

# The Billboard

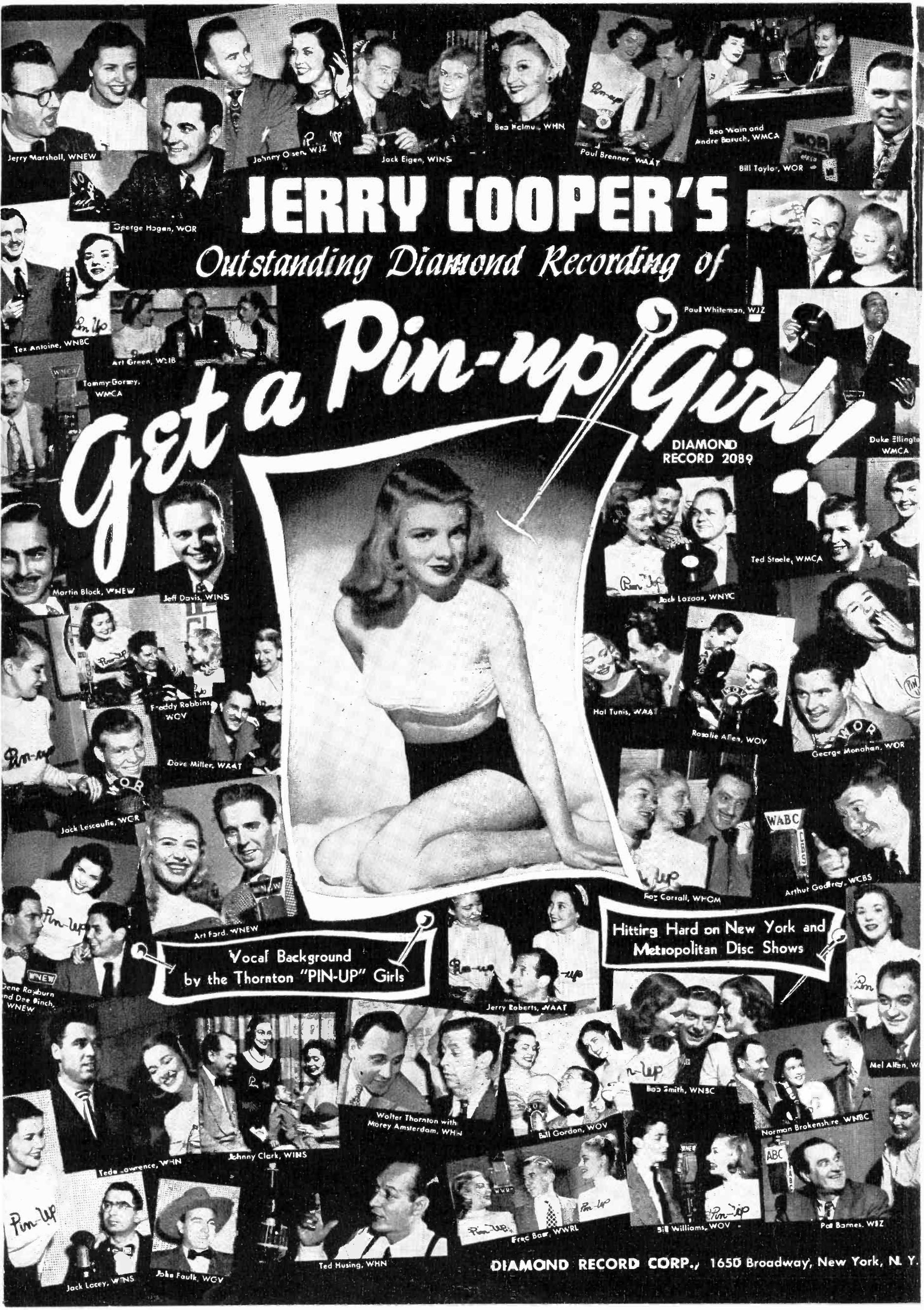


THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 17, 1948



"Get a Pin-Up Girl" continues to get a razzle-dazzle promotion job, currently on the Jerry Cooper-Diamond recording of the tune, written (believe it or not) by a lad named Don Wolf. On the Cooper platter the pert Walter Thornton foursome shown here do vocal background to Jerry's lyricizing. And the singer is set for a promotional tour on which a bevy of pin-up lasses will accompany him.



# JERRY COOPER'S

Outstanding Diamond Recording of

# Get a Pin-up Girl!

DIAMOND RECORD 2089



Vocal Background  
by the Thornton "PIN-UP" Girls

Hitting Hard on New York and  
Metropolitan Disc Shows

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Art Ford, WNEW

Fog Carrall, WFCM

Arthur Godfrey, WCBS

Dene Rayburn and Dee Binch, WNEW

Jerry Roberts, WAAT

Mel Allen, W

Walter Thornton with Morey Amsterdam, WHN

Bill Gordon, WOV

Bob Smith, WNSC

Norman Brokenshire, WNBC

Ted Lawrence, WLN

Johnny Clark, WINS

Bill Williams, WOV

Pat Barnes, WJZ

Pin-Up

Pin-Up

Pin-Up

Pin-Up

Jack Lacey, WNS

John Faulk, WCV

Ted Husing, WHN

Fred Bar, WWRL

The World's Foremost Amusement Weekly

## NEW WAX OUTLETS VOOM

### Want To Work Australia? Okay, But Read Your Pact; It's Not All Milk and Honey

Sybil Bowman Gives Some Useful Tips to Road-Hungry

MIAMI, April 10.—Sybil Bowman, impressionist who has returned from Australia, gives some simple advice to performers intending to work in Australia: "Read your contract." She

said the headaches most performers run into Down Under can be traced to the fact they did not read their contracts before leaving the States. For example: An act is assured 20 weeks' work, but when the performer gets there, he finds out that the 20 weeks are not consecutive and he has to lay off for weeks and weeks.

There are only five cities on the Tivoli Theater circuit: Sydney, Melbourne, Perth, Adelaide and Brisbane. Of these five, only Sydney and Melbourne are playable 12 months of the year, the rest of the circuit being closed for months on account of weather.

An act is booked on a six-week contract to play Sydney or Melbourne. After closing at either of these two cities, there is a lay-off of at least a week before moving to the second city for another six weeks.

"Tho the distance between Melbourne or Sydney is only 500 miles," Miss Bowman said, "the antiquated system makes it such that you don't open, and are not paid, for at least a week.

"And after you've moved to Sydney from Melbourne, or from Melbourne to Sydney, you can't play the first city again for months unless you've

(See *It's Great To Play* on page 35)

### Take It Away, Danton Walker!

MONTREAL, April 10.—The 15 per cent salary deduction faced by U. S. performers playing Canadian dates is merely a guarantee taken by the Canadian government against future income taxes.

Contrary to a report (Danton Walker in *The New York Daily News*) that the 15 per cent slice was a result of the current U. S. dollar crisis in Canada, in which Ottawa was attempting to build up her supply of U. S. bucks, the deduction law has (See *Take It, Walker!* on page 14)

### Philly Back In Big Time

NEW YORK, April 10.—Philadelphia, once a big buyer of name talent, is back in the market again with at least three spots bidding against each other for the available attractions.

Up to about a month ago the Latin Casino, the only big nitery in town, had things its own way. With the Coronet and the Mocambo dark, there wasn't another spot in town that meant anything. Frank Palumbo's Click wasn't in the act buying biz, being strictly a name band spot.

Last January Marty Goldberg opened a room at Chateau Crillon and started to look around for something. He came up with a couple of semi-names but nothing solid. A couple of weeks ago Mort Casway, who runs a cocktail lounge, the (See *PHILLY BACK* on page 35)

### Labels Spring Tricks, Keep Disks Flowing

Master Deals, New Cuts Pop

NEW YORK, April 10.—Petrillo's ban shows no immediate signs of relenting, but the diskers continue to dig up new wax, revitalize old pre-ban masters that pop up in amazing frequency, negotiate for foreign-made masters, record their own stuff a capella or with non-union instrumentalists . . . in short, go thru a whole bag of tricks to keep the new releases coming and to cover the demand tunes.

Plus the scramble to "cover" the *Nature Boy* ditty (see other story, this department), new master activity in— (See *LABELS BUSILY* on page 15)

### Shuberts' FM Plugs To Sell Legit Ducats

Programs Will Use Stars

NEW YORK, April 10.—A new legit-radio tie-up was in the offing this week as the Shuberts and FM Station WGY neared the pacting stage on a new type of radio program, to be produced jointly and titled *The Box Office of the Air*. Deal calls for two airers daily, seven days a week, to detail late seat availabilities in the 15 legit houses currently controlled by the Shuberts and, thru a special battery of switchboards, accept phone orders for ducats from listeners. By arrangement with the various producers of the shows involved, the stars of those shows would rotate, making appearances for interviews and possibly portraying excerpts from the shows on the air.

The latest of a flow of promotions by the energetic FM outlet, the new (See *Shuberts to Use* on page 8)

### Seek New Title For 'Prostitute'

NEW YORK, April 10.—Stem legit is facing again a threat of censorship. Bronx Councilman Edward Cunningham in a letter to License Commissioner Fielding yesterday (9) asked that the title of *The Respectful Prostitute* be changed or else some action will be taken. Cunningham also claims that the title outrages common decency, and that it is serving only as a b.o. come-on. The councilor had intended to introduce a bill in the city council asking that sufficient authority be granted to the license commissioner to exercise his censorship prerogative, but a state— (See *Councilor Seeks* on page 40)

### Juke Unions Join Detroit Nitery Fight

DETROIT, April 10.—Violence, arrests, more court action and a widening united union front characterized the second week of open warfare between the American Guild of Variety Artists (AGVA) and the American Society of Arts and Talents (ASAT) here. Focal point was the Ship Cafe, where picket lines continued to march nightly with affiliated craft unions supporting AGVA in its position, while an eight-act show went on inside.

Latest entry into the picture was the Service Drivers and Helpers' Local 985. This group, covering juke box and other coin machine service— (See *Juke Box Union* on page 37)

## Big Show Off to Big Start

### Garden Preem Rings Gong

New and old skillfully blended — advance indicates smash b.o. year

By Jim McHugh

NEW YORK, April 10.—Something old and something new were added to the approximately 29 acts held over from last year for the Ringling Bros. and Barnum & Bailey Circus preem in Madison Square Garden here Wednesday night (7). The expert know-how blending and staging of talent resulted in a stellar circus production justifying the Big Show's right to the continued use of its plug line. "The Greatest Show on Earth."

Few spectators left before the midnight ending of the lengthy opening night performance which began at 8:40 p.m. Their enthusiastic response to the efforts of the troupers assured the success of the show's remaining 64 performances which end Sunday, May 9. Also, the reception accorded here should foretell for John Ringling

### Another 1947?

NEW YORK, April 10.—With all week-end performances already sold out, plus near-capacity at yesterday's matinee and night show, the Ringling circus appeared to be heading for a gross on a par with last year's record estimated \$2,000,000 take. The record \$6 tariff charged again this year for choice pews apparently was no drawback. The circus announced Thursday (8), second day of the 33-day run, that all week-end ducats, except for the eagle-perched \$1.20 seats, were gone. Some parents were outraged, Saturday mats being the only chance for their kids to see the show. Fact is, ticket brokers have plenty of choice pews which are available at cost plus brokerage fees—if you can ante up that kinda dough.

North, circus prexy and producer, a big season under canvas in the hinterlands. The \$6 top charged here makes possible per performance grosses of about \$30,000. Last year (See *R-B BLENDS* on page 45)

### TV Airs All 3½ Hours of It

Cameras pick up thrills in close-ups—long show gives opportunity for experiment

By Paul Ackerman

NEW YORK, April 10.—Debut performance of the Madison Square Garden run of the Ringling Bros. and Barnum & Bailey Circus was telecast in its entirety Wednesday (7), the running time stretching from 8:30 p.m. to 12:05 a.m. The circus's opening performance generally runs lamentably overtime, but on this occasion, from the standpoint of the developing video art, the lengthy session was welcome in that it gave ample time to analyze video's present-day techniques with regard to the coverage of spectacles.

In general, the coverage by the video technicians of the Columbia Broadcasting System (CBS) was good. Two cameras were used in the CBS cage, and these were able to get (See *TV AIRS R-B* on page 14)

# Haylofts Smack Those Qualms

## Equity - Guild Worries Over, Plans Rushed

### Strawhat Sked Worked Out

NEW YORK, April 10.—Barn theater impresarios have been over-all slow in their preparations for a 1948 hayloft season. Equity's early decision in favor of radical changes in member working conditions put a scare on the smaller operators. The Dramatist Guild's (DG) bid for 5 per cent of the gross against a guaranteed figure for stock scripts caused a shudder among the bigger managements. However, with Equity's reversal of its stand and a return to more or less the old working status, and now that DG has somewhat reduced its demands due to protests by play agents, plans for the summer season are solidly under way.

How good it will be coinwise, naturally depends on the international situation. War clouds are a dire threat to summer theater. Already (See SLOW START on page 40)

### Spare a Razor?

NEW YORK, April 10.—If you happen to have a beat-up electric razor that you don't need, the Masonic Service Association in Washington would like to have it to pass on to the Veterans' Administration hospitals thruout the country. You may send your razor to Capt. M. M. Witherspoon, Masonic Hall, 71 West 23d Street, New York 10. Electric razor companies have agreed to repair or replace the razors, which will then be distributed to vets according to need—first, to the blind; second, the maimed, and third, the nervous.

### In This Issue

American Folk Tunes	111
Broadway Showlog	40
Burlesque	39
Carnival	60-78
Circus	53-55
Classified Ads	81-87
Coin Machines	97-140
Continuing Program Studies	10
Fairs and Expositions	58-59
Final Curtain, Births, Marriages	44
General Outdoor	50-52
Honor Roll of Hits	20
Legitimate	40-42
Letter List	89-91
Magic	39
Merchandise	81-93
Music	15-34
Music as Written	30
Music Machines	107-111
Music Popularity Charts	20-29
Night Clubs	35-38
Parks and Pools	56-57
Pipes for Pitchmen	92-93
Radio	5-14
Repertoire	43
Reviews: Legit	41
Night Club	36
Television	14
Vaudeville	38
Rinks and Skaters	79-80
Roadshow Films	43
Routes: Carnival	76
Circus	76
Legitimate	42
Miscellaneous	76
Salesboards	94-96
Television	10-14
Vaudeville	35-38
Vending Machines	98-106

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## Berlin Buzzes: 17 Niteries, 3 Vaudes, 28 Legits, 3 Circs

BERLIN, April 10.—From the standpoint of both managers and performers, the outlook for Berlin showbiz looks brighter of late. As of this month, there are 28 legit theaters in operation, as well as three big vaude houses and 17 night clubs. Figures on theater attendance for 1947 tallied 3,318,091, with the Metropol reporting 700,000; the State Opera House, 443,939, and the Civic Opera House 329,540.

With the summer season three circuses, two or three beer garden shows and a variety-outdoor show are on schedule.

The recent order of the allied command revised the food ration card for showbiz in Germany. Prior to the order, acts which called for heavy work (acrobats, trapeze artists,

dancers, etc.) got the top ration allotment only when they appeared at one of the three big vaude houses—the Neue Scala, Titania, Freidrichstadt Palast—or with circuses. The new rule, however, gives top rationing to these acts no matter where they perform.

Berlin has had some importations of American acts recently, and now it is reported that two German top-liners will be exported to the United States. Lale Anderson, personality thrush, is said to be booked for U. S. dates. She is known for her interpretation of sailor and longshoremen songs, as well as for singing *Lili Marlene*. Still in the dicker stage is the booking of Marvelli, the magician.

## FCC Investigators in L. A. On KMPC Probe; Case Used As Anti-Clear "Argument"

### Senator Johnson Warns Against "Power" Concentration

WASHINGTON, April 10.—The KMPC case (*The Billboard*, March 6, 13, 20, 27, April 3) flared into the Senate Interstate and Foreign Commerce Committee hearings on the Johnson bill to break down clear channels this week when Sen. Edwin C. Johnson (D., Colo.), a member of the committee and author of the Anti-Clear Channel Bill, called the committee's attention to "the vast power" vested in clear channel stations and cited the KMPC case.

KMPC, a clear channel station in Los Angeles, twice entered the hear- (See KMPC CASE on page 6)

HOLLYWOOD, April 10.—Two representatives of the Federal Communications Commission (FCC) slipped into town last week and started their probe into the news slanting charges brought against G. A. Richards's 50,000-watt indie station, KMPC. FCC investigators Raymond Lewis and Robert Alford arrived Wednesday (7) and immediately started interviewing persons who had filed depositions with the commission. Lewis told *The Billboard* that he and Alford would be on the scene for an unlimited period gathering informa- (See FCC Reps Begin on page 6)

## Insure Your Vote

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

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

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

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

The Billboard,  
Donaldson Awards Committee,  
1564 Broadway,  
New York 19, New York.

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

Name .....

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

.....

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

## AFM's Rival

NEW YORK, April 10.—*The Billboard* is in receipt this week of a publicity release which at first glance seemed to hold titillating allure for tootlers in a season when jobs are not too abundant. It began:

"So you want to lead a band! Here's an opportunity for a musical career with an outfit of prestige."

Said outfit turns out to be the United States Army. ("Vacancies exist for all classes of instruments.") Capt. Francis Resta, director of West Point's band, will be happy to "audition any qualified musician." The announcement says tootlers will start with the grade of staff sergeant—which pays at a rate of well over 25 bucks a week.

Hurry, hurry, hurry!

## Benefit at Garden For World's Kids

NEW YORK, April 10.—Plans for a benefit command performance at Madison Square Garden Tuesday evening, May 25, to aid the children of the world were announced this week at the New York City campaign headquarters of the American Overseas Aid and United Nations Appeal for Children.

Harry Brandt, chairman of the special events committee of the appeal, named Earl Wilson, New York newspaper columnist, to head the executive committee. Wilson named the following to his committee: Sam Rauch, production; Harry Mandel, public relations; Carl Erbe, night clubs; Mrs. Arthur Gray, tickets, and Morton Sunshine, co-ordination.

Tickets are on sale at the Hotel Astor, Room 172. Prices scale from \$1.20 to \$12.

## Ice Theater for Havana

HAVANA, April 10.—A \$750,000, 6,000-seat theater to be used solely for ice spectacles will open here in June. It is being built by Alfredo Hornedo, newspaper publisher.

## The Billboard

The World's Foremost Amusement Weekly

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The Billboard also publishes:  
The Billboard Encyclopedia of Music  
Vend

# NARBA DELAY AIDS CLEARS

## H. S. T. OK on Durr Reported All Set

WASHINGTON, April 10.—President Truman has decided to renominate Federal Communications Commissioner (FCC) Clifford J. Durr for another term, authoritative Washington sources stated this week. Durr's present term expires June 30.

Wholehearted support for Durr has been forthcoming from many segments of broadcasting, education and labor fields. It is also said FCC Chairman Wayne Coy has signified his desire to retain Durr as a commissioner.

## NBC Reshuffles Seg Execs in Further Reorg

NEW YORK, April 10.—The programming department of the National Broadcasting Company (NBC) has undergone a further reorganization, with Tom McCray, national program manager, announcing the following reshuffle:

Fred Shawn, executive assistant to McCray, has resigned to become manager of television and broadcast operations of WMAL and WMAL-TV, Washington. Arch Robb, formerly assistant production manager, now is assistant manager of the program department in charge of program operations and office administration. James E. Kovach, formerly an NBC director, is now manager of the operations division, a newly created unit in the program department. Assistant producers who formerly were in the production division will now report to Kovach.

Norman Cloutier, program manager of the NBC radio recording division, has joined the web as a staff conductor.

Since the accession of Ken Dyke as programming chief, this phase of the web's operation has been continually changing, personnel-wise.

## Ehrenreich Rises In WOR Shuffle

NEW YORK, April 10.—Dan Ehrenreich, formerly production manager, has been named program operations manager of WOR, New York; Jeff Smith takes over the vacated spot of production manager, while Smith's post goes to William Taylor. Frank Muckenhaupt has become a production supervisor, and Eugene Fitts assistant to the program operations manager. Fitts' former post of continuity acceptance editor will be filled by Robert Sedwick, formerly an assistant to the WOR traffic manager. Carl Warren, in addition to duties as staff announcer, has been named member of the WOR program operations committee.

WOR still has not named a full-fledged program director.

DETROIT, April 10.—A new women's show, *Dorothy Daraday*, has been signed by WJBK for sponsorship by the American Association of Retail Druggists in a co-operative sponsor deal. The account was signed by the W. B. Doner Agency. The show will run for 15 minutes at 10:30 a.m., Monday, Wednesday, Friday.

## ABC Loses Out On Chance To Buy Chi's WLS

CHICAGO, April 10.—Under stipulations of the will of Burrige D. Butler, farm magazine publisher and owner of WLS, American Broadcasting Company (ABC) part-time outlet here, and other radio properties, possibility of the sale of WLS to ABC were nixed. The will of Butler, who died at Phoenix, Ariz., March 30, was read this week. ABC has been trying to buy WLS, which shares time with ABC's Chi o-and-o station, WENR, for more than a year.

Butler's will stipulated that three of his major holdings, WLS; *Prairie Farmer*, rural magazine, and KTUC, Tucson, Ariz., should be placed in the Burrige B. Butler Memorial Trust of Chicago, with the income to go to the Chicago Community Trust, a charitable organization. The will also stipulated that the properties are to be managed by five trustees and that they are not to be sold for at least 10 years. It is the latter point which removes possibility of sale of WLS to ABC.

Trustees named to handle the Chicago trust properties are George R. Cook, treasurer of WLS; Arthur C. Page, associate editor of *Prairie Farmer* and farm program director of WLS; Gus A. Holt, vice-president of *Prairie Farmer* and WLS and circulation manager of *Prairie Farmer*; Thomas Murphy, vice-president of both companies and general counsel; J. E. Edwards, secretary of the companies and advertising manager of *Prairie Farmer*, and Fred W. Orlemann, treasurer and business manager of *Prairie Farmer*.

Significant in the appointment of trustees was the fact that Glenn Snyder, manager of WLS and a stockholder who has been reported in favor of selling WLS to ABC in the past, was not named. Whether or not Snyder will remain with WLS is not known at this time, but there are reports that other radio interests have been offering him positions.

Butler's stock in KOY, Phoenix, was placed in another trust, with proceeds to be used for charitable purposes in Arizona. Butler's entire estate, including annuities left to Mrs. Butler and other kin, was estimated to be worth about \$2,000,000.

## ABC, MBS Win 2d Round in WSAY Suit

NEW YORK, April 10.—American Broadcasting Company (ABC) and the Mutual Broadcasting System (MBS) won their second round this week in the restraint suit brought against them by Gordon Brown, owner of WSAY, Rochester. The development was a decision by the U. S. Circuit Court of Appeals upholding an earlier Federal Court decision denying an injunction against the two webs. WSAY had sought an injunction restraining the networks from canceling the station's affiliation contracts. WSAY had been an ABC-MBS dual.

WSAY, in its original suit, charged conspiracy by the networks with respect to price fixing on affiliation terms. ABC's Rochester affiliate is now WARC, and Mutual's is WVET.

