring the system to the exact musical requirements of the location—without adapters or converters.

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CREATED BY HOMER E. CAPEH

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... Say Music Ops from Coast to Coast**

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Please send me full information about your "direct to Ops sales plan, your new confidential price list for Operators, and tell me exactly how much I can save by buying direct from Packard factory.

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