## Okay, Isn't There?

WASHINGTON, April 10.—Prefacing his formal statement at the Johnson bill hearing this week, Jay W. Wright, engineer for Columbia Broadcasting System (CBS), innocently remarked: "I'm neither a senator nor a statesman."

Greeting the statement with mock horror, Sen. Edwin Johnson (D, Colo.) exclaimed: "You mean there's a difference?"

## Powell, House Give-Away Segs Added to ABC

NEW YORK, April 10.—The American Broadcasting Company (ABC) this week added several new segs to its sked, some as summer replacements and others as part of a move to strengthen its programing. Wednesday night replacements for Groucho Marx, as of April 28, and Bing Crosby, starting June 9, were set, with *Go for the House*, audience participation give-away subbing for Marx, and the *Comedy Writers* show filling in for Crosby. The former will dispense household gifts, with a \$10,000-house and lot plus auto and garage as the jackpot award. *Writers*, a Frank Cooper package, features comedy scripters as guests, attempting to ad lib the development of humorous situations.

The Sunday sked shift calls for *I Love Adventure* and *The Clock* to move into the 7 to 8 p.m. seg currently housing Reichold's *Sunday Evening Hour*, effective April 25. The former is a new Carlton Morse package, while *The Clock*, now produced by Bill Spier, will move from its current 9:30 p.m. Thursday period, which in turn will be filled by the new *Front Page* series, starring Dick Powell as Hildy Johnson. The role of Walter Burns, Hildy's scheming editor, has not yet been filled, but Sam Levene is being spoken of for the role. Web brass also were mulling the possibility of putting *Candid Microphone* into the *Front Page* spot, and moving the latter into *Candid Mike's* 8 p.m. Thursday seg.

Another deal has Rex Maupin's ork filling the 4:30 p.m. Sunday period now occupied by *Metropolitan Auditions*. This show would originate in Chicago and feed the entire web except for New York. WJZ this week bought the Ronald Colman *My Favorite Story* waxer from the Frederic Ziv transcription firm, and will insert that into this time period as a sustainer but open for sale. The contract, for 52 weeks, is the largest single pact made by Ziv.

## NBC Inks Pearl For 6-Seg Deal

NEW YORK, April 10.—National Broadcasting Company (NBC) this week signed Jack Pearl to a deal calling for the comic to do six shows. Pearl auditioned a new show for the web some months ago, featuring a new comedy character. The audition program used Pearl's long-time straight man, Cliff (Sharlie) Hall.

No time or starting date has been set yet.

## Johnson Bill Battle Brings Yr.'s Breather

### Foes Get in Body Blows

WASHINGTON, April 10.—As a direct result of the current wrangle over the Johnson bill to break up clear channels, the North American Regional Broadcast Agreement (NARBA) will definitely be extended an additional year and the August NARBA conference will be postponed a year.

This was learned in State Department quarters today as furious backstage Capitol Hill pulling and hauling on the Johnson bill intensified a wide-open split in the entire broadcasting industry on the issue. Numerous congressmen, it was learned, have been getting pressure from radio broadcasters back home on the clear channel issue, which is being argued at a congressional hearing which is entering a second and final week.

### Delay Promised

Recognizing the fury of the back-scene battle, the State Department has pressed for a year's delay in NARBA procedure and, it was revealed today, has received definite word from other NARBA nations that the delay of NARBA was bulwarked by Mexico, which, like the United States, is represented at the present international conference in Geneva which is working out a proposed "sharing-of-hours" schedule for high frequencies.

A high-ranking State Department official told *The Billboard* that uncertainty over the clear channel status makes it impossible for the (See NARBA DELAY on page 8)

## Neb. Broadcasters For Johnson Bill

NORTH PLATTE, Neb., April 10.—Immediate enactment of the Johnson bill, to prohibit super-power stations, was unanimously urged by the annual meeting of the Nebraska Broadcasters' Association (NBA) this week. The meeting wired its sentiments to the entire roster of Nebraska congressmen in Washington, as well as to Sens. Charles Tobey (R., N.H.) and Edwin Johnson (D., Colo.), the latter author of the legislation. The meeting also was queried on its attitude toward the Johnson measure by the office of Nebraska Gov. Val Peterson, and a wire setting forth the NBA views was dispatched in reply.

A resolution also was passed favoring State legislation defining libel laws, pointing out disparity between federal and State bills. Of the 16 AM stations in Nebraska, all but one were represented. The by-laws were amended to cover admission of FM affiliates, and the 1949 meeting was skedded for McCook, Neb. L. L. Hilliard, of Scottsbluff, was elected president. Other officers named were John Alexander, North Platte, vice-president; Tom Thomas, Norfolk, secretary-treasurer; Harry Peck, Lincoln, and William J. Newens, Omaha, directors. John J. Gillin Jr., WOW, Omaha, was re-elected representative to the National Association of Broadcasters.

# NAB'S TV INTEREST ZOOMS

## May Create Whole New Department

### AM Nabobs Are Won Over

WASHINGTON, April 10. — The National Association of Broadcasters (NAB) is weighing the possibility of creating a full-scale television department far more extensive than any contemplated in previous closed-door discussions by the board, it became known this week. The questions will be paramount on the board agenda at the NAB's Los Angeles convention, which is already scheduled to devote one of its two general meeting days exclusively to television, with several additional television panel discussions slated for the rest of the convention.

The NAB's zooming interest in television, it was learned, is the result of a flood of inquiries from AM station-members which are anxious to obtain all possible information about video. Scores of standard broadcast station operators are trying to decide whether to rush into television, the inquiries show. This situation, coupled with the long-standing rush of applicants for the fast dwindling number of video channels, has spurred NAB nabobs to face seriously the problem of drastic expansion to incorporate video.

#### Long-Range Study

So intense has the interest of AM broadcasters in television become that the NAB is quietly working on a long-range comprehensive study of all phases of tele. The study is expected to take several months to complete and its findings will be made known to NAB's members probably some time in late fall. The study will include such information as the following: Costs of opening a television station, costs to operate, types of transmitters and costs, programming techniques, experience of established video operators, etc.

The NAB's interest in expanding its television activities is seen as likely to brace the question whether Television Broadcasters' Association (TBA) will be invited to incorporate with the NAB. Current relations between the two trade associations are described as "highly co-operative." J. R. Poppele, president of the TBA, is slated to preside at the NAB convention session May 20 which will touch off a full day of talks on video.

#### Top Interest

In view of the dominant place which television has on the convention agenda and the rising tide of interest by rank-and-file NAB members in video, expectations are that the video problem will share top convention interest with the projected new NAB code.

Meanwhile convention plans are fast being completed, with 400 already "pre-registered" and turnout of approximately 1,500 anticipated for the opening day May 17. The NAB yesterday (9) announced first details of entertainment plans and social activities for the conclave. These include a cocktail party, fiesta and supper to be given by A. Atwater Kent for NAB delegates. Tours of major movie studios also are planned.



KLZ Program Director  
**CHARLES ROBERTS**

Roberts, with his carefully chosen staff of writers, announcers, producers and talent, has made KLZ-listening an ever more popular habit in the Rocky Mountain region.

KLZ, DENVER

## FCC Reps Begin KMPC Probe

(Continued from page 4)  
tion on the KMPC situation.

The FCC has ordered a full-scale investigation into the three stations controlled by Richards; in Hollywood (KMPC), Detroit (WJR), and Cleveland (WGAR). It is believed that results of this triple probe will be weighed by the commission to determine whether a hearing should be held.

While the FCC reps were quietly at work, the local chapter of the American Federation of Radio Artists (AFRA) had a general membership meeting and passed a resolution that AFRA's Coast wing petition the FCC as going on record favoring the investigation. The resolution, adopted almost unanimously (there was only one dissenting vote), was proposed by Marvin Miller, who, in addressing the assembly, read excerpts of reports on the KMPC situation from recent issues of *The Billboard*. First disclosure of the charges against KMPC was carried exclusively by *The Billboard*.

AFRA's action was prompted by the fact that Clete Roberts, former KMPC news department head and one of the persons bringing charges against the station, is an AFRA member. The local felt it should support a member of its fold.

Miller's resolution as adopted included three points. It reaffirmed the L. A. AFRA chapter's position favoring retention of the Mayflower decision against radio editorializing and empowering the local's executive secretary, Claude McCue, to write such letters to the FCC as he deemed necessary to convey these sympathies. It established AFRA's desire to see the Mayflower decision maintained and pointing out that if charges brought against KMPC are true and the decision were not in effect, conditions alleged to exist at the Richards station could spread to other outlets. It directed the local to petition FCC officially to investigate charges leveled against KMPC and put AFRA on record as requesting the co-operation of the Association of Broadcast Unions and Guilds (ABUG).

## Indies Withdraw Petition For NAB Board Changes

NEW YORK, April 10.—Independent radio stations, which had begun circulation of a petition requesting a change in the make-up of the board of directors of the National Association of Broadcasters (NAB), yesterday (Friday) withdrew the petition, pending action on the change at the pre-convention meeting of the board in Los Angeles. The move was made following a conversation between NAB President Judge Justin Miller and Ted Cott, vice-president of WNEW, New York, and of the mentors of the revisionist move.

The indies' petition, published exclusively in *The Billboard* of April 10, proposes a NAB membership referendum amending the by-laws so that two indie representatives will be provided for in the NAB board's make-up. There are no indie directors now, altho network affiliate, large, medium, small, FM and television stations do have representatives. Cott and Ben Strouse, of WWDC, Washington, began circulating the petition after the NAB board refused to approve a standing NAB committee representing indies.

Miller asked both Cott and Strouse to appear at the May 15 pre-convention board meeting and explain the indies' stand. The move was held to be preferable to the petition strategy insofar as it would help avoid an affiliate-indie cleavage within NAB. It's also figured that the board will be amenable to okaying the referendum, which, in turn, is figured, on the basis of indie membership within NAB, almost certain to pass.

## KMPC Case Is Used as Anti-Clear Argument

(Continued from page 4)

ing record, receiving lengthiest attention during several minutes of colloquy late Friday (9) when Johnson called to the committee's attention the accusations made against KMPC's owner, G. A. Richards, by three former KMPC employees that Richards had ordered them to slant news. Pointing out that he was "not altogether familiar" with the facts in the KMPC case and that he had no knowledge of whether or not Richards was guilty of the news-slanting charges, Johnson said he mentioned the instance "to demonstrate what vast power the clear channel stations have and to show that it is within their power to influence news programs."

#### Wants More Locals

The senator, who is pressing for his legislation to break down clears in order to make more local channels available, brought up the KMPC case during an exchange between a network witness and Sen. Homer Capehart (R., Ind.) on the subject of station wattage power.

"You people keep talking about wattage power," said Johnson, "but I want to call your attention to another form of power which can become very dangerous if abused." Johnson then went on to mention the evils of coloring news programs, and mentioned the charges leveled against KMPC. Johnson went on to declare: "Suppose 10 big clear channel stations got together and decided to use such power for slanting the news—just think of the results. I mention this just to show that any kind of power—wattage or any other—should not be concentrated."

Earlier in the hearing when a witness from the Detroit station, WJR, was on the stand, Johnson interjected a question, "Is your station now in jeopardy of losing its license?" The witness, M. Wells, farm director of the station, said he did not know what the senator meant. Louis G. Caldwell, counsel for Clear Channel Broadcasting Service (CCBS), who is heading opposition against the Johnson bill, intervened, saying he believed the senator had reference to the FCC's investigation of KMPC in Los Angeles. Johnson questioned the witness no further.

Station KMPC and Richards' other two stations are among several hundred to which the Senate Interstate Commerce Committee, headed by Sen. Charles Tobey (R., N. H.), sent inquiries on the clear channel situation (*The Billboard*, April 3). As earlier reported, the committee has received 500 responses.

## NAB Convention Roll Call 2,000; Where To Put 'Em

HOLLYWOOD, April 10.—Estimated number of delegates who will attend the National Association of Broadcasters' (NAB) convention in Los Angeles May 17-21 has been officially upped to over 2,000 radio men and their wives, posing a tough housing and transportation problem for local broadcasters who will host convention delegates. While biz sessions will be held at downtown Biltmore Hotel, conventionites will be housed at various parts of the city, with transportation to convention headquarters to be provided by Southern California Broadcasters' Association (SCBA).

SCBA has set social events for delegates which will be topped by a lush party Sunday, May 16, at the home of retired radio millionaire Atwater Kent. Shindig will include a dinner (for all 2,000 delegates) and origination of a commercial TC radio show from the outdoor arena on the Kent estate. The same evening E. L. Cord, retired auto maker and owner of indie KFAC, Hollywood, will host 800 delegates at a performance of *Ice-Capades*, which will be running then, to be followed by a cocktail party.

Official NAB banquet will be held Tuesday evening, May 18, and will feature a two-hour show to be presented by four networks, Broadcast Music, Inc. (BMI), and the SCBA. Biz sessions will be held Monday and Tuesday, May 17-18, with engineering confabs May 20-21.

Other social events will include special affairs for wives of delegates, tours of motion pic studios and a look-see at network broadcasts originating in Hollywood.

# CCNY 'BEATS' OHIO STATE

## FCC's "Daily News" Nix Uncovers Coy-Jones Split

WASHINGTON, April 10.—A serious policy split between the Federal Communications Commission (FCC) chairman, Wayne Coy, and Commissioner Robert Jones became evident for the first time this week as the FCC issued a final decision in the New York FM docket denying a station to the News Syndicate Company, publisher of *The New York Daily News*. Successful FM applicants were the American Broadcasting Company (ABC), the Unity Broadcasting Corporation, and WMCA—all of New York—and the North Jersey Broadcasting Company, Paterson, N. J., and North Jersey Radio, Newark, N. J.

Not only was the Jones-Coy split evident in individual voting with the two opposing each other in four separate applicants including *The News*, but also in a supplementary order denying the motion of the News Syndicate to strike from the record evidence submitted by the American Jewish Congress (AJC) relating to the editorial policy of the paper.

The motion was rejected by a six to one vote, with Jones filing a vigorous dissent. Jones, a former Republican congressman, claimed the FCC has no right to examine news content of a paper. In an almost unprecedented action, Coy, a one-time member of President Roosevelt's "brain trust," followed the dissent with an additional statement taking issue with his colleague's views.

### Paper Policy Authority

Despite agreement to disregard the AJC evidence as being inconclusive, the FCC majority claimed the authority to go into newspaper policies of an applicant under the section of the Communications Act, permitting the FCC to require information from applicants regarding character, financial, technical and other qualifications.

Jones, however, argued that evidence concerning newspaper policy "cannot properly be received for the purpose of determining whether that applicant would operate its broadcast facility with the same policies it has employed in running its newspaper."

Answering this statement, Coy asserted that "the propriety of commission inquiry into the past business of an applicant to ascertain character qualification was clearly established in the Mester (WOV, New York) case."

### "Double Standard"

Jones then claimed the majority was using "a double standard" in the opinion by admitting AJC evidence but—in another docket case—granting a station to a bidder who had written a book, parts of which "could be interpreted as advocating the overthrow of the government."

Coy remarked that he found no inconsistency. In *The News* case, he said, the AJC evidence was weighed and found to provide no basis for a finding adverse to *The News*. In the other case, he claimed, the book excerpt was also evaluated and dismissed as probative evidence.

In rejecting the News Syndicate bid by a four to three vote, the FCC claimed that the three other New York bidders had better programing plans and were more familiar with broadcasting. The question of editorial policy, said the FCC, was not considered in the rejection.

### WJBK CUTS SALES STAFF

DETROIT, April 10.—An economy move has hit WJBK's sales staff. First to get the ax were James Phillips and Mel Truitt, who had been with the station a few months under the management of Fort Industry Corporation.

## CBS Guns for 2 ABC Shows

NEW YORK, April 10.—Columbia Broadcasting System (CBS) this week reportedly let loose a double-barreled assault on a pair of American Broadcasting Company (ABC) shows in a move to place them back to back on its facilities. Shows involved are General Electric (GE) lamp division's *Willie Piper* and U. S. Steel's *Theater Guild on the Air*. Both are up for renewal on ABC, and CBS is known to have been pitching hard to woo them over.

Both airers are placed by the same agency, Batten, Barton, Durstine & Osborn (BBDO). CBS is said to be offering Steel the same Sunday 9:30 to 10:30 time it now has on ABC, with GE being lured with the half-hour just preceding, opposite ABC's Walter Winchell. Considerable effort is believed to have been made to sell the agency officials on making Sunday "BBDO night" on CBS.

## CBS Promotion Adds Salberg, Oppenheim

NEW YORK, April 10.—The Columbia Broadcasting System (CBS) has added two men to its promotion department. Charles Oppenheim, formerly promotion topper at WINS, New York, has become assistant to Neil Hathaway, web program promotion chief. Morry Salberg, former Eagle-Lion flack, has joined the program promotion and merchandising division of the sales promotion department.

## Unions Set for TV Demands; Coast Balks at AFRA Pact

NEW YORK, April 10.—Now that negotiations on contract extensions between the networks and the American Federation of Radio Artists (AFRA) are out of the way, demands for wage scales and working conditions in tele will be made within two weeks, George Heller, exec secretary of AFRA stated yesterday. Contract deals are all but virtually set, pending further negotiations on staff agreements in Los Angeles and San Francisco. Membership of the union's locals in New York and Chicago voted approval at meetings this week.

TV demands will be made thru the television committee of the Associated Actors and Artists of America (Four A's), embracing all showbiz performer unions except musicians. Meanwhile, as previously reported in *The Billboard*, top execs of the Four A's member unions are to meet

## KSTP Catches A Lawsuit On Fish Stunt

ST. PAUL, April 10.—The story of the "big renegade" in a radio giveaway contest hit the Ramsey County District Court here this week, with KSTP, the 50-kw. National Broadcasting Company outlet, on the defense side of the lawsuit.

The action resulted from the station's hoopla prize tag fish contest run in 1946. The top winner, Elmer Hauge, of Pequot, Minn., who won a jackpot full of cash and merchandise, claims that a \$780 camping outfit has not yet been delivered.

The Karrierall Kamper had been pledged by a Chicago manufacturer to the station, but when it came time to deliver to Hauge the man who had promised the merchandise was no longer with the firm and the company refused to come thru.

Hauge waited patiently for KSTP to deliver or to make an offer of settlement. Some months ago it was learned reliably that Stanley E. Hubbard, station prexy, was in no mood to settle.

Instead the station will start suit in Chicago against the camp outfit manufacturer in an effort to force delivery to Hauge.

## Bates Agency Snares Kool Cig Billings

NEW YORK, April 10.—Ted Bates Agency this week picked up the last fragments resulting from the Lucky Strike explosion. Kool Cigarettes, a Brown & Williamson (B & W) product, was assigned to Bates after the account was dropped by Batten, Barton, Durstine & Osborn (BBD&O), which picked up the Luckies billings.

Bates also began a spot radio and newspaper campaign for B & W's new Life Cigarettes this week. It will continue Kool's spot radio campaign and its 5-minute video show on the National Broadcasting Company (NBC). Network billings for B & W's Raleigh brand will remain with Russell M. Seeds Company, Chicago.

## Grabs Play Via Savvy, Showmanship

Registration Total 2,300

NEW YORK, April 12.—On the eve of the opening of its fourth annual Radio and Business Conference, the City College of New York (CCNY) appears to have stolen the play away from its principal "competitor" in the college radio institute field, Ohio State. Where interest—at least as it is expressed in New York by commercial broadcasters—has been flagging in Ohio State's annual Institute for Education by Radio, it has been, contrariwise, mounting insofar as the CCNY Conference is concerned. CCNY's shindig, which opens tomorrow (Tuesday, 13), had as of Thursday (8) a registration of 2,300 or 1,300 more than its 1947 total.

While Ohio retains its appeal for educational broadcasters, and has done so despite objections by commercial radio men, CCNY is apparently going on the theory that the two fields should be catered to equally. In addition, the Ohio Institute has invariably compressed an enormous agenda into a short time, resulting in innumerable conflicts. A final criticism of the Ohio procedure, heard this year as before, has been that its schedule is repetitious, especially insofar as panel topics are concerned, and in addition, it almost completely neglects television.

Altho CCNY has a geographic advantage in rounding up major radio aid, it hasn't stopped there, but has injected showmanship into its agenda, selected with an eye to both commercial and educational operations, and has dressed the house with top names from New York radio. Another gimmick, dramatizing problems up for discussion, is being repeated after making an especially favorable impression last year. Dramatizations this year include items on the Mayflower doctrine, unimaginitive programing, commercial quality, the proposed new industry code, disk jockey shows and their effect on programing, television programing balance, and competitive problems of AM, FM and television.

Speakers and panel members include Fred Allen; Harold Fellows, of WEEI, Boston; Ted Cott, WNEW, New York; Jim Shouse, WLW, Cincinnati; A. A. Schechter, of the Mutual Broadcasting System (MBS); Bob Schmid, of MBS; Paul Mowrey, of the American Broadcasting Company (ABC); Nick Kersta, National Broadcasting Company (NBC) tele director, and Craig Lawrence, of WCOP, Boston.

## Segs and Babies!

NEW YORK, April 10.—Will Roland, the producer, does the Arthur Godfrey morning show, the Robert Q. Lewis and Radie Harris stanzas over the Columbia Broadcasting System (CBS). This week he became the father of a third son, a 10-pounder born at Doctors' Hospital. Observed Godfrey on his program: "What a producer!"

shortly to discuss once again merging into one union, rather than separate unions as now. Talks will come under the heading of "reactivation of the Four A's."

The New York local's meeting brought some member protests on the new contract, on the ground that they failed to obtain living cost raises at a time when they were urgently needed, but it was explained that the union's position was seriously hampered by Taft-Hartley provisions. Thus, under the new contract, AFRA actually will be working without a union shop during a 30-day period to be designated later on. All actors working during this period will participate in the consent election provided for in the contract extension.

The new contract gives 7½ per cent pay boosts to staff sound men and announcers, and increases staff minimums 5 per cent.

## Drys Plan "Sleeper" Play At Senate Liquor Hearing

WASHINGTON, April 10.—The growing threat to radio liquor plugs became graver this week as the Senate Interstate Commerce Committee scheduled an April 21 hearing on three separate bills restricting or prohibiting air and press plugs. The drys, who have stepped up their pressure on Congress thru petitions bearing hundreds of signatures, are mapping strategy for a "sleeper" play at the hearing which is considered one of the most important congressional moves on the liquor questions since prohibition. The drys are known to be hopeful that "wets" will not show up at the hearing, as was the case in a less important hearing on the issue last year. In such event, the prohibitionists are expected to argue that "public sentiment" favors their crusade. However, anti-drys are known to be fighting the crusade behind the scenes.

### Public's Welfare

Arguments by drys will differ little from their old line that liquor is detrimental to public health and morals. In attacking radio plugs, the prohibitionists will claim that radio by law is required to operate in the public interest and that liquor ads are contrary to the general welfare. Among dry organizations to be represented are the Women's Christian Temperance Union, the Board of Temperance of the Methodist Church, Southern Baptist Sunday Schools and Youth for Christ. The bills which the drys are pressing for would deprive radio of approximately \$7,000,000 in yearly revenue. Altho no hard liquor advertising is broadcast, beer radio time is figured at roughly \$5,000,000 with an added \$2,000,000 for wines.

One of the measures up for airing is the Capper bill to ban all liquor advertising, which was aired briefly before the close of the last congressional session. Two compromise bills introduced jointly by Senators Edwin Johnson (D., Colo.) and Clyde Reed (R., Kan.) are also to be debated. One of these would prohibit all but institutional plugs, and the other would ban any liquor advertising that "suggests" drinking as beneficial to health.

## RDG Exec Nominees Picked for May Vote

NEW YORK, April 10.—Nominations have already been made for exec posts at the Radio Directors' Guild and will be voted on at the May 3 monthly meeting.

Contestants include Lester O'Keefe and Robert Lewis Shayon, for proxy; Tom Bennett and Mitchell Grayson, for vice-president; Charles Powers and Maurice Robinson, for secretary, and Ernest Riccia and Norman Sweetser for treasurer. For councilors at large, with two to be elected, Don Gillis, Perry Laferty, William Sweets, Frank Telford and Betty Todd are on the ballot. And as the council tele representative, with only one position open, Frances Buss and Charles Polacheck are in the running.

The officers are elected for one-year terms and councilors for two-year stints.

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## B. R. Fees On Way Up; Viewer Costs Falling

VIRGINIA BEACH, Va., April 10.—Television sponsorship costs will jump 50 per cent in the next nine months, but this will be counterbalanced by a drop of over one-third in cost of reaching 1,000 viewers per half-hour. These were the predictions made by Dr. Peter Langhoff, director of research at Young & Rubicam (Y&R), to the 30th annual meeting of the American Association of Advertising Agencies (Four A's) here this week. Langhoff said that average time and talent cost of 30-minute video shows will rise from about \$6,000 now to about \$9,000 next January. Cost per 1,000 viewers will drop from about \$16.67 to \$10 during the same period, he said.

Langhoff also cited a 70 per cent higher sets-in-use figure scored by tele against radio receivers, and predicted no decline in this margin. Families owning both radio and video sets have shown overwhelming preference for the latter, he noted, pointing to the latest C. E. Hooper tolerating report of one time period in which all three New York tele stations were programing and all four radio web outlets had shows on the air. With three quarters of the combined radio-tele sample at home and using either or both sets, preferences reported showed 3 per cent on the fence, 3 per cent favoring radio and 94 per cent choosing television. "How decisive can you get?" asked Langhoff.

### Agencies' Sessions

The major portion of the Thursday sessions was devoted to television, following Wednesday's closed business sessions, with other speakers including Jack Gould, of *The New York Times*; Walter Craig, of Benton & Bowles, and Kennett W. Hinks, of J. Walter Thompson. Friday's business sessions dealt with advertising copy

## "Album" Headed For Tele Dupe

NEW YORK, April 10.—Album of *Familiar Music*, long-time occupant of the 9:30 p.m. Sunday evening spot on the National Broadcasting Company (NBC), is the latest show to be reported planning to duplicate for television. The show is sponsored by Bayer Aspirin.

It's understood conversations are now going on between the web and the sponsor, the 9:30 p.m. time on WNBT being available for sponsorship. Radio actor union regulations call for double broadcast fees, without rehearsal pay, in the event shows are duplicated.

## "Reporter" Seg Renewed on NBC

HOLLYWOOD, April 10.—National Broadcasting Company (NBC) came within an inch of losing the West Coast's pioneer news strip, *The Richfield Reporter*, after bankroller and agency squawked to the net over a shift in the time slot. The oiler's six-a-week, 15-minute news strip was renewed last week-end, however, when net made concessions and agreed to return seg to its original time period.

The Richfield show, on NBC's Western net since April, 1931, has been a long-term tenant of the 10 p.m. slot during the years. With recent passage of Daylight Saving Time in California, net was forced to move the show to 11 p.m., which Hixson-O'Donnell, agency for Richfield, refused to accept. Agency and bankroller thereupon notified the web it was cancelling airer, which would have meant a loss to the net of \$300,000 yearly in time sales.

Net sales topper, Bud Berend, met with agency reps and agreed to return the show to its previous 10 o'clock slot beginning April 25, promising to work out mechanical details in order to prevent future time juggling. Richfield accepted the proposition, withdrew its cancellation notice, and pact a deal with NBC for another year, beginning May 1, 1948.

and costs, and developments in ethics and relations.

Thomas Brophy, of Kenyon & Eckhardt, was elected chairman of the board of directors, succeeding J. C. Cornelius, of Batten, Barton, Durstine & Osborn. Clarence Goshorn, of Benton & Bowles, was elected vice-chairman, and Henry M. Stevens, of J. Walter Thompson, was named secretary-treasurer. Frederic R. Gamble, president since 1944, was named to serve another two years.

## Shuberts To Use Radio in Bid To Sell Ducats for Theaters

(Continued from page 3)

programs tentatively have been skedded to kick off April 26, and will air from 11:25 to 11:30 p.m., and from 6 to 6:15 p.m. The Shuberts are believed to feel that such a move can prove a tremendous hypo to legit, by appealing directly to the basically class audience which FM mainly reaches, and which also is regarded as the most likely play-going prospects.

### Special Switchboard

The mechanics of the operation, not yet completely worked out, tentatively call for the Shuberts to set up a special switchboard to handle calls. Listeners who phone in orders will

have their seats held at the box office until 30 minutes before curtain time. Also, a catalog of callers could be set up with permanent accounts. The value of a mailing list of newly sold play-goers also is believed to be considerable.

From the station's point of view, the impact of such a show is also likely to be of great value. It would mean bringing top-notch live talent into FM, which hitherto has been sadly lacking of names other than those brought in via duplicated AM shows. It also marks the striking back of an indie FM outlet against AM adjuncts, which are believed to have been getting the lion's share of FM listeners since duplication began.

## NARBA Delay Helps Clears

(Continued from page 5)

United States to meet the present May 1 deadline for any proposals to the scheduled August NARBA meeting in Canada. The current NARBA interim agreement is scheduled to expire in March, 1949, but the State Department now contemplates its extension for an additional year to give ample time for the United States to settle the three-year-old clear-channel controversy.

### Break for Clears

It is considered possible that deferment of NARBA may give clear-channel broadcasters an advantage in their fight to block the Johnson bill, which would compel Federal Communications Commission (FCC) to break up the clears. This view is based on belief that the Senate Interstate Commerce Committee is at present in a favorable mood toward the Johnson bill and that the clears need more time to fight such action.

The current hearing on the bill, as anticipated, has developed into a wordy proceeding which is peaceful compared with the furious battle raging behind scenes on Capitol Hill. It has been learned that both regional and local stations have been bringing the clear-channel issue to the attention of their district congressmen, and clears have lost no time in doing likewise. As a result, more congressional interest is being registered in the Johnson bill than in many better known measures.

The nature of some of the arguments which have been presented to congressmen individually by anti-clears will come into the open at next week's session of the Senate committee hearing when several proponents of the Johnson bill, including some 35 reps of regional and local stations, will contend that the present clear-channel system fosters monopoly and provides unfair competition to smaller stations.

### Caldwell Leads Foes

The fight against the Johnson bill is being led by Louis G. Caldwell, legalist for Clear-Channel Broadcasting Service (CCBS), which comprises 16 of the nation's clear channels. Caldwell has claimed that argument over the Johnson bill is a battle between "many millions of rural listeners" who want better service, and "commercial interests" which want "more stations to serve urban centers." He has argued that the clears are better able than other kinds of broadcast service to bring radio programs to rural listeners.

Witnesses for individual clear-channel outlets described to the Senate group the "quality" of their service to rural area and reps of farm groups declared that breaking up of clear frequencies would prove a hard blow to farm areas. Some 30 witnesses have attacked the measure at the hearing.

Witnesses from the four major networks unanimously opposed the measure Friday (9). The Mutual Broadcasting System (MBS), which had steered clear of all but the engineering part of the FCC's hearings, was represented by its engineering director, Earl Johnson. He said the Johnson bill takes into account only a small portion of the general allocations situation. He asked that solution of the clear-channel problem be left to the FCC.

The American Broadcasting Company opposed the Johnson bill on the grounds that the best way to improve rural listening was by providing additional power to clears. The Columbia Broadcasting System said "there should be no reallocation or reclassification at this time." The National Broadcasting Company went on the committee record as objecting to "statutory limitations on power" and "breakdown of clear channels."

**All Aboard!**

NEW YORK, April 12.—Soon after the great snow of last December, WHLI, Hempstead, L. I., aired a series called *Operation Snafu*. It detailed the great foul-up on the Long Island Railroad. This week the line began sponsorship of an early-morning series on the station, airing news, weather reports — and, perhaps, info on late trains.

# FCC Sets Port Huron Hearing

## Washington Round-Up

**CLIFFORD J. DURR**, Federal Communications Commissioner, is standing pat on his criticism of the Federal Bureau of Investigation (FBI) with a new blast administered by the commissioner in a speech before the Washington chapter of the Southern Conference for Human Welfare this week. Durr, who is urged upon President Truman for a renomination (present term expires June 30), told the Southern conference that "restraining freedom of speech is just as dangerous to democracy as fraud at the ballot box." The commissioner, who has criticized the FBI's methods of investigating ideological backgrounds of broadcast applicants, insisted that "democratic government must take certain calculated risks in times of crisis or it ceases to be democratic."

**FCC'S BUDGET** for the 1949 fiscal year will be \$6,310,000, under the terms of a congressional compromise approved last week. This figure represents an increase of \$60,000 over the current budget, but is \$245,000 less than the amount requested by the commission.

**HEARINGS ON** United Auto Workers (UAW) for a radio channel in Detroit winds up Tuesday (13), and the FCC is expected to take months in deciding. UAW, competing against WCAR, of Pontiac, Mich., for a Detroit outlet, argued at hearing sessions last week that "public service" should be the paramount consideration in the fight and that Detroit, which has become "the nation's No. 1 melting-pot city, seriously needs a public service station rather than just another commercial station." Joseph Rauh, Washington legalist, handled the UAW side. The hearings have been going on at intervals since early March.

**BING CROSBY** will head the Apple Blossom Parade at Winchester, Va., April 29, Sen. Harry F. Byrd announced last week.

**UNIFORM DAYLIGHT** saving time for radio and the nation appears to be getting closer and closer, with Senate approval this week of a bill putting the District of Columbia on daylight saving, and with a big rush of proponents readying for a Senate Interstate Commerce Committee hearing on a nationwide daylight bill next week (13). The D. C. daylight bill will reach the House floor soon, and the general expectation is that it will be passed, giving a boost to the nationwide daylight measure.

## RWG May Ask Pre-Fall Strike

NEW YORK, April 10.—The possibility that the Radio Writers' Guild (RWG) may call a strike against the advertising agencies before next fall, as had been planned, arose following a membership meeting here Wednesday (7). The disposition of the writers seems to be against waiting until fall, which period had been chosen on the theory that a strike would then be more effective. Writers and the ad agencies are deadlocked in negotiations on a new minimum basic agreement.

Unusual support was given the union when Frank and Anne Hummert, who produce, write and control a great number of sponsored programs, joined this week. They stated they would, if a strike were called, take their shows off the air.

## KYW's Mex Fight Encounters Snag

PHILADELPHIA, April 10.—In an effort eventually to invoke international law against XEDP in Mexico City, Westinghouse's 50,000-watt KYW hit a major snag this week when the suburban Whitmarsh Township zoning board reserved decision on application for permission to erect two 465-foot transmission towers adjacent to its present transmitting site.

Township residents in opposing the station's application said there were already two towers in the area—belonging to WFIL and WIBG—and if KYW built up in the air, "it will make it like a forest of towers out here."

Robert E. White, KYW general manager, said KYW wanted to bring

## Radio Captures Knight's Knight

DETROIT, April 10.—The complications of combined press and radio ownership proved mildly confusing this week after John S. Knight's *Detroit Free Press* took a slap specifically at *This Is Your FBI*, aired locally by WXYZ, American Broadcasting Company (ABC) outlet, and generally at all gangster shows in an editorially slanted news story on the front page. Essence of the story was that two Detroit youngsters had used in attempted stick-ups or extortion plots ideas which they said they picked up from the program. The usual type of symposium attacking crime stories, in radio and movies and—to be strictly fair—in comics, followed, with sundry civic leaders contributing condemnations.

Then someone in radio dug up a current log for WQAM, Miami, which is also owned by Knight, and found not only *This Is Your FBI* prominently on the log, but other shows of the same type, including *Murder and Mr. Malone* and *Gangbusters*.

This week's development followed a campaign by *The Free Press* last month in which civic leaders were asked to comment on the *FBI* show and similar offerings. As a result, radio took a front-page lambasting as contributing to juvenile delinquency.

its transmission to maximum efficiency so as to be able to invoke international law against the Mexican station, which is beaming programs this way on KYW's frequency. He pointed out that the law provides that the station being interfered with must operate at maximum efficiency before it may protest.

# To Act May 7 On Political Libel Issue

## Ignores NAB's Protest

WASHINGTON, April 10.—WHLS, Port Huron, Mich., is caught right in the middle of the controversy touched off by the ruling of the Federal Communications Commission (FCC) on libel and station censorship. The FCC announced this week that oral argument on its proposed renewal of WHLS's license would be held May 7. Labor unions are taking a keen interest in the ruling.

In setting a hearing on the proposed license renewal as well as the libel ruling contained in the tentative decision, the FCC is going counter to a request by the National Association of Broadcasters (NAB), which asked that the two matters be separated. The NAB wants to oppose the FCC ruling that stations are not subject to libel in political broadcasts and may not censor them, but doesn't want to be in the position of jeopardizing WHLS.

## Would Separate Issues

Late yesterday (9) the NAB issued a statement that the organization was gratified that a hearing was to be held, but insisting that the FCC ought to grant WHLS a simple license renewal and hold the hearing on the libel censorship alone.

Labor's interest was disclosed in a survey of the FCC's mail on the WHLS docket, where a dozen unions are tabbed as having requested FCC to provide a total of over 100 copies of the proposed decision.

Comments pro and con have been coming in to the commission, the survey showed. A dozen lawyers have asked for copies of the ruling, but only Eugene Black, attorney general of Michigan, expressed a view. Black commended the FCC "for the able manner in which it has determined a hitherto troublesome question."

## Congressman Demurs

The opposite viewpoint was advanced by Rep. O. C. Fisher (D., Tex.). He wrote the FCC: "I earnestly hope that it may be found proper for the commission to forego a final decision on this subject and permit the courts to make the interpretation." Fisher said several stations in (See *Port Huron Hearing* on page 14)

# Kids, 8-14, Have 1-Billion Dollar Buying Power

NEW YORK, April 10.—Children between the ages of eight and 14 have a potential buying power of over \$1,000,000,000, according to a Gilbert Youth Research Organization survey. The study was a part of the youth research program undertaken by the National Broadcasting Company (NBC) and was based on interviews conducted with 1,100 boys and girls in New York, Chicago, Pittsburgh and Philadelphia.

The survey revealed that the youngsters have a minimum income (allowance and earnings) of \$1.57 weekly, that less than half brush their teeth twice a day, that they consume over three candy bars per youngster per week, that nearly 60 per cent of the girls stop eating cereals by the age of 14 and that at 10 a.m. Saturdays 65 per cent are available to listen to the radio.

With regard to the latter point, it was found that of the youths interviewed 86 per cent of the girls and 78 per cent of the boys listen on Saturday morning and over half of those listen every Saturday.

The top programs for the boys were *Adventures of Frank Merriwell*, *Archie Andrews* and the *Adventurer's Club*; for the girls, *Let's Pretend*, *Archie Andrews* and *Frank Merriwell*.

NBC has made an agency presentation with results of the survey. It's titled *Tomorrow's Customers—Today*, and is being pitched to the ad men by George W. Wallace, NBC sales promotion manager.

# Elgin Indicates Marx Renewal

NEW YORK, April 10.—Elgin-American, sponsor of the Groucho Marx show over the American Broadcasting Company (ABC), indicated this week its intention of renewing for the fall. The show is dropping out of its 9:30 Wednesday seg after the April 21 ainer. Elgin has tentatively approved a \$10,000 promotional expenditure for the show's return after its hiatus.

The notification of the sponsor's fall intentions must be in ABC's hands by the date of the last show.

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## Network and Local Program Reviews

### Varsity Varieties

Reviewed April 3  
Sustaining Over WHN, New York

Saturdays, 1:30 to 2 p.m.

Edited and written by Leonard Feather; announcer for WHN, Leonard Feather.

This show is being aired over local stations thruout the country as a promotion gimmick for *Varsity* magazine, which distributes scripts and selects records each week for stations contracting for the show. Records recommended by script editor Leonard Feather generally are available in most outlets' libraries; in cases where they are not, the script is adapted for a substitute.

WHN not only subscribes to the *Varsity* service, but it also uses Feather himself as its disk jockey for the show. The stanza caught found Feather deviating from his own script, but for a good reason. He presented, as guests, the vocalist Leslie Scott and be-bop trumpeter Dizzy Gillespie, just back from Europe. The patter between platters was scripted intelligently, showing Feather's musical background without talking down. Feather read the stuff as tho he wrote it.

As to the numbers selected, well, Feather certainly bent over backward trying to satisfy everyone. But it did seem strange for Feather, who is busily penning a book with bopster Gillespie, to plug Guy Lombardo's platters, as he did on this show. But it was all in the interests of a rounded program, which this was. *Sam Chase.*

### April Fool's Opera

"Europa und der Stier"

By Siegfried Stizpartz

Reviewed April 1

Sustaining Via WQXR, New York

One performance only, April 1

10:30 to 11 p.m.

Producer-writer, Arch Kepner; cast, Philip Stahl, Alan Taulbee.

Something akin to the United Nations getting up a baseball team to challenge the New York Yankees took place last week when WQXR, which programs strictly from long-hair, let down that hair and kidded itself for the second straight year with an *April Fool's Opera*. The show consisted of bolloxed-up records with intermittent sound effects tossed in, and a serio-comic commentary and program remarks by staff announcers. Having decided to go off the deep end, WQXR went way off, with hardly a sane moment on the show. Generally, the effect was uproarious.

Titled *Europa und der Stier*, by one Siegfried Stizpartz, the opus got the usual pre-performance remarks, rendered in hushed, almost worshipful tones, describing the audience, its apparel, the costumes, sets and performers. One of these, it was said, "had his last appearance at La Scala, Milan, where he was heard complaining over the price of admission." The story, if it could be said to have one, concerned the doings of Jupiter, who decided to wolf around on earth in the form of a bull. Running into a nifty dish by the name of Bess, he turned her into a heifer so that everything would be legal, and climaxed this by warbling the aria, *Bess, Du Bist*

### Thinking Allowed

Reviewed April 4

Sustaining Via ABC

Sundays, 4:15-4:30 p.m.

Estimated Talent Cost: \$250; producer-writer-commentator, Cal Tinney.

Current Hooperating of the program (Sustaining) .....None  
Current Hooperating of show preceding (Sustaining) .....None

Current Hooperating of show following ("Met. Aud. of Air") ..... 3.6

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS: Sustaining .....None

MBS: "House of Mystery" ..... 6.9

NBC: "Quiz Kids" ..... 8.2

Cal Tinney has been in radio too long to be called a refreshing personality. But if he were new to the kilocycles, that's how this reviewer would tab him, because his unorthodox, gently-barbed delivery widely varies from the radio norm. His reputation is that of a homely philosopher and commentator, and his program buttresses this description, for he does lend point, via brief statements and rhetorical questions, to a flock of current national and international phenomena. Tinney is also full of kindly advice and gentle admonition, and he likewise expresses wonderment at the changing scene.

Thus, he asks: "What ever happened to Cubeb cigarettes?" And to President Truman: "Don't let them rattle you, Henry." And to The Kinsey who wrote *That Book: "K-K-K Kinsey (to the tune K-K-K Katy) I'll be waiting for your book about the girls."* In fact, Tinney is enamored of this usage of song parody. Another of his efforts is concerned with Congressmen and done to the tune of *Flow Gently, Sweet Afton*. This made use of the provocative line: "Thy long-winded speakers with nothing to say."

When caught Sunday (4), Tinney treated nothing at length, his script just brushing a myriad of topics, including—in addition to those mentioned—Russia, the cold war, Frank Sinatra and television. He even quoted RCA's David Sarnoff and NBC's Frank Mullen on tele.

What it all added up to was a kaleidoscopic series of impressions of current life. Thought-provoking, yet easy to listen to; satiric, yet kindly. Somebody ought to buy him.

*Paul Ackerman.*

*Meine Coe, Noo?* This was followed by the recitative, *Wo Ist Grossmutter's Tisch?*

### Cap and Bells

Recorded music consisted of speeded-up records, plus interjection of items like the Pepsi-Cola jingle, and fire sirens. In addition, there were some remarks from the composer, whose delivery and material might well have been confused with some of Henry Morgan's better material of the same sort. In all, it was good fun, which must have hit the unsuspecting listener with considerable surprise, and furnished the station's staff members with some giddy moments. It's nice to know that WQXR can drop the top hat on occasion and substitute the cap and bells, and do a good job at that. *Sam Chase.*

## TALK OF THE TRADE

### Station Relations

**BOB MARTINEAU**, manager of WKNB, New Britain, Conn., is carrying on an intensive pre-season baseball campaign. Station has installed 35 FM receivers in restaurants and grills for use during the season. Sets, purchased by station, will plug the night baseball games of the Boston teams. WKNB is daytime only, unable to carry night games over AM, and so is featuring night games over its FM outlet. . . . Dave Scott, program manager of WKNB, on the sick list with pneumonia.

Robert P. Beaulieu appointed musical director of KSTP, Minneapolis, succeeding Leonard Leigh, who resigned several months ago in a dispute with Stanley Hubbard, station prexy, over money. . . . Effective September 1, WHUM, Reading, Pa., 250-watter managed by Robert Magee, joins CBS as a basic supplementary outlet. . . . Bud Hohensee, formerly with WICC, Bridgeport, Conn., named staff announcer at WLNH, Laconia, N. H.

**RALF BRENT**, manager of WGYN, FM outlet in New York, this week became the father of a girl. . . . Martin Tobin, formerly with WGR, Buffalo has been appointed manager of KWAT, Watertown, S. D. . . . Adam Young Jr., of New York, appointed national representative for WUSN, Charleston, S. C. . . . Eleanor N. Sanger, program director of WQXR, New York, will speak on the function of a specialized station at the New York City Federation of Women's Clubs, Monday (12).

Activities of WKRC and WCTS, respective AM and FM outlets of the Cincinnati Times-Star Company, come under the direction of Radio Cincinnati, Inc., new subsidiary of the newspaper company, as a result of a transfer effective April 1. Hulbert Taft, executive veepee of the stations, said there will be no changes in management, personnel or policy as a result of the transfer.

### Network Operations

**FOR THE FIRST TIME**, starting April 25, the 500 affiliates of the Mutual Broadcasting System (MBS) will put into effect a plan of delayed broadcasts during the daylight saving months—so as to assure Mutual commercial and sustaining programs uninterrupted release at the same time thruout the year. Plan is similar to those announced by other webs, but is perhaps more sweeping. It involves operating the chain as four webs, thus necessitating the purchase of more than 1,000 miles of additional network lines.

Lawrence W. Lowman, vice-president of the Columbia Broadcasting System (CBS), has accepted chairmanship of the radio division of the 1948 joint campaign of the New York City Cancer Committees. . . . Beverly Wills, 15-year-old daughter of CBS comedienne Joan Davis, has been added to cast of Columbia's new Saturday morning comedy series, *Junior Miss*.

**JOHN STANLEY** and Muriel Starr added to cast of the National Broadcasting Company's (NBC) *Young Widder Brown*. . . . Hugh Thomas has been given the role of Frosty Miller on the NBC serial, *Women in White*. . . . A daughter, Donna Ilene, was born to the Specs (CBS) Powells at Lincoln Hospital recently. Pop is a staff musician with the web.

A special edition of the score of *Are You Listenin', Joe?*, political oratorio first broadcast on the Eddie Cantor show March 11, has been mailed to more than 400 schools and colleges which requested it for local presentation. It's also scheduled for rebroadcast on the Cantor program Thursday (15).

### Agencies and Clients

**MARTIN JONES**, radio and television director of the Buchanan agency, resigned this week. Jones, an authority on video production, plans to return to that field. . . . Jack Wyatt, radio director of Cecil & Presbrey, on a talent trip to the Coast for two to three weeks. . . . Morgan Ryan, network sales chief at American Broadcasting Company, to Detroit for four quick pitches on *Stop the Music*.

A New England agency man, beset by station and web salesmen, now greets them by handing them a small printed card reading: "So it's you again. Another half hour shot to hell with you?" . . . Jim Sheldon has left WOR to become director of We, the People for Young & Rubicam. The same agency named Everard Meade a veepee and manager of its radio department. He was with American Tobacco. . . . Scared Records is expanding into the radio transcription field with religious shows. . . . Oliver W. Nicoll, executive director of Radio Features of America, leaving for Toronto.

Armstrong, Schliefer & Ripin have named Sam Hunsaker, ex-N. W. Ayer, to head the radio and video department. . . . Jim F. Simons has purchased all the stock in Nashville's Hedrick & Company, which is almost exclusively devoted to radio advertising. . . . Len A. Kamins has resigned as account exec at Brooke, Smith, French & Dorrance, Inc., Detroit. . . . Edward J. Rosenwald, former veepee with Louis G. Cowan, radio package outfit, has joined Harry B. Cohen Agency with a like title.

### FCC Okays KOOL Sale to Gene Autry

WASHINGTON, April 10.—Film cowboy Gene Autry has been granted permission by the Federal Communications Commission (FCC) to buy KOOL, Phoenix, Ariz., for \$250,000. A condition of the sale is that Autry divest himself of his interest in KPHO, of the same city, within 90 days.

A few weeks ago Autry purchased a one-half interest in KOWL, Santa Monica, Calif., for \$80,000.

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# PIX URGED TO BOOST TELE

## Fairbanks Named Pic Buyer For NBC's Library and Affils

NEW YORK, April 10.—National Broadcasting Company (NBC) took a major step forward in the creation of a film library this week when it appointed Jerry Fairbanks as official film buyer for the web and its affiliates. Fairbanks, whose Eastern representative is Jack Pegler, is empowered by NBC to make all types of deals. For instance, he may buy films outright, lease them for one performance, or he may lease them in toto with a clause permitting NBC to release them. It was learned that Fairbanks now is most interested in buying short subjects for the NBC operation, but the long-range intent is to buy all types.

### Affils' Complaints

The appointment of Fairbanks as film buyer was hastened by the web's affiliates, who at the NBC television clinic, complained that they were being deluged by "men with black brief cases" trying to sell films of all sorts, foreign and domestic. One station in desperation appointed a man to do nothing but talk to film salesmen. Affiliates pointed out to the web brass that they had no experience in film buying and were unable to judge quality. Affiliates also pointed out that they were completely ignorant of film contracts. NBC, therefore, made the Fairbanks appointment to solve two problems, one being the creation of a film library, and the other being the creation of a centralized organization which would simplify film matters for the affiliates.

According to one NBC topper, Fairbanks will select films from which both the web and affiliates may draw. He added that the service would be especially valuable in cities where no web connection exists.

Fairbanks, of course, is also rapidly going ahead with his own production plans and soon expects to have the first batch of *Public Prosecutor* films ready for NBC (*The Billboard*, April 10). He is also blueprinting a bevy of new productions.

## Stowman Heads Tele Sales for WFIL-TV

PHILADELPHIA, April 10.—Kenneth W. Stowman, who supervised the construction and the initial operations of *The Philadelphia Inquirer's* WFIL-TV, has been appointed television sales manager of the station. Video sales will be closely integrated with the WFIL radio sales set-up and all under the direction of John E. Surrick, sales director for *The Inquirer* stations. Stowman will be responsible for tele sales in both the national and local fields.

Roger W. Clipp, general manager of all *Inquirer* stations, which also include FM and fax, will continue as the over-all head of video as well as of the radio set-up. As such, Clipp will be the general manager of both stations and decentralize the functional duties of a director of television, which title Stowman held.

## Deal Brewing For NBC Use Of Pathe Lot

NEW YORK, April 10.—RKO-Pathé, Inc., a subsidiary of RKO-Radio Pictures, and the National Broadcasting Company (NBC) were negotiating this week for the broadcast to take over the film firm's New York studios. Harry Michaelson, president and general manager of RKO-Pathé, said this week that the deal, if completed, would give NBC exclusive rights for the use of the lot on East 106th Street, which includes three sound stages and a music stage.

The facilities of the uptown plant, less than two years old, are deemed ideal for video use, and several other tele stations, including some not yet on the air, are known to have cast acquisitive eyes in its direction. Two feature films were made in the studios this year, and a third now is in production on the lot. *The Daily News* tele station, WPIX, is known to have been in close consultation with RKO about having the movie firm produce WPIX film programs for the station, but there were no discussions about WPIX actually taking over the studios and making its own pictures.

Considerable speculation is now afield concerning NBC's intentions, should the pact be inked. Jerry Fairbanks, who is now supplying all the web's film needs, has his studios in California, and one possibility is that he might move in and staff the New York studio as well.

## AFM Pact With Tele Is Near; Webs Try To Hold Pay Down

NEW YORK, April 10.—Network execs and the American Federation of Musicians (AFM) are close to a 90-day agreement covering scales for musicians performing in television. As indicated in *The Billboard* last week, this pact would be a short-term one—for three months or 13 weeks—and would be designed to allow the webs and tele operators to start production of musical TV programs. It is expected that the pact will be in the nature of a trial period; in other words, it would give both television producers and the AFM a chance to become familiar with actual problems involving use of musicians in the new medium. At the end of the three-month period, the contract would be subjected to changes in accordance with facts learned.

The latest session of the AFM with network brass was held Friday (9). James C. Petrillo, AFM chief, was absent because of a bad cold and also because his plane, en route to New

## N. W. Or Else!

MINNEAPOLIS, April 10.—For some two or more years now the Cowles-owned *Minneapolis Star* and *Tribune* have been trying to change the name of the Northwest to "something more fitting." They ran a contest and selected the designation "Upper Midwest" as the proper monicker for the area.

New firms were urged to incorporate the title into their business names, but only two new companies fell for the gag. Recently the Cowles boys applied for video station in Minneapolis. The permit was granted. The firm name is the Northwest Broadcasting Company.

## Wynn Auditions For Texas Seg

NEW YORK, April 10.—Ed Wynn, who tossed his fire chief helmet into the prop room several years ago, this week blew the dust off it and auditioned for the top spot on his old radio sponsor's new television show. Wynn is being considered by the Texas Company to headline its hour-long seg, purchased this week from WNBT.

No starting date has been set for the 8 to 9 p.m. Tuesday period, but Myron Kirk, of the Kudner Agency, said he gained a time extension to acquire a suitable property. The deal with WNBT gives Kirk 60 days from the Tuesday (6) pact date to get a show on the air.

Wynn got his radio start via Texico's early radio sponsorship.

## Stokes Goes Into Tele

CHICAGO, April 10. — Harold Stokes, program manager for the AM and FM operations of the American Broadcasting Company (ABC) central division, is taking over the post of program manager in ABC television also. The web's station here is WENR-TV.

## Don't Fight It, Join Parade Theaters Told

HOLLYWOOD, April 10.—Television will bring about a decline in motion picture box-office takes, a report by the video committee of the Southern California Theater Owners' Association (SCTOA) said this week. The reduction, the report continued, probably will be only temporary, and film interests were urged to hop on the tele bandwagon now. The survey also declared that "television cannot and should not be retarded in any way by this industry."

The committee told SCTOA members that, while surveys indicated a reduction in "movie-going habits of these set owners," the group predicted that "once the novelty period has worn off, it (tele) will find its place in the entertainment scope of the American way of life, the same way as did radio." The report also urged that "the publicity departments of the studios and theater interests concern themselves with television advertising and make full use of its facilities to the extent that every feature picture will eventually be sold in every living room."

Theater owners were urged to gain legal clearance before using any tele matter on their screens. This would seem to head off the court battle many observers believed would be necessary to determine rights of exhibitors to project telecasts onto their screens. However, the SCTOA group also predicted that theater tele is definitely on the way, and stressed the necessity of theater owner experimentation with public tele at this time. Caution was urged in purchasing of equipment as well as in selection of programs which would lend themselves to audience interest, since dull material would kill the patrons' enthusiasm for video in flicker houses.

## Speak Up, Madam!

NEW YORK, April 10. — American Broadcasting Company (ABC) has taken an option on a video show packaged by Walter Kiernan, radio commentator and newspaperman. The show is described as a Mr. Anthony in reverse, with Kiernan giving problems to people in the audience who have no problems. The audience tries to solve them.

The program may debut late this month in Philadelphia or Washington.

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# THE TV NETWORK PICTURE

## NBC Maintains Head Start In Growing TV Net Field

NEW YORK, April 10.—The National Broadcasting Company (NBC) is maintaining its lengthy lead in the expanding field of network television potentialities. Altho comparatively few actual contracts have been signed by any of the webs, the number of NBC affiliates with CP's (construction permits) and applications pending exceeds that of the other two AM radio networks, Columbia (CBS) and American (ABC).

The lists below, on a network basis, show as of current standing, the number of stations on the air; the number of affiliates granted CP's; the number operating under special temporary authorizations and the number with applications pending. WMAL-TV, Washington, shown as a signed ABC affiliate, had not signed its contract as of Saturday (3) but was expected to do so momentarily.

In Baltimore, CBS has signed with WMAR-TV, altho its AM affiliate, WCAO, has an application pending.

A list showing all other TV stations, applications and CP's, as of the moment without any network affiliations, will be published in next week's issue of *The Billboard*.

	Network Totals					Para- mount
	NBC	CBS	ABC	MBS	DuMont	
Licenses .....	4	2	—	—	1	1
Special Temporary Authoriza- tions .....	7	1	2	1	1	1
Construction Permits .....	24	8	10	4	2	3
Applications Pending .....	16	33	22	19	5	5
<b>Total Stations .....</b>	<b>51</b>	<b>44</b>	<b>34</b>	<b>24</b>	<b>5</b>	<b>5</b>

NATIONAL BROADCASTING COMPANY					
	Status*	City	AM Call	TV Call	Channel Number
Albuquerque B/cg.	CP	Albuquerque	KOB	KOB-TV	4
Hearst Radio	STA	Baltimore	WBAL	WBAL-TV	11
Westinghouse	CP	Boston	WBZ	WBZ-TV	4
WBEN, Inc.	CP	Buffalo	WBEN	WBEN-TV	4
NBC	CP	Chicago	WMAQ	WNBQ	5
**Crosley B/cg.	STA	Cincinnati	WLW	WLWT	4
NBC	CP	Cleveland	WTAM	WNBK	4
**Crosley B/cg.	CP	Columbus, O.	WLW	WLWC	3
**Crosley B/cg.	CP	Dayton	WLW	WLWD	5
Carter Publications	CP	Fort Worth	WBAP	WBAP-TV	5
Evening News	STA	Detroit	WWJ	WWJ-TV	4
Travelers B/cg.	Appl.	Hartford	WTIC	—	10
WJAC, Inc.	CP	Johnstown, Pa.	WJAC	WJAC-TV	13
NBC	CP	Los Angeles	—	KNBH	4
WAVE, Inc.	CP	Louisville	WAVE	WAVE-TV	5
Journal Co.	STA	Milwaukee	WTMJ	WTMJ-TV	3
Memphis Publishing	CP	Memphis	WMC	WMC-TV	4
Maison Blanche	CP	New Orleans	WSMB	WRTV	4
NBC	Lic.	New York	WNBC	WNBT	4
Outlet Co.	CP	Providence	WJAR	WJAR-TV	11
Phlco	Lic.	Philadelphia	—	WPTZ	3
**Havens & Martin	STA	Richmond, Va.	WMBG	WTVR	8
Pulitzer Publishing	STA	St. Louis	KSD	KSD-TV	5
**KSTP, Inc.	STA	St. Paul	KSTP	KSTP-TV	5
Intermountain B/cg.	CP	Salt Lake City	KDYL	KDYL-TV	2
General Electric	Lic.	Schenectady	WGY	WRGB	4
Fort Industry	CP	Toledo	WSPD	WTVT	13
Trent B/cg.	Appl.	Trenton, N. J.	WTTM	—	1
NBC	Lic.	Washington	WRC	WNBW	7
WDEL, Inc.	CP	Wilmington	WDEL	WDEL-TV	4
WGAL, Inc.	CP	Lancaster, Pa.	WGAL	WGAL-TV	4
Westinghouse	Appl.	Pittsburgh	KDKA	—	6
Louis G. Baltimore	Appl.	Wilkes-Barre	WBRE	—	11
A. H. Belo Corp.	Appl.	Dallas	WFAA	—	10
Isle of Dreams B/cg. Corp.	Appl.	Miami	WIOD	—	5
Atlanta Journal	CP	Atlanta	WSB	WSB-TV	8
Phlco	Appl.	Bethlehem, Pa.	—	—	8
Lehigh Valley B/cg.	Appl.	Allentown, Pa.	WSAN	—	8
Birmingham B/cg. Co.	CP	Birmingham	WBRC	—	4
Kansas City Star	CP	Kansas City, Mo.	WDAF	WDAF-TV	4
WOW, Inc.	CP	Omaha	WOW	—	6
Stromberg-Carlson	CP	Rochester	WHAM	WHTM	6
Houston Post	Appl.	Houston	KPRC	—	4
Indianapolis B/cg.	Appl.	Indianapolis	WIRE	—	8
WSOC, Inc.	Appl.	Charlotte	WSOC	—	9
Alfan Radio	Appl.	San Diego	KFSD	—	10
Badger B/cg.	Appl.	Madison, Wis.	WIBA	—	9
Central B/cg.	Appl.	Des Moines	WHO	—	2
Southland Industries	Appl.	San Antonio	WOAI	—	4
The Tribune	Appl.	Tampa	WFLA	—	4
Note: Earle C. Anthony	CP	Los Angeles	KFI	—	9
Has a CP. KFI is affiliated with NBC, but since NBC owns a TV station (holding a CP) in Los Angeles, Mr. Anthony's station has not been listed under the NBC network.					

COLUMBIA BROADCASTING SYSTEM					
		City	AM Call	TV Call	Channel Number
CBS	Appl.	Chicago	WBBM	—	11
CBS	Lic.	New York	WCBS	WCBS-TV	2
WGAR	Appl.	Cleveland	WGAR	—	7
**KRLD	CP	Dallas	KRLD	KRLD-TV	4
WJR	Appl.	Detroit	WJR	—	5
WHP	Appl.	Harrisburg	WHP	—	8
Connecticut B/cg.	Appl.	Hartford	WDRG	—	10
**WFBS	CP	Indianapolis	WFBS	—	6
**E. F. Peffer	CP	Stockton, Calif.	KGDM	KGDM-TV	8
**WHAS	CP	Louisville	WHAS	WHAS-TV	9
Fort Industry Co.	Appl.	Miami	WGES	—	5
**WCAU	STA	Philadelphia	WCAU	WCAU-TV	10
Cherry & Webb	Appl.	Providence	WPRO	—	13
**Jefferson Standard B/cg.	CP	Charlotte, N. C.	WBT	—	3
**Times-Star	CP	Cincinnati	WKRC	WKRC-TV	11
South Bend Tribune	Appl.	South Bend	WSBT	—	13
**Radioho, Inc.	CP	Columbus, O.	WBNS	WBNS-TV	10

	Status*	City	Call AM	Call TV	Number Channel
**Miami Valley B/cg.	CP	Dayton	WHIO	—	13
Allen T. Simmons	Appl.	Akron	WADC	—	11
**Clark Associates	CP	Binghamton, N. Y.	WNBF	WNBF-TV	12
CBS	Appl.	Boston	WEEI	—	9
WKBN	Appl.	Youngstown	WKBN	—	13
Nutmeg State B/cg.	Appl.	Waterbury	WBRY	—	12
School of Technology	Appl.	Atlanta	WGST	—	11
McKinnon Publications	Appl.	San Diego	KSDJ	—	6
Midland B/cg.	Appl.	Kansas City, Mo.	KMBC	—	9
Voice of Alabama	Appl.	Birmingham	WAPI	—	13
KTRH	Appl.	Houston	KTRH	—	5
WHEC	Appl.	Rochester	WHEC	—	2
WGR	Appl.	Buffalo	WGR	—	9
WTAG	Appl.	Worcester	WTAG	—	5
Pittsburgh Radio Supply House	Appl.	Pittsburgh	WJAS	—	10
Midland B/cg.	Appl.	Kansas City, Mo. (xmitter-Topeka)	KMBC	—	9
Loyola University	Appl.	New Orleans	WWL	—	10
Tri-States Meredith B/cg.	Appl.	Des Moines	KSO	—	2
Monumental Radio	Appl.	Baltimore	WCAO	—	6
**Sun Papers	Lic.	Baltimore	WMAR-TV	—	2
Midland B/cg.	Appl.	St. Joseph (xmtl) Kansas City (studio)	KMBC	—	13
Murphy B/cg.	Appl.	Des Moines	KSO	(not counted in total)	2
Topeka B/cg.	Appl.	Topeka	WIBW	—	7
CBS	Appl.	San Francisco	—	—	9
Florida B/cg.	Appl.	Jacksonville	WMBR	—	4
West Virginia B/cg.	Appl.	Wheeling	WVVA	—	12
Larus & Bro.	Appl.	Richmond, Va.	WRVA	—	10
Hearst Radio	Appl.	Milwaukee	WISN	—	10

AMERICAN BROADCASTING COMPANY					
	Status*	City	Call AM	Call TV	Number Channel
ABC	CP	Chicago	WENR	WENR-TV	7
ABC	CP	Los Angeles	KECA	WECA-TV	7
ABC	CP	New York	WJZ	WJZ-TV	7
ABC	CP	San Francisco	KGO	KGO-TV	7
ABC	CP	Detroit	WXYZ	WDLT	7
Minnesota B/cg.	CP	Minneapolis	WTCN	WTCN-TV	4
New Bedford Standard-Times	Appl.	No. Dartmouth	WNBH	—	1
Philadelphia Inquirer	STA	Philadelphia	WFIL	WFIL-TV	6
B/cg. Corp. of America	CP	Riverside, Calif.	KPRO	KARO	(appl.) 12
**Evening Star	STA	Washington	WMAL	WMAL-TV	7
Harold Thomas	Appl.	Waterbury	WATR	—	12
Atlanta Constitution	CP	Atlanta	WCON	WCON-TV	2
Massachusetts B/cg.	Appl.	Boston	WCOP	—	9
Jack Gross	CP	San Diego	KFMB	KFMB-TV	8
Miami B/cg.	Appl.	Miami	WQAM	—	5
Stephens B/cg.	CP	New Orleans	WDSU	WDSU-TV	6
Summit Radio	Appl.	Akron	WAKR	—	11
Wyoming Valley B/cg.	Appl.	Wilkes-Barre	WILK	—	11
Hawley B/cg.	Appl.	Reading	WEEU	—	5
WJW, Inc.	Appl.	Cleveland	WJW	—	2
Neptune B/cg.	Appl.	Atlantic City	WFFG	—	8
Hartford Times	Appl.	Hartford	WTHT	—	10
B/cg. Foundation	Appl.	Buffalo	WKBW	—	9
Community B/cg.	Appl.	Toledo	WTL	—	10
KCMO B/cg.	Appl.	Kansas City, Mo.	KCMO	—	5
WCAE	Appl.	Pittsburgh	WCAE	—	10
WARC	Appl.	Rochester	WARC	—	11
Susquehanna B/cg.	Appl.	York	WSBA	—	8
Capitol B/cg.	Appl.	Indianapolis	WISH	—	8
Cowles B/cg.	Appl.	Des Moines	KRNT	—	9
Harris County B/cast	Appl.	Houston	KXYZ	—	5
Richmond Radio	Appl.	Richmond, Va.	WRNL	—	3
Star-Times	Appl.	St. Louis	KXOK	—	4
Inter-City Advertising	Appl.	Charlotte	WAYS	—	11

MUTUAL BROADCASTING SYSTEM					
	Status*	City	Call AM	Call TV	Number Channel
Yankee Network	CP	Boston	WNAC	—	7
WGN	STA	Chicago	WGN	WGN-TV	9
United B/c	Appl.	Cleveland	WHK	—	7
Don Lee	Appl.	Los Angeles	KHJ	KTSL	2
Don Lee	Appl.	San Francisco	KFRC	—	2
Bamberger Broadcasting	CP	New York	WOR	WOR-TV	9
Bamberger Broadcasting	CP	Washington	WOR	WOIC	9
Pennsylvania B/cg.	Appl.	Philadelphia	WIP	—	12
Allegheny B/cg.	Appl.	Pittsburgh	KOV	—	8
Scripps-Howard	CP	Cincinnati	WGPO	—	7
Eastern Radio	Appl.	Reading	WHUM	—	5
A. Frank Katzentine	Appl.	Miami Beach	WKAT	—	7
Yankee Network	Appl.	Bridgeport	WICC	—	10
Valley B/cg.	Appl.	Steubenville, O.	WSTV	—	12
WHB B/cg.	Appl.	Kansas City, Mo.	WHB	—	5
Thomas Patrick	Appl.	St. Louis	KWK	—	9
Mid-Atlantic B/cg.	Appl.	Atlantic City	WMID	—	8
Indiana B/cg.	Appl.	Indianapolis	WIBC	—	12
Yankee Network	Appl.	Springfield, Mass.	WONS (Hartford) WAB (Worcester) WNAC (Boston)	—	3
Valley Electric	Appl.	San Luis Obispo	KVEC	—	3
City of Dallas	Appl.	Dallas	WRR	—	10
Don Lee	Appl.	La Jolla, Calif.	KGB (San Diego)	—	6
Independent Merchants	Appl.	Minneapolis	WLOL	—	7
Copper City B/cg.	Appl.	Utica, N. Y.	WKAL (Rome)	—	13

DUMONT TELEVISION NETWORK					
	Status*	City	Call AM	Call TV	Number Channel
DuMont Labs.	Appl.	Cincinnati	—	—	2
DuMont Labs.	Appl.	Cleveland	—	—	2
**Elm City B/cg. Co.	CP	New Haven	WNHC	WNHC-TV	6
DuMont Labs.	Lic.	New York	—	—	5
DuMont Labs.	CP	Pittsburgh	—	—	3
DuMont Labs.	STA	Washington	—	—	5

PARAMOUNT PICTURES					
	Status*	City	Call AM	Call TV	Number Channel
New England Theaters, Inc.	Appl.	Boston	—	—	13
Blaban & Katz	Lic.	Chicago	—	—	3
Interstate Circuit	Appl.	Dallas	—	—	4
United Detroit Theaters	Appl.	Detroit	—	—	5
TV Productions	STA	Los Angeles	—	—	5

Legend: \* Indicates as follows:  
 CP—Construction Permit.  
 STA—Special Temporary Authorization (station is now on the air).  
 Lic.—Operating commercially.  
 Appl.—Application pending.  
 \*\*—Indicates station has signed or is about to sign an affiliation contract.

# 2 Denver Outlets File TV Applications; 3d Planned

DENVER, April 10.—Denver's television picture began to come into focus this week with the filing of two applications and the formalizing of plans to file a third. The first operating commercial station to file was KLZ, altho Alf M. Landon, of Kansas, whose standard station, KTLN, is within a few weeks of hitting the air here, had applied previously. Tuesday (6) the stockholders of the Daniels & Fisher Stores Company, whose downtown tower is Denver's tallest structure, gave overwhelming approval to the plan of the department store's directors to go into television. A. P. Sonneman, secretary-treasurer of the company, announced the application would be filed at once.

## CBS TV Pacts Sidestep Rates And Programs

NEW YORK, April 10.—Columbia Broadcasting System (CBS) added nine new affiliates to its TV web this week, altho it is understood that the affiliation pacts do not go into details on two important problems, station compensation and program service. The inference to be drawn is that fees will be worked out later and that CBS will provide enough programming service when it is able. The additions give the web a total of 12 outlets. In a statement Herbert V. Akerberg, web vice-president, pointed out: "Success in the television race is to be with the quick. . . . They (the stations) realize that the means by which television programs are brought to their local stations is not the paramount issue of the moment. . . ."

Three CBS video outlets are on the air—in New York, Philadelphia and Baltimore. The new stations are WFBM-TV, Indianapolis; WHIO-TV, Dayton, O.; WKRC-TV, Cincinnati; WBT-TV, Charlotte, N. C.; WHAS-TV, Louisville; WBNS-TV, Columbia, S. C.; KRLD-TV, Dallas; WBNF-TV, Binghamton, N. Y., and KGDM-TV, Stockton, Calif.

Unlike the CBS deals, National Broadcasting Company's TV affiliation contracts specify rates, program feeds and line-sharing arrangements.

NEW HAVEN, Conn., April 10.—Television Station WNHC-TV, which will debut here about May 1, signed this week as a DuMont network affiliate. It was DuMont's first entry into New England and meant wrapping up an outlet also being ogled by the other tele webs. The station is operated by the Elm City Broadcasting Company, which also operates the independent AM adjunct, WNHC, and will use the full DuMont program schedule.

## J. McNaughton Inked ABC Video Art Head

NEW YORK, April 10. — James McNaughton was signed this week by the American Broadcasting Company (ABC) as national video art director. McNaughton will supervise the design of all ABC video studios and facilities, and will also carry the responsibilities of producer-director. He will join the web about May 1, when his resignation from WATV, Newark, N. J., will take effect. McNaughton previously was with the Columbia Broadcasting System (CBS).

Meanwhile, the web was understood to be nearing a deal for a New York studio site on East 69th Street near Second Avenue. The building, it is understood, is a deserted firehouse.

### MAMMOTH GAG FILE

of Radio Writer for Sale

Fresh, socko material for radio or night club routines. Arranged A-Z. Typical listings: Ad libs., art, boners, commercials, fashion, income taxes, insults, love, politics, etc.

ORegon 4-7089 Bet. 8-12 Noon (New York, N. Y.)

## Opera, Musicals For Coast Video

HOLLYWOOD, April 10.—Deal for telecasting of light operas and musical comedies from Hollywood's outdoor Greek Theater this summer will shortly be pacted by Foote, Cone & Belding (FC&B) Agency. Preliminary agreement was reached this week between legit producer Gene Mann and Arnold McGuire, FC&B Coast tele topper, calling for once-a-week telecasting of all five productions skedded next season.

Marking first such event offered to Coast lookers, teleshov will be broadcast on Saturday evenings, and will include presentation of entire performance rather than segments of shows. FC&B will retain control of the package for resale to one of several interested bankrollers. Tele station to be used has not yet been announced.

## WPIX Releases High Rate Card

NEW YORK, April 10.—The first rate card, issued this week by *The New York Daily News* video outlet, WPIX, set forth a basic rate of \$1,200 per hour for live studio shows. The rates, among the highest extant, surprised tradesters particularly since the station will not commence operations until June 15. Basic hourly rate for film and remote shows will be \$800 per hour, for Class A time, between 6 p.m. thru closing, Monday thru Friday, and from noon to closing on Saturdays and Sundays.

The station will allow frequency discounts but not cash discounts. The rate also includes staff announcer, transmitter and film facilities, recorded musical background for film commercials and for live shows, studio and camera facilities and technical personnel. The rates also include camera rehearsal time at a ratio of three to one, with an additional charge of \$100 per hour for time in excess of this ratio.

groups in cautioning Denver against expecting television "before many months have passed."

### KLZ Broadcasting

Within an hour after the D. & F. announcement, Hugh B. Terry, general manager of KLZ, stated that the KLZ Broadcasting Company had just placed its application on file in Washington. Terry said he expected ultimately to be a link in the Columbia Broadcasting System (CBS) cross-country network.

In the meantime, Gene O'Fallon, owner of KFEL, Mutual Broadcasting System affiliate, let it be known he was sufficiently interested to be making inquiries of the Federal Communications Commission (FCC). He made public a letter to T. J. Slowie, FCC secretary, inquiring about "the possibility of being licensed to operate experimentally for black and white television in the frequency spectrum between 500 and 900 megacycles."

### KFEL's Inquiry

The letter continues: "We understand this band of frequencies has been designated for color television and will accommodate about 25 channels 16 megacycles wide. Our position is that the ultimate future for television is in the color field. . . . If we were licensed to operate with experimental black and white television in this region, it would be our purpose to investigate equipment operation and transmission characteristics. . . . At a later date. . . . We could convert. Meanwhile, we would be securing valuable information in the higher frequency band. . . . All television may be forced . . . to operate in the higher frequency range in the not-too-distant future. This is evidenced by the shortage of available lower frequency television channels now developing."

O'Fallon echoed Terry and spokesmen for the other tele-interested

# WRGB Area Poll Finds High Percentage of Tuned-In Sets

SCHENECTADY, N. Y., April 10.—Relatively high usage of television receivers in the area of WRGB has been determined by a coincidental telephone survey conducted among Schenectady, Albany and Troy residents. The data, gleaned from a total of 679 phone calls to people on the WRGB program mailing list, include pertinent conclusions about television viewers both at home and in public places.

With respect to residential use, it was found that sets are normally turned on for 5.4 evenings a week. However, three-fourths of the respondents said they tune in all six nights. About 68 per cent of the receivers were on when the phone call was made; 18 per cent had been on or were going to be turned on during the evening; 9 per cent were not on and had no intention of viewing, and almost 5 per cent of the receivers were out of order.

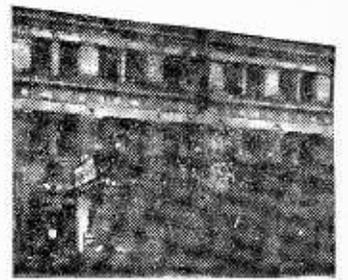
Approximately 81 per cent of the residential receiver owners watch the entire program, while the remaining 19 per cent tune in only to programs that interest them. During the two weeks in which the survey was made,

there was an average of 4.3 viewers per residential receiver.

In public places, video sets are in use 5.5 evenings a week, and 83 per cent of these sets are turned on every evening on which programs are offered. When the phone call was made, about 84 per cent were turned on; 14 per cent had been on or were going to be turned on; 1½ per cent were not on, and less than 1 per cent of the sets were out of order.

About 79 per cent of the public places normally have their receivers on for a full program, whereas 21 per cent tune in for part of the evening. During two weeks in which phone calls were made, there was an average of 32.6 viewers per set in taverns, grills, lodges, hotels and fire stations reached.

Of the 679 phone calls made during the survey, 544 calls were completed in homes with receivers and in 135 public places with receivers. Calls were spaced evenly over a five-day week, the Schenectady calls being made between February 3 and 12, and the Albany and Troy calls between 9 and 16. No Sunday calls were made.



## GOOD NEWS

for those interested in a TELEVISION CAREER!

TWIN CITY TELEVISION LAB.  
(Division of Beck Studios, Inc.)

announces opening of a

### TELEVISION PRODUCTION SCHOOL

April 19, 1948

Offering Program Directing, Writing (creative and commercial), Acting, Announcing, Camera Techniques and Procedure. Courses, 9 to 15 months.

Centrally located in upper Midwest (downtown Minneapolis), with 11,000 sq. ft. in Lyceum Theatre Bldg., comprising modern class-rooms, library, film projection and editing room, huge television studios, control and observation rooms, completely furnished with latest actual image orthicon television station-type equipment.

### OUTSTANDING DIRECTION, SUPERVISION AND STAFF



Personally supervised by Joe Beck as executive director, outstanding radio personality, whose Beck School for Radio is nationally recognized. William E. Gage is Technical Supervisor.

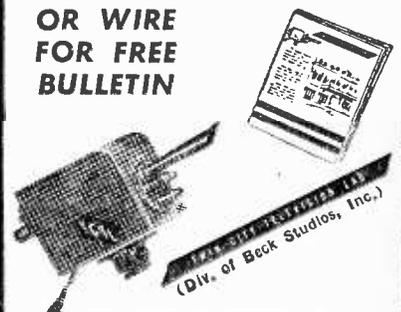
### VETERAN TELEVISION DIRECTOR

Ernest Colling, former NBC Television Program Director, twice winner of Amer. Television Society's award, the second time for production of "Angel Street," is Director of the school, supervising a staff of competent instructors.

Affiliated with Beck School for Radio, Twin City Television Lab Sales and Service, and Beck Studios' own commercial television station, application for which has been filed.

CENTRAL GEOGRAPHIC LOCATION AND NATIONAL CONTACTS ASSURE FAVORABLE PLACEMENT

WRITE OR WIRE FOR FREE BULLETIN



TWIN CITY TELEVISION LAB TRAINING UNIT

230 Lyceum Theatre Bldg. Minneapolis 2, Minn.

## TV Airs R-B Garden Bow

**Cameras pick up thrills in close-ups—long show gives opportunity for experiment**

(Continued from page 3)

excellent shots of the various acts. It might be noted that the changing lighting for such a Garden event probably raised problems which do not usually harass TV crews working on a special event; despite these changes, however, reception was good and at times outstanding. Note-worthy examples were the close-ups of such acts as Unus, the equilibrist; Francis Brunn, the juggler; various animal acts, and the Alzanas, a startling turn on the high wire. Without a doubt, the close-ups of these turns enable a televiewer to see the minutiae of an act much better than if he were seated in the Garden. These close-ups had no fuzziness. They were, as is television's wont, extremely revealing and gave the viewer a wonderful idea of the danger ever present in some circus turns.

### Super-Imposition Effective

The camera, too, occasionally attained very dramatic effect by the use of super-imposition. Examples of this occurred during the Alzanas' turn, the picture portraying simultaneously the trio's work on the high wire and the father's watchful signaling on terra firma below the wire. Gil Fates, the CBS commentator, added to the effect by pointing out that one of the Alzanas, who has fallen from the wire, had been saved by Alzana Sr., who broke the fall.

The camera work was rather fluid, panning from one ring to another. In this way it was possible to present alternate snatches of action taking place in the three different rings. During the animal acts, for instance, this technique was used consistently so that the viewers could see three sets of Liberty horses working, and assorted bear and cat acts. The cat acts, incidentally, were performed within a screen made of strong steel mesh. This mesh worked to the detriment of clarity on the long shots, but on closer views the brightness of the lighting obviated this difficulty. Of course, in the shooting of such turns as the Liberty horses, tumblers or clowns, only the guy wires and occasional rigging got in the way of the camera—and this was never a major disturbance.

### Gil Fates a Big Help

Gil Fates has been cited for his interesting commentary on the Alzanas. On other occasions, too, Fates's verbiage gave the viewer a greater insight into the performance. Examples were his remarks on the different types of clown make-up, the diameter of standard rings, the pace of Percheron horses, brief interjections as to how and where John Ringling North contracted an act, and so on. Fates's job, incidentally, was tougher than it should have been, inasmuch as the opening program did not run the acts according to schedule—a situation which probably forced him to do more

## WGN-TV's Preem Proves Talent Alone Doesn't Mean Good Tele

CHICAGO, April 10.—First non-experimental program aired by Chi's newest tele station, *The Chicago Tribune's* WGN-TV, Monday (5), proved above all else that talent alone does not make a good video show. For this show had some top nitery and vaudeville talent, but many times the acts suffered from lack of rehearsal in front of the camera and from poor camera work and direction. That does not mean that the show was not one of the best ever witnessed by the home audience. Such talent as Georgie Gobel, McCarthy and Farrell, Gil Maison's animal act, Tito Guizar, the Sensationalists, Maurice and Maryea, the Dorothy Hild Dancers, Two Ton Baker, Rosalind Courtright and Bob Hopkins, all of whom were on the program, obviously have plenty of material to keep viewers at their set for a couple of hours.

ad libbing than he'd counted on. Occasionally his interjections were pointless, as when he said, "there is the keeper," at the beginning of an animal act. Fates's stature as a spieler grew as the show went on, however, for despite working with a scrambled schedule he managed to convey to the audience a lot of interesting circus lore. And he didn't talk too much.

The Ford commercials, thru J. Walter Thompson, were rather disappointing. They were on film and were very brief. In an age when radio commercials are criticized as too lengthy, it may seem odd to say that Ford's commercials are too short. But they give that impression. The films showed shots of Ford passenger cars and trucks, with an accompanying rapid fire commentary—so rapid that one got the impression Ford wanted to get the products out of sight and out of mind, if possible.

### Imagination Lacking

Then, too, while a view of Ford is undoubtedly a hypo to sales, why don't the commercial plotters also make use of something more ingenious and interest-compelling in the Ford story. Other companies, notably American Tobacco, have grown out of swaddling-clothes stage of video commercial copy, and it's time other major users of the medium, including Ford, Gillette and others, followed suit. As things are now, if there's a Ford in your future, television won't bring it to your attention too much.

One thing more. For an adult, 3 hours and 35 minutes is an awful long time to watch a tele show. Maybe the kids can go it at that length of time, but the matter of circulation, cost per 1,000, et al., will inevitably have to be gone into before it can be determined how good a good thing can be.

On most grounds, the show was a credit to CBS, and kudos are deserved by Director Fred Rickey and Bob Bendick, CBS video special events director, who had over-all supervision.

## PORT HURON HEARING

(Continued from page 9)

his district had expressed concern over the effect of the ruling.

Invited by the FCC to submit briefs and participate in the hearing are the NAB and E. D. Rivers, owner of WGOV, Valdosta, Ga., and KIDO, Boise, Idaho. Both the NAB and Rivers had petitioned the FCC to be heard on the subject, while KIDO has a standing request to be represented at any hearing involving the section of the Communications Act in question in the libel ruling.

Gil Maison's animal act is ruined because of poor camera work. Another obvious point was that some acts, which go over well in niteries or theaters, just can't project via television. Case in point was the performance of McCarthy and Farrell, pantomime artists, who give impressions of disk stars while records are being played. This act has been wowing capacity crowds at the Palmer House, but much of their stuff was lost because tele cameras somehow took away from subtle parts of their performances. Easily one of the top acts, and a real television potential, was Two Ton Baker, who clowned, sang and played a wicked piano. Another good video act, because of the great amount of action, was the Sensationalists, roller skating trio. Their activity was restricted to a small area and the cameras were able to keep them in frame always, thus giving the video audience a complete view of the performance.

Way in which Robert Transler's orchestra was used raised another point, however. Orchestra was placed in back of acts and rather blurred, chopped-off-at-the-shoulder pix of orchestra members often constituted a pictorial distraction. It would have been better if the orchestra had been placed elsewhere, with television viewers receiving full pix of the group once in a while during singing and dancing routines.

The show was made possible by the co-operation of the American Guild of Variety Artists, which waived its normal pay demands and settled for token fees.

Initial non-experimental program of WGN-TV, Chicago. Aired Monday (5) from 7:45 to 9:45 p.m. Produced by Ted Mills, directed by Don Cook and Jay Faraghan. Emceed by Lee Bennett and Jack Brickhouse. Cameramen, Jack Meyers and Jack Jacobson.

Cy Wagner.

## TAKE IT, WALKER!

(Continued from page 3)

been on the books for years, but only over a period of the last six or nine months has it been enforced.

The way it works is simple. Since U. S. residents earning above a certain sum are subject to Canadian income tax laws, the government deducts 15 per cent of the salary against any possible taxes due at the end of the year. If the amount collected thru the 15 per cent cut totals higher than due tax at the year's end, a refund is made.

There is a similar law in the U. S. requiring Canadian performers to pay tax on U. S. earnings. The 15 per cent deduction rule in Canada is a result of an agreement between the U. S. and Canada (since show people are migratory and rarely stay in one spot any length of time) and is applicable to all branches of show-biz—niteries, vaude, legit, concerts, circus, fairs, etc.

Altho the 15 per cent deduction is made from the first dollar earned, taxation does not begin unless you've made over \$750 as a single person or over \$1,500 (with exemptions for dependents) as head of a family.

## St. Louis Wrestling

Reviewed Friday (March 12), 8:30 p.m. Style—Sports. Commercial via KSD-TV, St. Louis Post-Dispatch station. Sponsored by Hyde Park Brewery. Director, Ed Keith Gunther. Technical director, Ed Rift. Announcer, Bob Ingam.

Inspired by a top-notch, five-match, 12-man card, KSD-TV turned in a credible job of wrestling telecasting. Announcer Bob Ingam, who doubles as an arbiter in boxing and wrestling, called the turn on every grip and counter with modest finesse. Instead of resorting to the usual audio trick of endless verbosity, Ingam gave the viewer ample opportunity to believe what he saw. An intermission period was devoted to a close-up explanation of the results of each match, plus an experiment in TV commercializing that, while rough in spots, showed promise of becoming a good gimmick.

The grunt-and-groan stanza, promoted by Tom Packs and featuring the National Wrestling Association's heavy champ, Bill Longson, and such of its ranking contenders as Mike Mazurki, of the movies; Lou Thesz, Whipper Watson, Bob Wagner, Felix Miquet and a half dozen others, had a near-capacity crowd of 10,000 fans raising the Kiel Auditorium roof.

With cameras placed in an overhead position looking down on a 45-degree angle into the ring, the viewer saw a varied assortment of close-ups and wide angle shots that gave him the impression of being a ringside spectator. Lighting was augmented by high-powered overhead spots that kept the grapplers' faces in good focus. Pictures were startlingly clear.

Sponsor's gimmick was a new twist on "ein prosit" tied in with a "here's how" approach to the results posted on each of the four matches preceding a 15-minute intermission period in the ring action. Using Arthur T. Jones, old radio head and rated authority on modern wrestling, and two of the mat huskies for studio close-up demonstrations of the holds to conclude each stanza, the sponsor scored with Jones pouring a perfect three-inch head on a glass of the liquid amber, handing it out toward the camera with a "Here's How" and then drinking it himself.

Abie L. Morris.

## Long Distance Remote

Reviewed Saturday (3), 8:30-10:30 p.m. Style—Remote pick-up of store opening, direct via relay from Costa Mesa, Calif. Sponsor, Davis & Gay. Via KTLA (Paramount), Hollywood.

Interest in this scanning was more from the standpoint of technical achievement than what it offered entertainmentwise. KTLA was hired to cover the grand opening of a new tele set store in Costa Mesa, 50 miles from the outlet's Mount Wilson transmitter. Technically, station came thru with flying colors, achieving what is claimed to be the longest relay (wireless) telecast on record. While there was some interference, picture quality as a whole was sharp and no serious loss in detail was evident.

Altho some viewers may have been impressed by this KTLA first, they might well have wished for better Saturday night entertainment. Scanning concerned itself with little more than Keith Hetherington and HARRISE Brin looking over household appliances at the sponsor's store.

Giving telecast its final ho-hum touch was a boring sequence of non-professional models displaying the new look in bathing suits, and a store-staged jitterbug contest which attracted only one couple to the floor. Station should be commended for tackling such experimental remotes. However, viewers can rightfully hope that the future Saturday night tele sked will not be devoted to such projects.

Lee Zhito.

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### Keep your fans happy!

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2,000 per subject	8.25	6.25
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4,000 per subject	7.50	5.85
5,000 per subject	7.15	5.85
10,000 per subject	6.90	5.50
If copy is desired for address side of card, not to exceed 50 words, add \$2.50 to cost of your order.	6.45	5.25

# TO WAX, OR NOT TO WAX?

## "Nature Boy" Scramble But Bing No Cut

**Sinatra set but Bing won't record sans AFM consent**

HOLLYWOOD, April 10.—Caught short by Capitol's surprise diskings of *Nature Boy* and its immediate success, rival major waxeries lost no time in getting in the race with post-ban recording dates definitely skedded or in the works.

First to latch on to the hit tune was Columbia, which is skedded to cut a Frank Sinatra etching of the tune tonight (10), backed by Jeff Alexander's chorus. Sinatra will cut only the one tune, which will be coupled with a pre-ban diskings already set for immediate release.

RCA-Victor was reportedly planning to give the tune a waxwhirl with Perry Como, but at press time the date could not be verified. Decca at week's end had by-passed the tune temporarily, with no local diskings skedded.

Reliable outside reports disclosed, however, that Decca had originally skedded the tune for a week-end session with Bing Crosby and a choral group. Date was abandoned late Friday when Crosby refused to go against the ban placed by the American Federation of Musicians chieftain, James C. Petrillo. Sources close to Crosby said Der Bingle wired Petrillo Friday (9) asking for permission to cut a special diskings. When no reply from Petrillo was forthcoming Friday evening, Crosby dropped the whole idea. It was said, however, that Decca would cut the tune, either with another Coast artist or in the East.

It is recalled that Crosby has enjoyed amiable relations with the AFM since the federation okayed the singer's request to continue the transcription of his Philco airer. And during the recording ban of 1942-'44 it was Der Bingle who indicated he would not record without AFM's consent.

NEW YORK, April 10.—The almost immediate sock of the Nat Cole Capitol diskings of *Nature Boy* stirred instant action from Musicraft Records here. Diskery cut an a capella master of the tune with chirp Sarah Vaughan Thursday (8) and will have its version ready for market by Monday (12) morning. Diskery claims to have sold 20,000 copies by phone only a few hours after the platter was cut.

## NYRDA Opens B'way Offices

NEW YORK, April 10.—The New York Record Distributors' Association (NYRDA), month-old indie distrib org, opens its office Friday (16) at 1650 Broadway. NYRDA, which now boasts 11 members, will supply its distrib members with retail store credit information on a 24-hour-a-day basis.

The cost of the office and gal employes will come out of members' annual dues which have now been fixed at \$100.

## Abbez the Hitmaker

HOLLYWOOD, April 10.—Crestview Music (the Carlos Gastel-Nat (King) Cole pubbery), which owns publishing rights to Eden Abbez's *Nature Boy*, last week turned over selling agent rights for the tune to Burke-Van Heusen. The deal was set between Gastel and Sidney Kornheiser (Mayfair-Morris-B-VH), with the latter firm taking over sales-distribution of the song for Crestview on a usual commission basis. The Burke-Van Heusen firm, in turn, this week turned the song over to the Buddy Morris pubbery on a temporary agreement for the latter to act as distributor and selling agent.

In the meantime, it was learned that Abbez—bearded, flowing-locked guy who wears the robe of an Asiatic "holy man"—has generously passed around pieces of the song to those who helped him bring it to the fore, retaining only 50 per cent of the writer royalties for himself. According to reports, 25 per cent goes to Mrs. Hi Kanter (Lorraine Tatum) for assisting him with the lyrics, and ditto amount to Otis Pollard, King Cole's former valet, for bringing the tune to Cole's attention. Pollard has since sold half of his interest to George (Bullets) Durgom.

## Beverly Kaput, Shayne Joins Para-Famous

HOLLYWOOD, April 10.—Following agreement to discontinue operations of Beverly Music, Larry Shayne, the pubbery prexy, was named Coast general manager of Paramount Music and Famous Music, subsidiaries of Paramount Pictures. The deal which led to the folding of the Beverly shop was called "amicable and generous" by both sides concerned. Details of the settlement were not revealed. Under the new set-up, Beverly's catalog will be absorbed by both Paramount and Famous. Paramount is starting work immediately on Beverly's tune *Feathery Feeling*, while Famous will bear down on *Baby, Don't Be Mad at Me* when it's ready for release. Latter firm also gets Beverly's *Dream Girl*.

In addition to Shayne, Beverly's stockholders are Dick Haymes, Billy Burton and Sy Mannis. Shayne's duties here will be to supervise Famous-Paramount pluggers Tubby Garron and Dave Bernie. He will be directly responsible to Eddy Wolpin, New York, general manager of the Famous-Paramount pubberies.

## BRENTANO'S DISK BIZ

NEW YORK, April 10.—Brentano's, one of New York's leading book shops, this week joins the Doubleday shops in the growing trend for book retails to dip into the retail disk biz. Brentano's new disk department is skedded for unveiling Monday (12) and will feature a line of domestic and foreign waxings.

## "Deck of Cards" Wins for Tyler

NEW YORK, April 10.—T. Texas Tyler, on the strength of his *Deck of Cards* diskings for the 4 Star label, has been signed for a Carnegie Hall folk music concert, Sunday, April 25.

Tyler, who will be accompanied by a hillbilly ork on the date, will draw \$500 plus 50 per cent of the gross over an undisclosed figure, according to Ernie Anderson, who is promoting the date with WAAT's hillbilly disk jockey, Dave Miller.

## B-VH Headed Toward Break From Morris

### Bing Confab To Map Course

HOLLYWOOD, April 10.—Definite status of the Burke-Van Heusen-Buddy Morris tie-up remained unsettled at press time, altho indications pointed to a complete B-VH breakaway from Morris this week. According to Johnny Burke, a meeting will be held with Bing Crosby today (10) to definitely chart B-VH's future course of action. After a four-and-a-half year deal, Burke-Van Heusen's contract with Morris expired and so far has not been renewed. According to Jimmy Van Heusen, reached via long distance at Palm Springs, Morris pact definitely will not be renewed. Johnny Burke withheld statement until after talks with Der Bingle today are completed. Morris is continuing work on the *Road to Rio* score on a temporary basis. Sid Kornheiser (Mayfair-Morris) remained mum on the final snipping of ties.

In the meantime, trade talk put B-VH under the Paramount Music banner, but neither Burke, Van Heusen nor Paramount were willing to comment on possible deal. According to Burke and Van Heusen, various deals are on the fire, including an offer from Broadcast Music, Inc. (BMI), for them to foresake the American Society of Composers, Authors and Publishers (ASCAP). Cleffer-team publishers said BMI had made an offer guaranteeing an "astronomical" amount (one source said five-year guarantee was over \$500,000) but no deals have been made to date. Crosby (a B-VH stockholder) show tunes are handled exclusively by Burke-Van Heusen, could not be reached for a statement.

## PAXTON SWITCHES AGAIN

NEW YORK, April 10.—Orkster George Paxton who, some eight weeks ago, switched affiliation from Associated Booking to the Music Corporation of America (MCA) this week reversed the process and vamped to Associated again. Paxton's seesawing presumably stemmed from MCA's inability to obtain dates for the orkster.

Associated has the MGM waxer set for the State Theater, Hartford, Conn., April 23-25; Apollo Theater, here, week of May 7, plus a string of college dances in between.

## Labels Busily Prime New Release Pump

### Master Deals, New Cuts Pop

(Continued from page 3)

cluded a whole slew of labels. Signature Records here is planning an a capella date late next week for singer Alan Dale. The session will utilize new material on four sides and marks probably the initial ban date not specifically aimed to keep pace with breaking hits. Accompaniment will include non-union harmonica and ukulele instrumentalists.

Signature diskery, meanwhile, has had a European representative on the Continent for the past month. The diskery's rep, Ed Constantine, has been on the prowl for matrices suitable for the pop and longhair field. Constantine is said to be on the verge of completing various deals for whole sets of masters.

### MGM Leads Way

MGM Records led the way in the outright purchase of outside masters this week, virtually completing a deal which will net the diskery 42 new masters. The diskery will acquire 28 masters cut privately by old-time orkster Burt Shefter, including a cutting of the currently hot *Fiddle Faddle*. In addition, 14 sides by troubadour Derry Falligant (originally waxed for Encore Records) will be bought. Both deals were negotiated thru George (Bullets) Durgom. The latter, earlier in the week, arranged to turn over eight sides by the Bob Troup Trio to Bullet Records.

Musicraft Records has procured several masters including a waxing of *Deck of Cards*. The diskery also picked up several matrices containing vocal background music and needing only dubbed-in vocals to complete the waxings.

### Apollo's Purchases

Apollo Records bought four new masters from the parade diskery in Philadelphia. Included in the deal was a freshly waxed organ-and-vocal disk of *You Can't Be True, Dear*. The Philly diskery primarily is a string band outfit and in addition to *True* (which is backed by *Mike*) it sold Apollo the pressing and distribution rights to another string band pairing, *Tiger Rag* and *Minnie the Mermaid*. Signature diskery bought four sides from Cadillac Records which feature harmonica specialist Alan Shackner with a small ork accompaniment and which were pre-ban made.

### Coast Records Adds 200

HOLLYWOOD, April 10.—Coast Records acquired all pressing and sales rights to nearly 200 masters previously produced by Ted Yerxa's Lamplighter label, with disk to be released under Coast label in a new Lamplighter series. Masters include sides by Kay Starr, Count Basie, Charlie Ventura and Bob Zurke. Only six sides in this batch have heretofore been released by Yerxa.

First releases skedded to hit the stalls next week will be Kay Starr's *Frying Pan* and *I Cried For You*. The Starr and Count Basie etchings were cut by Lamplighter when artists were free-lancing.

## Shenanigans in Music Biz, Or, How To Go Crazy Trying To Outsmart Other Lawyers

NEW YORK, April 10.—All of a sudden, Messrs. Sammy Cahn, Axel Stordahl and Paul Weston have popped up in the Barton Music picture and there now unfolds a tale of music biz shenanigans that a songplugger's grandchildren will gleefully pass along to the counter boys. The story begins some months ago when Ben Barton and Hank Sanicola stepped out as officers of the Barton Music firm. The lawyers wanted to effect an "orderly liquidation," thereby saving more cash than could be resurrected thru bankruptcy. Simple? Ha, ha. Remember Frank Sinatra originally was affiliated with

the Barton holdings and was expected to put in a bid. But The Voice's advisers said no, and so no bid came from the Jaffe & Jaffe law firm. But from one Herb Levine (who owns the Encore-Jewel pubberies and runs a big printing plant that puts out things like the New York telephone directory just to keep himself stocked with money) a word was heard. Levine would give 20G for the Barton catalog if the creditors would settle for partial payments of debts and clear the copyrights. Liabilities at the time totaled about \$81,000 against assets of about \$33,000. After hectic cross-fire between lawyers for the songwriters and general creditors, one plan changed to another, and finally it was agreed that if the Levine offer went thru the songwriter creditors would accept 75 cents on the dollar (payment to be made out of an assets pool into which Levine's 20G would be thrown) and the general creditors would settle for about 40 cents per simoleon.

### Enter Traubner

The Levine offer was held up, however, since there was still time for Sinatra to top the 20G bid, if he wished. But no topper came thru. After weeks of pow-wows, haggling and turn-downs by the attorneys, this was it, men. Oops, sorry—now enters Eddie Traubner.

Traubner, representing Sammy Cahn (without Julie Styne), Axel Stordahl and Paul Weston, last week came up with word, proffered thru an Eastern attorney by name of Si Amerling, that his clients would pay 25G for the catalog under the same conditions of the Levine offer. At the meeting during which this offer was made, Sinatra's attorneys had their rep present, one Morty Becker. But Becker was mum, altho Cahn has been associated with Sinatra as a writer and Stordahl has been Frankie's musical director and arranger on Columbia disks and radio airings. Cahn, Stordahl and Weston (Capitol's musical director) happen to be songwriter creditors to the Barton firm. The three clefters, who are owed about \$7,000, contended they would not sign agreements to a Levine offer of only \$20,000.

So back to Levine, and now the complications get more amusing. Levine refuses to okay Traubner's offer pointing out that he, Levine, was also a creditor to the Barton firm (for about \$13,000) since the song *I Have But One Heart* was originally copyrighted by his Jewel Music pub and was given to Barton on a royalty deal. Lawyer Billy Berksohn acted for Levine.

### Berksohn on Spot

Latest developments indicated that Traubner would not budge unless Levine would raise the ante to 25G. Berksohn apparently would have to go back to Levine. Meanwhile, Berksohn was in a peculiar spot, since he also represents songwriters Johnny Fairo and Morty Symes who are involved as creditors. Meanwhile, to keep the confusion going there's another offer outstanding, that of Ashley Music which has bid 25G plus another 10G to cover the estimated amount of unliquidated assets. This offer appears doubtful to get accept-

## Levine Buys Stevens Pub, Hires Osfeld

NEW YORK, April 10.—Herb Levine's Encore-Jewel (E-J) publishing group completed arrangements this week to buy the Stevens music catalog, formerly controlled and co-owned by Jack Osfeld.

As part of the deal, Osfeld moves into the general manager's post for the E-J pubberies. The purchasing price reportedly stood at about \$20,000, which constituted the original offer by Levine to buy the catalog provided Osfeld met certain conditions. Osfeld recently had circulated creditors in the Stevens music pub with a letter outlining possibilities of a sale and asking an agreement to a settlement at which debts would be liquidated at 25 cents on the dollar. Presumably, the 20G from Levine will go into the creditors pay-off pot.

Copyrights included in the Stevens holdings (in which orkster Charlie Spivak held an interest) include *Atlanta, Ga.: Stranger in Town, Who Told You That Lie, etc.* Two other Stevens copyrights recently had been peddled to Tommy Volando's Laurel firm and Bobby Mellin's Mellin Music.

### Johnstone-Montei

Osfeld's switch marks the end of his less-than-a-year affiliation with Jack Johnstone, who last week commenced operations in a new partnership venture with Herb Montei (Johnstone-Montei, Inc.). In his new capacity, Osfeld says, both the Encore firm (BMI) and the Jewel branch (ASCAP) will resume full-scale operation.

As part of the expansion, Murray Massey, former E. H. (Buddy) Morris staffer will head up professional duties for the group on the Coast with a California assist from Paul Colby and Babs Ryan. In the East, Sam Wigler will continue in executive capacity, probably supervising all of the pub's administrative operation.

The first plug to be concentrated on by Osfeld is *Love in Fun* in the Encore catalog.

ance by the songwriter creditors.

The newest and most ironic touch is that Sinatra currently may show new interest in the bidding. With Cahn, Weston and Stordahl in the market he is known to have become curious anew as to the potential values of Barton's ditties and may himself come up with a new offer. So far, tho, neither Henry Jaffe nor Becker, his rep, has said boo, altho the latter attends all meetings.

As it stands, more darn music biz lawyers are beginning to mumble something like "no, no this can't be happening to me."

## Editorial

### Bouquets and Brainstorm

THE BILLBOARD always is chaffing at the popular music publishers for resisting invitations to join industry promotional efforts aimed at expanding the music market potential. But for once we'll gaff the chaff and blow a kiss at the standard pubs in the Music Publishers' Association (MPA), that group of standard music firms which includes such pop houses as Robbins, Warner's-MPHC, Leeds, etc., but is not related to the Music Publishers' Protective Association (MPPA), which deals mostly with popular song matters.

Anyway, the Music Publishers' Association this week announced that it had accepted appointment to join the American Music Conference (AMC) as a sponsoring member and Nelson M. Jansky, president of MPA, said: "The standard music publishers making up our membership have been greatly impressed by the research which has been done by the AMC and associated counsel. These studies show that the music business stands on the threshold of a great expansion. We cannot assume, however, that this expansion will come automatically without further effort on our part. We must act vigorously along the lines suggested by the information now supplied us."

Jansky was referring to the AMC's large-scale survey in national music interest (*The Billboard*, March 27) and expressed a reaction we are happy to see develop. So take a bow from BB, Mr. Jansky, and say, if you can convince the MPPA to subscribe to these same principles you'll find us scraping from the waist.

### On Another Tangent

Speaking of publisher problems, it becomes increasingly evident within the pop music biz that the average peak of a "hit song's" sheet music sales has dwindled down to a comparatively alarming level. When a business man's income dwindles below his "nut" you can look for retrenchment; hence, everybody in the music biz confidently expects that a lot of songpluggers are going to lose their jobs soon. This raises the usual sympathetic sigh from the average trade listener . . . and everybody . . . nothing.

Maybe we're only butting in because we like an awful lot of songpluggers, but isn't it time that the Music Publishers' Contact Employees Union (MPCE) officially tried to do something? The "pluggers" have a charm, place and talent of their own in the music sphere and they shouldn't be allowed to grow extinct, altho that possibility is far removed.

We do think that MPCE should think in terms of constructive action aimed at keeping pluggers working despite declining market conditions. How to do it? We don't know for sure, but here's one suggestion. Why shouldn't MPCE check on a good many artists in town here and endeavor to get their approval for regular, weekly afternoon sessions at which the song pluggers could "contact" them? These could be patterned after the Jack Smith sessions in New York which raised nary a complaint since they started.

Advantages of such daylight contacting include the simple fact that it would cut a pub's expense tab for hotel hopping and allow him to keep more pluggers working. True, the biggest firms will continue to take the biggest risks with their capital and spend the most money on entertaining but the average pub who only wants to be represented at a regular interval with the artists would surely appreciate an afternoon contact opportunity as against an evening prowl in remote hotels, etc.

Of course, some pluggers will argue that the "contacts" for biz reasons count on their attendance in location spots or danceries as do the hotel proprietors. But most artists will rally to a "human" approach, we think, and if it boils down to black and white saving of a plugger's job, most performers would hold noontime pow-wows. At any rate, it's something for the union to play with, perhaps a boon to pub and plugger alike.

## AMC Chiefs Mull Research On School Music Training

CHICAGO, April 10.—Not content to sit back on their laurels after completing a sweeping market research survey on general interest in music (*The Billboard*, March 27), the American Music Conference (AMC), thru its board of trustees, is deliberating the next constructive step to be taken to stir up musical enthusiasm nationally, following the findings of the national canvass. AMC chiefs met here this week to consider several moves, foremost of which is a suggestion to start research soon on the actual methods and systems utilized in public schools to train budding musickers.

While the A. S. Bennett Survey uncovered a need for school music, showing that early training does much to create a greater music interest potential in the adult, the survey didn't delve fully into what might be the best educational methods.

In the next tentative survey, the AMC intends to send questioners into cities to find which schools have done the best jobs, copy the best portions of these courses and apply them where the survey finds it is necessary. AMC execs also are pondering a promotional kit campaign which can be sent to members in various communities. This will contain such data as suggestions for public speeches, program literature ads and other promotional media which can

### Sacred Diskery's Deal

NEW YORK, April 10.—Sacred Records, Inc., a Los Angeles religious diskery, has made a deal to produce religious transcriptions with the Zondervan Publishing House, of Grand Rapids, Mich. Zondervan will be exclusive distributor for the e.t.'s. The e.t. platters and a transcription player will be merchandised thru religious book stores to radio ministers, evangelists, missionaries, pastors, chaplains, colporteurs and local radio stations.

serve as a basis for a drive to arouse musical inclinations of the public.

# THAT BUSY ASCAP AGENDA

## O'Connor May Get Job as ASCAP Flack

### Public Relations Director?

NEW YORK, April 10.—It is understood here that the American Society of Composers, Authors and Publishers (ASCAP) may soon appoint Johnny O'Connor to a special 25G-a-year post as director of public relations.

O'Connor, who stepped down as a board director of ASCAP this year, long has been active in political circles as an unofficial representative for the Society and is credited with having helped ASCAP considerably in Washington, where his contacts with senators and congressmen are said to have stood the society in good stead. He is known to have applied considerable energy to the ASCAP juke-box bills, one of which has been reported out of committee this week (see other story in this department).

### Grateful Gesture

The gesture toward O'Connor reportedly stems from two motives: (1) Desire of the society to express appreciation for his veteran association and activities politically and (2) belief that the org's public relations set-up requires implementing which the ex-newspaperman-band manager-music publisher, etc., could supply. Reportedly, a special manpower committee (originally set up by ASCAP to deal with problem of a general manager's post after the death of the late John Paine) has been huddling with O'Connor on the flack post and unconfirmed reports have it that at the next directors meeting the job proposed will be aired and probably voted.

## Hwd. AFM Takes Steps To Curb Scale Chiseling

HOLLYWOOD, April 10.—Officials of Local 47, American Federation of Musicians (AFM), this week took steps to curb reported chiseling in wage scales and to squelch pressure from band buyers and ops who have barraged union with demands for lowered scales. First step was to notify all band bookers to double check contracts on all out-of-town one-nighters after it had been discovered that a nearby ballroom had been lopping off the standard \$2.50 per man fee called for under wage sked.

While the union said this particular instance was a result of misinterpretation of AFM regulations, in which the op paid what was believed to be proper scale, Local 47 toppers admitted concern over reports that hungry musicians were accepting below-scale dates. Situation, however, was such that it was virtually impossible to prove. Only corrective measure was to police spots and if violators are found, deal severely with them and warn other Local 47'ers.

With biz way down, and over 200 new members coming into the local each month either by transfer or as new members, union said no further

## ASCAP Gross - Income Melon Hits 10½ Million; Net Up to 8½

NEW YORK, April 10.—Members, gathered at the annual business meeting of the American Society of Composers, Authors and Publishers (ASCAP) at the Waldorf-Astoria Hotel here Thursday (8), learned that the Society's gross-income melon for the year ending December 31, had risen to about \$10,694,000, as compared with the previous calendar year's \$9,889,000 round-figure count.

With ASCAP's operating expenses mounting slightly the past year (from about \$2,106,000 in '46, to nearly \$2,232,000 a year later), the net income still increased some \$679,000. The pool of greenbacks going out to members as net-distribution monies (including commitments to foreign societies) totaled about \$8,406,500, as against \$7,728,800 for the previous year. Calendar year computations, as usual, were drawn especially for the benefit of attending members, since the Society's fiscal year actually ends in the first quarter of 1948. Currently the last quarter's royalty checks to members are just about ready to be dispatched.

### Radio Main Source

The principal revenue source for the Society continued to lodge in radio, where 1,825 radio stations and 25 regional and network chains coughed up about \$6,708,802 for the use of ASCAP music.

The breakdown in other fields of revenue included, in round figures: \$296,201 from 1,049 night clubs; \$934,167 from 9,883 bars, grills and taverns; \$1,308,128 from 17,401 motion picture theaters; \$228,491 from 2,017 dance halls; \$350,573 from 1,566 hotels; \$144,428 from wired music firms (at the source); \$125,901 from 936 skating rinks; \$11,645 from 1,037 cocktail lounges; \$93,293 from 653 miscellaneous sources including circuses, carnivals, parks, etc.; \$69,762 from 185 niteries with extra lounges; \$47,242 from 228 restaurants.

Significant of its expansion in the long-hair licensing field, ASCAP reported that its concert-theater revenue sources now totaled about 327 licenses who brought in some \$21,180. And from 137 symphony orchestras, including nearly every leading group, some \$1,894 was collected.

## ASCAP Juke Box Bill Out Of Committee; House Okay Seen But Senate May Balk

### Vote Before June Likely; Upper House Fight Possible

WASHINGTON, April 10.—The Scott bill to force performance-fee payments on juke-box records appears likely to reach the House floor before the end of May, as the result of this week's approval of the measure by a House judiciary subcommittee on copyright legislation. The subcommittee's action (reporting the bill favorably to full committee) was no surprise, since this was the one measure earlier given an even chance of passage despite delay (*The Billboard*, December 6).

Both the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI), have been pressing for support of the bill, with ASCAP's Johnny O'Connor doing heavy spear work in Washington, and BMI's Sydney Kaye lately understood to have thrown in his weight.

### House Passage Forecast

Full committee approval of the measure within the next two weeks is regarded as automatic in view of the subcommittee's recommendation without a single dissent. Passage of the measure by the House also appears assured unless unforeseen pressure against the measure devel-

wage cuts can be considered in the foreseeable future. Union has already made concessions in out-of-town one-nighters by dropping extra pay on dates within 25 miles of Los Angeles and by lopping \$1 per man from rates on dates up to 50 miles. No cut in the local area has been made in past 18 months, with exception of Earl Carroll's Theater-Restaurant, where the weekly scale was dropped \$20 per man last year.

ops within a fortnight. Proponents of the bill at present see little controversy forthcoming when the bill reaches the floor, altho it is possible that some members will raise the question of a wholesale revision of the Copyright Act instead of adopting piecemeal legislation.

If and when passed by the House, the bill will be referred to the Senate Judiciary Committee for consideration. There is ample precedent for the Senate group to vote on the measure without holding additional public hearings, altho considerable opposition led by Sen. Homer P. Capehart is virtually a certainty.

The bill would give ASCAP, BMI and other assignees the right to license juke-box operators for the use of recorded music. ASCAP has promised that the annual fee to operators will be "reasonable," but has declined to mention terms. In addition to the added expense, juke operators would be required to expand bookkeeping in order to keep a detailed accounting under the new legislation. (For further details, see the Music Machines Department in the rear of this issue.)

### Kearns Bill Stymied

The House subcommittee's action marks the first major step by this session to recast the Copyright Act. Rep. Carroll D. Kearns (R., Pa.), chairman of a House education and labor subcommittee on Petrillo activities, insists he is still planning to introduce his long-deferred measure to force royalty payments, but Kearns's bill faces a stormy future inasmuch as he is finding it impossible to satisfy both disk-making and broadcasting interests, not to mention the American Federation of Musicians (AFM).

## Who'll Be the ASCAP Prexy; Ahlert, Buck?

### Taylor's Exit Stirs Interest

NEW YORK, April 10. — Deems Taylor's departure speech at the general annual business meeting of the American Society of Composers, Authors and Publishers (ASCAP) Thursday (8) made it plain that Taylor definitely was winding up as president of the Society and raised the biggest single question of the week for trade speculation: Who'll be ASCAP's next prexy?

Since Taylor's term expires this month, it is almost a foregone conclusion that the next ASCAP board of directors meeting (usually held the fourth Thursday of the month) will name a new president as well as the usual slate of Society officers.

Juiciest conjecture by observers spread the odds for prexy appointment between Fred E. Ahlert and Gene Buck. The latter, veteran ASCAP leader and board director, who now enjoys an honorary pension of \$25,000 a year, held the president's office in ASCAP from 1924 until 1941. The ASCAP-radio war in 1941 led to the break between Buck and some influential pubs on the conduct of network negotiations, and Buck retired. The question of whether he would now shuck his pension to accept the bid, is proffered; or whether the Society would prefer Buck (since his elevation to the \$40,- (See *Who'll Be Prez?* on page 34))

## Perennial Pinky!

NEW YORK, April 10. — ASCAP's perennial reformer, Pinky Herman, who regularly harangues the annual biz meeting of the Society, didn't disapprove the membership this year.

But Herman, who covered everything from "writers' votes are unfairly weighted" to "thank you, Deems Taylor," drove one point across, and surprisingly without debate. Herman, who long has championed various plans to change the distribution of ASCAP's writer-share monies, proposed that a compromise be reached. Pointing out that he was stumping for "a seniority-of-works plan" and that Fred Ahlert still had his "performance plan," Herman suggested that a committee of seven work over both plans and come up with a fusion proposal. Committee would be made up of Herman, Ahlert, Edgar Leslie, George Meyer, Abram Chasins, Andy Razoff, Johnny Redmond and Herman. The motion was passed unanimously and the committee will be instructed to form a fusion plan and submit it to the board of directors with a recommendation that it be accepted.

The only thing Pinky can't be sure of, is just when the fusion will be final. Performance-plan overhauling by the writers has been hanging fire for several years.

another AVA winner

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**VOX JOX**  
A National Accounting of Disk Jockey Activities

**NEW YORK ROUNDUP . . .** Paul Brenner, Andre Baruch, Bea Wain and Jack Eigen will team for the May 7 presentation at the Strand Theater; the show, skedded to run for three weeks, will package Larry Green's ork, Sarah Vaughan, the Page Cavanaugh Trio and Jerry Wayne. . . . During the run of the Strand show, Brenner will do his WAAT *Requestfully Yours* ainer from the lobby of the theater. . . . Local flack, Buddy Basch, spinner this week via WFMO, Jersey City FM station, on a one-hour once-a-week show. . . . A contest, held to find a tagline for singer Doh Reid, of *More Than Ever Before* fame, aired over the Jack Lacy WINS show, drew some 12,000 pieces of mail. . . . RCA Victor's one-day spinner campaign (April 16) on the Robert Merrill waxing of the *The Brooklyn Baseball Cantata* figures to net one play of the album every 54 seconds somewhere across the nation; tremendous promotion operation on *Baseball* is being directed by Victor's general merchandising manager, John Hallstrom.

**GRIPES AND SWIPES . . .** Jack M. Combes, WFUN, Huntsville, Ala.: "Why not play up the small station and small town jock in Vox Jox? We're tired of the big boys getting all the publicity."

Raymond Sharland, WGLN, Glen Falls, N. Y., joins other spinners in the following: "Why don't the record companies service the small stations, away from the bigger cities, better than they do? We get excellent co-operation from Capitol and Victor—none from Columbia and Decca, a little from MGM and Mercury, very little from Signature and Majestic."

Norman Botterill, manager of CFBC, St. John, N. B., points out that Decca records' wax is forbidden to radio in Canada, while much of the American small-label wax also is unavailable.

**TERRITORIAL TUNE TOUTING . . .** Hal Barton, WTAD, Quincy, Ill., thinks Benny Goodman's Capitol platter, *Good Old Days*, could easily become another *Near You* with a little plugging by jocks."

Horace Pumphrey, WKAX, Birmingham, plugging the Tempo recording of *Siboney* by pianist Ben Light.

Frank Pollack, WEXT, Milwaukee: "Gaze down the list of top tunes being played by jocks and you will find very few recordings that are in good taste musically. An example is *Four Leaf Clover*, which I have never played on the air."

Allen M. Fobes, KWOA, Worthington, Minn.: "Sorry—nothing new here in the past 50 years."

**KENTUCKY KERNELS . . .** Jim Lounsbury, WHAS, Louisville, spinner (formerly all-night ainer), now handles a two-hour Saturday evening spin session and will soon begin a one-hour Saturday afternoon show which will be keyed for local college students; it will include campus news and activities of schools in Indiana, Ohio, Illinois and Kentucky. Lounsbury and spinner Allan Stephens, of WINN, Louisville, play hosts weekly to teen-agers at the local Club Iroquois Monday nights, with soft drinks served at cut prices and the house band featured for dancing.

**WAY DOWN EAST . . .** Leonard Sternberg, spinner on WHAT, Philadelphia, does a show tabbed *Record Review* which features nothing but new releases; spinner says that despite Petrillo, the number of releases are so large he never has had to repeat a side on his ainer. . . . Pawtucket, R. I., jockey Mark Sheeler, of WFCL, has invented a "gremlin voice" which sings along with the disks. . . . Bettelou Purvis, of WPGN, Pittsburgh, dedicates the Friday segment of *The Shellac Shack*, a hot-jazz spin show, to selection of a noteworthy local tootler; even includes a pitch for a job if the musicker needs one. . . . Music 'Til Midnight, conducted by Lyman Manser, a new spin show on WWNY, Watertown, N. Y. . . . Jim Higgins, of the same station, inaugurated *Take It Easy Time*, a birthday request club for kid listeners of five years in age or less.

Philadelphia disk jockeys played round-the-clock hosts to two disk artists in one 24-hour period this week: Jack Smith, guided by Capitol branch manager Joe Nanni, and Harry Brannon, squired by Jack Howard, Philly pubber, whose tune *I'm a Tumbleweed* was waxed by Brannon for 20th Century diskery. . . . Dave Rosen, Mercury distrib for Philly, tossed a spinner party guesting singer John Laurenz. . . . Dick Hill replaced Warren (Sandy) Saunders on WKBR, Manchester, N. H., for the *Swing Soiree* and *The Verse Merchant* night-shift ainers. . . . Don Clough is a new addition to that station's staff and will handle an early morning ainer tabbed *Breakfast in Bedlam*.

**CONNECTICUTTINGS . . .** Bob Bacon, new addition to Hartford WHTT's spinner list, handles Saturday afternoon *Swing Show*. . . . Hartford's WCCC's program manager has added a new across-the-board jockey show to his personal sked, tabbed *The Music Box*. . . . Jack Downey, of WONS, Hartford, now handles an additional Tuesday eve half-hour to his regular whirl duties. . . . Hartford's WCCC spinner Joe Girand has had a theme tune penned for him by Fred Wise and Al Frisch, who have to their credit *Blue Hawaiian Rose*. . . . Bob Martineau, manager of WKNB, New Britain, Conn., will supervise the station's sponsorship of a beauty contest to pick a Miss Hartford County; contest will be plugged via the station's disk jockey shows. . . . Listener and audience demand caused Bridgeport's WLIZ to double Wallie Dunlap's time allotment from one to two hours daily. . . . Same station's Bill Maher has no sponsor worries and no time to sell; his daily one-hour spin is available only for public service messages.

**MIDWEST MEANDERING . . .** A couple of Detroit spinners were spotted in a presentation of the *Babes in Toyland* operetta at the Masonic Temple; they were Johnny Slagle, of WXYZ, and Warren Kelly, of WJR. . . . Doug Hadley switched from WJPF in Herrin, Ill., to WTAX in Springfield, Ill. . . . WJBK, Detroit, Negro disk jockey, Van Douglas, this week started a series of personal appearances at the Duke Theater, Detroit's leading Negro flicker house, drawing marquee billing. . . . Graeme Zimmer, WGSI, Columbus, Ind., spinner, took the ninth monthly popularity poll for his hits show and found Count Basie as top band, Kay Starr as top chirp,

Professional Material Available For The  
UNIQUE AND BEAUTIFUL SONG

**NATURE BOY**

by eden ahbez

As Originally Introduced and Recorded by

**NAT (KING) COLE**

WITH FRANK DE VOL'S ORCHESTRA ON  
CAPITOL RECORDS

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**CRESTVIEW MUSIC CORP.**

Sole Selling Agent

**EDWIN H. MORRIS & COMPANY, INC.**

By Arrangement With

**BURKE & VAN HEUSEN, INC.**

SIDNEY KORNHEISER, Gen. Mgr.

1619 Broadway

New York 19, N. Y.

Frankie Laine as top warbler. . . Sid Garris, formerly with WNYC, New York, now spinning wax four hours daily over WJEL and WEJL-FM in Springfield, O.

**SOUTHERN FRIED** . . . Norfolk WCAV's spinners report that their heaviest requests are for small label race and jazz disks with most of the "standard stuff" taking a back seat in public favor in that neck of the woods. . . Chuck McKasson, KRGV, Weslaco, Tex., spinner, is following up the Mrs. Hush program idea on his show with a mystery singer contest giving away disk albums to the winners. . . Bob Allen has moved from WFTC, Kinston, N. C., to WNCA, Asheville. . . WNCA morning spinner Alan Newcomb has been promoted to program director at the station.

**CHICAGO RPM'S** . . . Eddie Hubbard is selling a souvenir record album, bearing his picture and plugs for his ABC Chesterfield show, to Chi local record retailers, whom he plugs with his nightly current platter hit surveys. Album-making was bank-rolled by his ciggie sponsor. . . Jack Paine, writer for free-lance jock Linn Burton, will work as a producer-writer for ABC video in Chi when it tees off this fall. . . Joe Keith, KLIF, Dallas, reports a big mail pull from his playing Universal's *Heartbreaker* every other number on his two hours per day over the station and then sponsoring a "Why I Hate *Heartbreaker*" contest. . . Rush Hughes, the St. Louis syndicated jockey, has gone into television, with his *Guest Register*, a weekly half-hour feature over KSD-TV. In addition, he is readying a video version of his *Hughes reel*, narrative feature, which he has already sold on e. t. to KYW, Philadelphia, and WBAL, Baltimore. Hughes is setting up a film firm to cut flickers for the video short feature.

**CIVIC SERVANTS** . . . Power of the disk jockeys to command an entire city's attention seems to be mounting. New Orleans WWL's wacky gabber, Bob Poole, has been named honorary mayor of Lonsdale, Ark. . . And every Sunday night jock Cactus Jim Whitaker (of WWVA, Wheeling, W. Va.) holds the title of honorary city manager for Wheeling. From 11:30 to 1 a.m. each Sunday night, Whitaker promotes the whole durn city.

**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.

NADJ's constitution committee, consisting of Jack Lazar, Art Green and Paul Brenner, is drafting a constitution to be submitted to the association.

It is hoped that a summer meeting of the NADJ board of directors can be arranged after the soon-expected national elections. There also is a possibility that NADJ members will hold a national convention at the time of the board's meeting.

New York chapter elections are expected to be held within the next month or so. At the New York local meeting Wednesday (7) it was decided to move the chapter's headquarters from the Hotel McAlpin to the Belmont-Plaza Hotel, effective Friday. After the meeting the members shifted over to the Hotel New Yorker en masse as guests of Shep Fields. The chapter this week went to work on a campaign for the American Cancer Society.

**MILLNER**

**HITS! HITS! HITS!**

A QUICK GLANCE AT THESE TUNES WILL CONVINCe YOU. WE REALLY HAVE THE HITS. ORDER NOW WHILE STOCKS ARE COMPLETE

**POPULAR — RACE**

**YOU CAN'T BE TRUE, DEAR**

CUCKOO WALTZ  
Ken Griffin 49 1/2¢  
128 Rondo

I CRIED FOR YOU  
GETTING SENTIMENTAL  
Ben Light 65¢  
516 Tempo

**DILL PICKLES**

GAY NINETIES MEM-  
ORIES 70¢  
Freemont Clark  
D9 Linden

HELEN—POLKA  
HAPPY HARMONICA  
Walt Dana & 49 1/2¢  
Orch.  
2002 Dana

**"The Original"**

**TOOLIE OOLIE DOOLIE**

The Skaters' Waltz  
Vaughn Horton and His  
Polka Debs 49 1/2¢  
Vocal, Polka  
Debs  
1223 Continental

**"The Original"**

**MY HAPPINESS**

**THEY ALL RECORDED**

Jon and Sandra 49 1/2¢  
Steele  
11133 Damon

THIRTY-FIVE THIRTY  
COME WITH ME, BABY  
Paul Williams 49 1/2¢  
661 Savoy

THE TWISTER  
PART ONE & TWO  
Paul Williams 49 1/2¢  
864 Savoy

X-TEMPERANEOUS BOOGIE  
YOU DON'T LOVE ME  
Camille Howard 49 1/2¢  
307 Specialty

ALL MY LOVE BELONGS TO YOU  
I WANT A BOW-LEGGED WOMAN  
Bull Moose Jackson & His Buffalo Bearcats 49 1/2¢  
4189 King

TEMPTATION  
ARTISTRY IN BOOGIE  
Earl Bostic 49 1/2¢  
160 Gotham

WHAT'S YOUR STYLE, BABY  
HOW COULD YOU?  
Felix Gross 49 1/2¢  
128 Down Beat

A SHANTY IN OLD SHANTY  
TOWN 65¢  
DeSilva Brown  
158 Modern

I WANT A LITTLE GIRL  
T-BONE JUMPS AGAIN  
T-Bone Walker 49 1/2¢  
125 Black & White

MILKY-WAY  
HAND WRITING ON THE  
WALL  
Trumpeters 49 1/2¢  
5001 Score

TOOTHLESS WOMAN  
DRINK INK SPLINK  
Andrew Tibbs 49 1/2¢  
1102 Aristocrat

MESSIN' AROUND  
MIDNIGHT  
Memphis Slim 49 1/2¢  
125 Miracle

CALL IT STORMY MONDAY  
I KNOW YOUR WIG IS GONE  
T-Bone Walker 65¢  
122 Black & White

FOR YOU  
SEARCHING FOR LOVE  
The Ravens 49 1/2¢  
9039 National

THERE'S NO YOU  
TOGETHER 49 1/2¢  
The Ravens  
9042 National

BE I BUMBLEBEE  
FOOL THAT I AM 49 1/2¢  
The Ravens  
9040 National

**"Sensational"**  
**LONG GONE** Parts 1 and 2 49 1/2¢  
Sonny Thompson—126 Miracle

SUMMERTIME  
WRITE ME A LETTER  
The Ravens 49 1/2¢  
9038 National

WOULD YOU BELIEVE ME  
OL' MAN RIVER  
The Ravens 49 1/2¢  
9035 National

ALL OF ME  
SHE'S GOT BLUES  
Billy Eckstine 49 1/2¢  
9041 National

HOW HIGH THE MOON  
PLEASE BE KIND  
Lillian Carol 49 1/2¢  
7015 National

THAT'S WHAT REALLY  
HURTS  
WHISTLE STOP BLUES  
Joe Turner 49 1/2¢  
4017 National

WHEN I COME TO THE END  
THIS TRAIN  
Sister Kitty Marlo 49 1/2¢  
104 Down Beat

WEE HOURS IN THE MORN  
MY GAL AT EIGHT  
Lowell Fulson Trio 49 1/2¢  
119 Down Beat

ST. LOUIS OFFICE CENTRAL 5681  
110-112 N. EIGHTEENTH ST.  
Branch Office: HARRISON 6940  
1704 MAIN STREET KANSAS CITY 3, MO.

JON and SONDR STEELES

# MY HAPPINESS

SMASH HIT



DAMON D-11133-B

HITS THE JACK POT

★ NUMBER ONE IN MID-AMERICA . . . AND SPREADING FAST TO ALL PARTS OF THE COUNTRY

# FLASH!

There Are Now IMITATIONS . . . . .

Demand the ORIGINAL

## "MY HAPPINESS"

The Terrific DUET by JON and SONDR STEELE on DAMON Records ONLY D-11133

The ORIGINAL is now OUTSELLING "Hit Parade" Discs wherever introduced! Check Philadelphia, Detroit, Cleveland, Pittsburgh, Akron, Kansas City, St. Louis and many other areas.

ORDERS totaling 40,000 from Chicago in 2 weeks!

# Damon Recording Studios, Inc.

1221 Baltimore Ave. Kansas City, Mo.

# ART MOONEY'S 'BABY FACE'

*is walking in CLOVER*

...and so is ART, following those  
**4 GREAT WEEKS**  
 at NEW YORK'S  
**ROXY THEATER**



with  
**Many THANKS**  
 to  
**SAMMY RAUSCH**  
 sorry we couldn't stay  
 for the FIFTH

**MGM**  
**10156**

"Like his sensational "CLOVER" recording, BABY FACE is now in The Billboard's

- HONOR ROLL OF HITS.
- RECORDS MOST PLAYED BY DISK JOCKEYS CHART
- BEST SELLING RETAIL RECORDS CHART
- MOST PLAYED JUKE BOX RECORDS CHART
- — and climbing steadily

EXCLUSIVE MANAGEMENT  
**ASSOCIATED BOOKING CORPORATION**

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The Billboard

MUSIC POPULARITY CHARTS

PART I

## The Nation's Top Tunes

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

Week Ending April 9



### 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 Moewa 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 10123; 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 20-2819.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 3. I'M LOOKING OVER A FOUR LEAF CLOVER** *By Mart Dixon and Harry Wood*  
*Published by Remick (ASCAP)* 3

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Perko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; The Harmonicats, Universal U-47; Tiny Hill, Columbia 38100; Jimmy Saunders, Rainbow 10043; Arthur (Guitar Boogie) Smith, Super Disc 1054; Curly Hicks and His Taproom Boys, Victor 20-2787.  
 Electrical transcription libraries: Russ Morgan, World; Lawrence Welk, Standard.
- 4. BEG YOUR PARDON** *By Francis Craig and Beasley Smith*  
*Published by Robbins (ASCAP)* 4

Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dining Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.  
 Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated; Russ Morgan, World.
- 5. BUT BEAUTIFUL** *By Johnny Burke and James Van Heusen*  
*Published by Burke-Van Heusen (ASCAP)* 5

From the Paramount film "Road to Rio."  
 Records available: Tex Beneke, Victor 20-2660; R. Borden Ork, Crystal-Tone 514; Bing Crosby, Decca 24283; A. Dale, Signature 15177; D. Dennis, London 142; Eddy Howard, Majestic 1214; Frankie Laine, Mercury 5096; Art Lund, MGM 10126; Mel Torme, Musicraft 538; Frank Sinatra, Columbia 38053; Margaret Whiting, Capitol 15024.  
 Electrical transcription libraries: Eddy Howard, World; Airline Trio, Lang-Worth; Vic Damone, Associated; Charlie Jordan-The Sweetwood Serenaders, NBC Thesaurus; Freddy Martin, Standard.
- 6. SABRE DANCE** *By Khachaturian*  
*Published by Leeds (ASCAP)* 7

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.  
 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)* 6

Records Available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phyllie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; E. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879.  
 Electrical transcription libraries: D'Artega, Lang-Worth.
- 8. THE DICKEY-BIRD SONG** *By Howard Dietz and Sammy Fain*  
*Published by Robbins (ASCAP)*

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. TOOTIE OOLIE DOOLIE (THE YODEL POLKA)** *By Vaughn Horton and Arthur Beul*  
*Published by Chas. K. Harris (ASCAP)*

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.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 10. YOU CAN'T BE TRUE, DEAR** *Based on a composition by Hans Otten and Gerhard Ebeler*  
*Published by Biltmore (ASCAP)*

Records Available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)

THIS WEEK'S **RCA VICTOR** RELEASE

**PERRY COMO**

**You Can Do No Wrong**  
and  
**Love of My Life**  
RCA Victor 20-2784



Two great, new Cole Porter songs from the MGM film, "The Pirate." "A" is in slow, easy tempo that Perry does so well. The flip is beguine rhythm with plenty of warm, romantic feeling. This waxing will fly to the top and keep spinning for months to come!

**COUNT BASIE**

**"Piano Rhythms"**  
Album P-200  
Backstage at Stuff's and My Buddy  
RCA Victor 20-2693  
Shine On Harvest Moon and St. Louis Boogie  
RCA Victor 20-2694  
Basie's Basement and I Never Knew  
RCA Victor 20-2695



Sugar and Swingin' the Blues  
RCA Victor 20-2696

**TOMMY DORSEY**

**Evelyn**  
A coin-catcher in typical "Tee Dee" fashion! Light, danceable rhythm...mellow tram interludes...and a smooth vocal by Harry Prime and the Clark Sisters.



**The Miracle Of The Bells**

Title theme of a much heralded new pic. "Bell-like" celeste harmonies and Stuart Foster's appealing vocal will make this the favorite dinking.  
RCA Victor 20-2779

**PHIL HARRIS**

**Somebody Else—Not Me**  
Phil's fast delivery is ideal for this old Bert Williams' favorite. Every line of punchy patter will egg on more and more coins!



**Deck of Cards**

A clever and unusual "story" dinking . . . how a G. I. found faith and inspiration in an ordinary deck of cards.  
RCA Victor 20-2821

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

Together on two new film hits . . . just as they sing them in Disney's "Melody Time"!

**Blue Shadows on the Trail**

(There'll Never Be Another)

and **Pecos Bill**

RCA Victor 20-2780

When you get both Roy and "The Sons" on one record, you've got sure-fire juke business. This will go over in any loc. . . with folks wanting to hear them again and again as they did in the pic!



**CLYDE GRUBB** and his Tennessee Valley Boys  
Blue Memories and There's Nothing I Can Do  
RCA Victor 20-2781

**ETTA JONES** with Luther Henderson's Orchestra  
This Is A Fine Time and Misery Is A Thing Called Moe  
RCA Victor 20-2782

**JAZZ GILLUM** Blues Singer with Harmonica  
Gonna Take My Rap and Chaffeur Blues  
RCA Victor 20-2783

**NEW INTERNATIONAL HITS!**

**OSMAR MADERNA** and his "Orquesta Tipica"  
Concerto to the Moon—Tango Fantasy and Don Juan—Tango  
RCA Victor 25-0111

**HENRI RENÉ** and his Musette Orchestra  
Piano Polka and Main Street Polka  
RCA Victor 25-1111

**RAY McKINLEY**  
**Tambourine**

Swell swing number from the Broadway hit "Angel In The Wings." The band comes up with lots of rhythm and riffs in a flashy arrangement. . . Ray sings the vocal.



**A Man Could BE A Wonderful Thing**

Keep your eye on this one! Amusing words and a fresh approach may make this the novelty hit of the year. Ray and Marcy Lutes trade fancy patter.  
RCA Victor 20-2768

**WATCH THESE "CLIMBERS"!**

**RAY McKINLEY**  
**Arizay**

RCA Victor 20-2736

**VAUGHN MONROE**  
**Completely Yours**

RCA Victor 20-2747

**SONS OF THE PIONEERS**  
**Happy Birthday Polka**

RCA Victor 20-2725

**JOHNNY TYLER**  
**Peepin' Through the Keyhole**

RCA Victor 20-2620

**WILL GLAHÉ**  
**You Can't be True, Dear**

RCA Victor 25-1117

**ALL-TIME HITS RE-ISSUED!**

**TOMMY DORSEY**  
**I May Be Wrong**

RCA Victor 20-2758

**VAUGHN MONROE**  
**Racing With the Moon**

RCA Victor 20-1707

**SURE HITS!**

**SAMMY KAYE**

I Love You, Yes I Do

RCA Victor 20-2674

**PERRY COMO**

Laroo Laroo Lilli Bolero

RCA Victor 20-2734

THE STARS WHO MAKE THE HITS ARE ON



# WAITING for a TRAIN

DECCA. 4619

## Ernest Tubbs

PEER INTERNATIONAL CORP.

Sole Selling Agent  
SOUTHERN MUSIC PUBLISHING CO., INC., 1619 B'WAY, NEW YORK, N. Y.

# Billboard MUSIC POPULARITY CHARTS

## Sheet Music

PART II

Week Ending April 9

### 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	Last Week	This Week		Publisher
13	1	1	1	NOW IS THE HOUR (R)	Leeds
13	2	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
11	4	3	3	MANANA (R)	Barbour-Lee
13	3	4	4	BEG YOUR PARDON (R)	Robbins
4	7	5	5	THE DICKEY-BIRD SONG (F) (R)	Robbins
22	5	6	6	SERENADE OF THE BELLS (R)	Melrose
9	6	7	7	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
5	9	8	8	PIANISSIMO (R)	Santly-Joy
1	—	9	9	TOOLIE, OOLIE, DOOLIE (R)	Chas. K. Harris
5	10	10	10	YOU WERE MEANT FOR ME (F) (R)	Miller
2	11	11	11	BABY FACE (R)	Remick
1	—	12	12	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
4	14	13	13	TERESA (R)	Duchess
2	13	14	14	TELL ME A STORY (R)	Laurel
16	12	15	15	THE STARS WILL REMEMBER (R)	Harms, Inc.
4	15	15	15	ALL DRESSED UP WITH A BROKEN HEART (R)	E. B. Marks

### ENGLAND'S TOP TWENTY

Weeks to date	POSITION	Last Week	This Week	English	American
15	1	1	1	A TREE IN THE MEADOW	Campbell-Connelly
13	2	2	2	NEAR YOU	Bradbury Wood
15	3	3	3	I WONDER WHO'S KISSING HER NOW	Feldman
7	5	4	4	WHEN YOU WERE SWEET SIXTEEN	Darewski
11	4	4	4	SHOEMAKER'S SERENADE	Kassner
8	5	5	5	ONCE UPON A WINTER-TIME	Cinephonic
9	6	6	6	SERENADE OF THE BELLS	Edwin Morris
7	7	7	7	CIVILIZATION	Edwin Morris
5	8	8	8	GOLDEN EARRINGS	Victoria
1	—	9	9	I'M MY OWN GRANDPAW	Leeds
3	9	10	10	TOO FAT POLKA	Francis Day
4	10	11	11	THE OLD POSTMAN PASSES ME BY	Francis Day
3	16	12	12	TELL ME A STORY	Irwin Dash
1	—	13	13	MY COUSIN LOUELLA	Francis Day
24	11	14	14	AN APPLE BLOSSOM WEDDING	Campbell-Connelly
26	13	15	15	I'LL MAKE UP FOR EVERYTHING	Peter Maurice
1	—	16	16	SILVER WEDDING WALTZ	Unit Pub. Co.
22	12	17	17	PEG O' MY HEART	Ascherberg
12	14	18	18	I AM HAPPY RIGHT HERE	Unit Pub. Co.
44	18	19	19	COME BACK TO SORRENTO	Ricordi

\*Publisher not available as *The Billboard* goes to press.

### CANADA'S TOP TUNES

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

Weeks to date	POSITION	Last Week	This Week	
2	1	1	1	NOW IS THE HOUR
2	2	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER
2	3	3	3	BEG YOUR PARDON
2	4	4	4	SERENADE OF THE BELLS
2	7	5	5	MANANA
2	6	6	6	THE DICKEY-BIRD SONG
2	5	7	7	GOLDEN EARRINGS
2	11	8	8	THE STARS WILL REMEMBER
2	10	9	9	BUT BEAUTIFUL
2	13	10	10	WITH A HEY AND A HI AND A HO HO HO
2	8	11	11	BALLERINA
2	12	12	12	I'M MY OWN GRANDPAW
2	17	13	13	PIANISSIMO
2	15	14	14	HOW SOON
2	18	15	15	I'M A-COMIN' A-COURTIN', CORABELLE
2	14	16	16	I'LL DANCE AT YOUR WEDDING
1	—	14	14	ALL DRESSED UP WITH A BROKEN HEART
1	—	15	15	HOW LUCKY YOU ARE
1	—	15	15	THE BEST THINGS IN LIFE ARE FREE

## NATIONAL Records

### The RAVENS

- 9039 "FOR YOU"
- "SEARCHING FOR LOVE"
- 9042 "TOGETHER",
- "THERE'S NO YOU"
- 9040 "FOOL THAT I AM",
- "BE I BUMBLEBEE OR NOT"

## Dick THOMAS

F. ZARKEVICH ORCHESTRA

- 5017 "WHO PUT THE LAW IN MOTHER-IN-LAW"
- "NATIONAL POLKA"



ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR  
OR NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending April 9



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 2, 8 a.m., and ending Friday, April 9, 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.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
April Showers (R)	Harms, Inc.	ASCAP
At the Candlelight Cafe (R)	Witmark	ASCAP
Baby Face (R)	Remick	ASCAP
Ballerina (R)	Jefferson	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Bye, Bye, Blackbird (R)	Remick	ASCAP
Haunted Heart (M) (R)	Williamson	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
I've Got a Feeling I'm Falling (R)	Santly-Joy	ASCAP
Laroo, Laroo Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Manana (R)	Barbour-Lee	ASCAP
My Sin (R)	Chappell	ASCAP
New Is the Hour (R)	Leeds	ASCAP
Passing Fancy (R)	BMI	BMI
Pianissimo (R)	Santly-Joy	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Saturday Date (R)	Southern	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
The Treasure of Sierra Madre (F) (R)	Remick	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
What'll I Do (R)	Berlin	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Gonna Get My Letter in the Morning (R)	London	BMI
You're Too Dangerous, Cherie (R)	Harms, Inc.	ASCAP

The Remaining 21 Songs of the Week

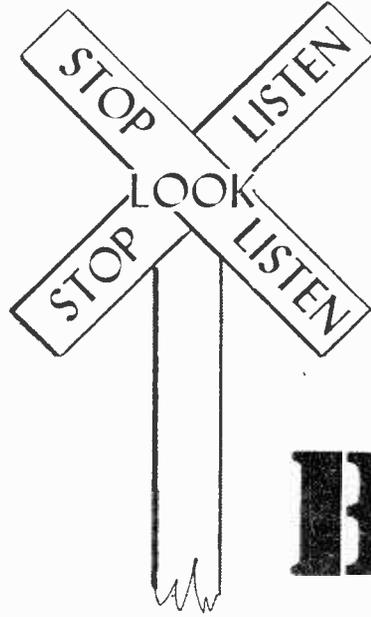
A Tune for Humming (R)	Paramount	ASCAP
All Dressed Up With a Broken Heart (R)	E. B. Marks	BMI
Big Brass Band From Brazil (R)	E. H. Morris	ASCAP
Encore, Cherie (R)	Miller	ASCAP
I Wish I Knew the Name (R)	Peter Maurice	ASCAP
In a Little Bookshop (R)	Triangle	ASCAP
It's Easy When You Know How (R)	Pemora	BMI
My Cousin Louella (R)	Shapiro-Bernstein	ASCAP
Oooh! Look-A There, Ain't She Pretty? (R)	Leeds	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Spring in December (R)	Leeds	ASCAP
Teresa (R)	Duchess	BMI
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Old Ferris Wheel (R)	Goldmine	ASCAP
The Thousand Islands Song (R)	E. H. Morris	ASCAP
There I Go (R)	Mellin	BMI
Thoughtless (R)	Feist	ASCAP
We Just Couldn't Say Goodbye (R)	Dreyer	ASCAP
What Do I Have To Do? (R)	Bregman-Vocco-Conn	ASCAP
You Turned the Tables on Me (R)	Sam Fox	ASCAP

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Title	Lic. By
13	1	1	MANANA	Peggy Lee, Capitol 15022—ASCAP
10	3	2	NOW IS THE HOUR	Margaret Whiting, Capitol 15024—ASCAP
13	2	3	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney, MGM 10119—ASCAP
8	4	4	NOW IS THE HOUR	Bing Crosby, Decca 24279—ASCAP
12	5	5	NOW IS THE HOUR	Gracie Fields, London 110—ASCAP
5	7	6	SABRE DANCE	Woody Herman, Columbia 38102—ASCAP
4	6	7	NOW IS THE HOUR	Buddy Clark-The Charioteers, Columbia 38115—ASCAP
9	8	8	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey, Columbia 38066—ASCAP
14	12	9	BEG YOUR PARDON	Francis Craig, Bullet 1012—ASCAP
3	9	10	BABY FACE	Art Mooney, MGM 10156—ASCAP
11	10	11	BEG YOUR PARDON	Frankie Carle, Columbia 38036—ASCAP
1	—	11	NATURE BOY	King Cole Trio, Capitol 15054—ASCAP
8	—	13	I'M LOOKING OVER A FOUR LEAF CLOVER	Alvino Rey, Capitol 491—ASCAP
1	—	14	BUT BEAUTIFUL	Frank Sinatra, Columbia 38053—ASCAP
1	—	15	SABRE DANCE BOOGIE	Freddy Martin, Victor 20-2721—ASCAP

Operators!



to the

BIG 3

COUNTRY-WALTZES

by



Waltz of the Wind

MGM Record No. 10068 by Rome Johnson

Columbia Record No. 38042 by Roy Acuff

King Record No. 693 by Clyde Moody

Tennessee Waltz

Victor Record 20-2680 by Pee Wee King

King Record No. 696 by Cowboy Copas

Decca Record No. 46122 by Jimmie & Leon Short

Shenandoah Waltz

King Record No. 619 by Clyde Moody

Victor Record No. 20-2657 by Charlie Monroe

# DECCA BUYERS GUIDE

WEEK ENDING  
APRIL 14

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

**A HIT!**

**HEARTBREAKER** ANDREW'S SISTERS  
**SABRE DANCE** No. 24427

A week ago we announced this special release. We expected it to climb fast. But it's passed our expectations. It's a big hit . . . and going places . . . fast!

**BEST SELLERS**

- 1 **TOOLIE OOLIE DOOLIE** ANDREW'S SISTERS  
I Hate To Lose You . . . . . No. 24380
- 2 **NOW IS THE HOUR (Moori Farewell Song)** BING CROSBY  
Silver Threads Among The Gold . . . . . No. 24279
- 3 **LITTLE WHITE LIES** DICK HAYMES  
The Treasure Of Sierra Madre . . . . . No. 24280
- 4 **BIG BRASS BAND FROM BRAZIL** DANNY KAYE-ANDREW'S SISTERS  
It's A Quiet Town . . . . . No. 24361
- 5 **HAUNTED HEART** BING CROSBY  
Moonlight On A White Picket Fence . . . . . No. 24379
- 6 **INFLATION BLUES** LOUIS JORDAN  
Reet, Petite and Gone . . . . . No. 24381
- 7 **BYE BYE BLACKBIRD** RUSS MORGAN with MILT HERTH  
I'm Looking Over A Four Leaf Clover . . . . . No. 24319
- 8 **SEAMAN'S BLUES** ERNEST TUBB  
Waiting For A Train . . . . . No. 46119
- 9 **S-H-I-N-E** GUY LOMBARDO  
Corn Silk . . . . . No. 25353
- 10 **BABY FACE** HENRY KING  
Oh, You Beautiful Doll . . . . . No. 25356

**ALWAYS POPULAR!**

These ten records stay right up on top. They're favorites that should be in every dealer's stock, in every coin machine location.

- SUGAR BLUES** CLYDE McCOY  
I'VE FOUND A NEW BABY . . . . . No. 25014
- HOT LIPS** HENRY BUSSE  
THE WANG WANG BLUES . . . . . No. 25015
- MARGIE** JIMMY LUNCEFORD  
I'M WALKING THROUGH HEAVEN WITH YOU . . . . . No. 25016
- BRAHMS' LULLABY (Cradle Song)** BING CROSBY  
SWING LOW, SWEET CHARIOT . . . . . No. 25052
- ONE O'CLOCK JUMP** COUNT BASIE  
JOHN'S IDEA . . . . . No. 25056
- WOODCHOPPER'S BALL** WOODY HERMAN  
INDIAN BOOGIE WOOGIE . . . . . No. 25079
- IN A SHANTY IN OLD SHANTY TOWN** JOHNNY LONG  
BLUE SKIES . . . . . No. 23622
- CHOPIN'S POLONAISE** CARMEN CAVALLARO  
WARSAW CONCERTO . . . . . No. 23701
- DRY BONES** FRED WARING  
OLE MOSES PUT PHARAOH IN HIS PLACE . . . . . No. 23948
- WHIFFENPOOF SONG** BING CROSBY with FRED WARING  
KENTUCKY BABE . . . . . No. 23990

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

The Billboard  
**MUSIC POPULARITY CHARTS**  
PART IV  
**Retail Record Sales**  
Week Ending April 9

**BEST-SELLING POPULAR RETAIL RECORDS**

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
12	1	1.	MANANA . . . . . Peggy Lee . . . . . Capitol 15022 <i>All Dressed Up With a Broken Heart</i>	
12	2	2.	NOW IS THE HOUR . . . . . Bing Crosby . . . . . Decca 24279 <i>Silver Threads Among the Gold</i>	
13	3	3.	I'M LOOKING OVER A FOUR LEAF CLOVER . . . . . Art Mooney . . . . . MGM 10119 <i>The Big Brass Band From Brazil (M)</i>	
6	7	4.	BECAUSE . . . . . Perry Como . . . . . Victor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)	
3	8	5.	BABY FACE . . . . . Art Mooney . . . . . MGM 10156 <i>Encore, Cherie</i>	
3	15	6.	SABRE DANCE BOOGIE . . . . . Freddy Martin . . . . . Victor 20-2721 <i>After You've Gone</i>	
3	13	7.	SABRE DANCE . . . . . Woody Herman . . . . . Columbia 38102 <i>Swing Low, Sweet Clarinet</i>	
2	10	8.	YOU CAN'T BE TRUE, DEAR . . . . . Ken Griffin-Jerry Wayne . . . . . Rondo R-226 <i>Doodle Doo Doo</i>	
1	—	9.	ST. LOUIS BLUES MARCH . . . . . Tex Beneke . . . . . Victor 20-2722 <i>Cherokee Canyon</i>	
12	4	10.	NOW IS THE HOUR . . . . . Gracie Fields . . . . . London 110 <i>Come Back to Sorrento</i>	

(Continued on page 25)

**BEST-SELLING POPULAR RECORD ALBUMS**

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
3	1	1.	Down Memory Lane Album Vaughn Monroe . . . . . Victor P-202	
11	5	2.	Good News Album June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall . . . . . MGM 17	
1	—	3.	Busy Fingers Three Suns . . . . . Victor P-206	
3	4	4.	Nellie Lutcher Album Nellie Lutcher . . . . . Capitol CC-70	
10	2	5.	A Sentimental Date With Perry Como Perry Como . . . . . Victor P-187	

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
7	1	1.	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director . . . . . Victor 12-0209	
5	2	2.	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant . . . . . Columbia 17521D	
9	3	3.	Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Efrem Kurtz, conductor . . . . . Columbia 12498	
132	5	4.	Clair De Lune Jose Iturbi . . . . . Victor 11-8851	
101	—	4.	Jalousie Boston Pops; Arthur Fiedler, conductor . . . . . Victor 12160	
4	5	4.	Khachaturian: Masquerade Suite—Waltz Boston Pops Ork; Arthur Fiedler, conductor . . . . . Victor 12-0209	
1	—	4.	The Palms—Welsh Traditional Songs Thomas L. Thomas . . . . . Victor 11-9109	
1	—	4.	The Palms James Melton . . . . . Victor 13592	

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

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

Weeks to date	POSITION		Album	Label
	Last Week	This Week		
21	1	1.	Khachaturian; Gayne Ballet Suite New York Symphony Ork; Efrem Kurtz, conductor . . . . . Columbia MM-664	
6	—	2.	Khachaturian; Masquerade (Symphonic Suite) Arthur Fiedler, conductor, and the Boston Pops Ork . . . . . Victor DM-1166	
4	2	2.	Operatic Arias Album F. Tagliavini-RCA Victor Ork; A. Dorati, director . . . . . Victor MO-1191—VO-13	
11	—	3.	Strauss Waltzes Andre Kostelanetz and His Ork . . . . . Columbia 481	
4	4	3.	Student Prince Album Nelson Eddy and Rise Stevens . . . . . Columbia MM-724	
1	—	3.	Tchaikovsky: Romeo and Juliet (Overture-Fantasia) (Album A. Toscanini-NBC Symphony Ork . . . . . Victor DM-1178	
1	—	3.	Tchaikovsky: Piano Concerto Vladimir Horowitz . . . . . Victor DM-800	

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending April 9



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	Label
11	1	1	1	MANANA	Peggy Lee...Capitol 15022
9	2	2	2	NOW IS THE HOUR	Bing Crosby...Decca 24279
12	3	3	3	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney...MGM 10119
3	7	4	4	BABY FACE	Art Mooney...MGM 10156
14	4	5	5	BEG YOUR PARDON	Francis Craig...Bullet 1012
11	6	6	6	BEG YOUR PARDON	Frankie Carle...Columbia 38036
1	—	7	7	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne...Rondo R-228
10	5	8	8	NOW IS THE HOUR	Gracie Fields...London 110
9	9	9	9	I'M LOOKING OVER A FOUR LEAF CLOVER	Russ Morgan-Milt Herth...Decca 24319
8	8	10	10	NOW IS THE HOUR	Eddy Howard...Majestic 1191
3	11	11	11	BECAUSE	Perry Como...Victor 20-2653 (D. Durbin, Decca 25295; Dean Hudson Ork (Sonny Stockton), Mello-Strain 112)
1	—	12	12	TOOLIE OOLIE DOOLIE	Andrews Sisters...Decca 24380
8	15	13	13	I'M LOOKING OVER A FOUR LEAF CLOVER	Three Suns...Victor 20-2688
5	12	14	14	SHINE	Frankie Laine...Mercury 5091 (E. Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)
1	—	15	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	Label
5	1	1	1	ANYTIME	Eddy Arnold and His Tennessee Plowboys...Victor 20-2700
4	5	2	2	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys...Victor 20-2700
35	2	3	3	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys...Victor 20-2332
6	9	4	4	PEEPIN' THRU THE KEY-HOLE	Cliffie Stone and His Barn Dance Band...Capitol Americana 40083
11	6	5	5	BUBBLES IN MY BEER	Bob Willis and His Texas Playboys...MGM 10116
13	7	5	5	SIGNED, SEALED AND DELIVERED	Cowboy Copas...King 658
10	4	5	5	TELL A WOMAN	Tex Williams...Capitol Americana 40081
12	3	8	8	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys...Capitol Americana 40065
2	8	9	9	DECK OF CARDS	T. Texas Tyler...4 Star 1228
3	10	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	Label
10	1	1	1	KING SIZE PAPA	Julia Lee and Her Boy Friends...Capitol Americana 40082
5	4	2	2	FINE BROWN FRAME	Nellie Lutcher...Capitol 15032
18	3	3	3	I LOVE YOU, YES I DO	Bull Moose Jackson...King 4181
10	2	4	4	BARNYARD BOOGIE	Louis Jordan...Decca 24300
6	5	5	5	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson...King 4189
7	7	6	6	TOMORROW NIGHT	Lonnie Johnson...King 4201
2	9	6	6	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson...King 4189
28	5	8	8	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends...Capitol Americana 40028
1	—	8	8	REET PETITE AND GONE	Louis Jordan...Decca 24381
9	8	10	10	WRITE ME A LETTER	The Ravens...National 9038

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from opposite page)

2	11	11	11	LITTLE WHITE LIES	Dick Haymes...Decca 24280 (The Treasure of Sierra Madre (D. Shore, Columbia 38114)
9	—	12	12	NOW IS THE HOUR	Eddy Howard...Majestic 1191 (True)
9	9	13	13	I'M LOOKING OVER A FOUR LEAF CLOVER	Russ Morgan-Milt Herth...Decca 24319 (Bye, Bye, Blackbird)
13	5	14	14	BEG YOUR PARDON	Francis Craig...Bullet 1012 (I'm Looking for a Sweet-heart)
3	12	15	15	SHINE	Frankie Laine...Mercury 5091 (We'll Be Together Again (E. Fitzgerald, Decca 25354; Slim Green, Decca 48074; G. Lombardo, Decca 25353; Punch Miller Ork, Century 4005; Mills Brothers, Decca 24382; Quintet of the Hot Club of France, Victor 20-2760)



NICKEL NABBING NOVELTY!

\* FRED LOWERY Whistling

- "LA GOLONDRINA" (The Swallow)
- "LA PALOMA" (The Dove) With Guitar and Novachord Columbia 37861
- "SONG OF INDIA" (From "Sadko")
- "TREES" With Guitar and Novachord Columbia 37864 (From Set C-148—WHISTLING FOR YOU)

- "STAR DUST" With Guitar and Novachord
- "SONG OF THE ISLANDS" (Na Lei O Hawaii) With Guitar and Novachord with Vocal by Dorothy Rae Columbia 37862

COLUMBIA'S TUNE TIPSTER

BEST BETS

SURE FIRE

**Janette Davis** } "There Ought To Be a Society" (For the Prevention of Cruelty to Poor Unfortunate Lovers)  
"They Can't Make a Lady Out of Me" With orchestra under the direction of Archie Bleyer Columbia 38096

---

**Dick Jurgens** and his Orchestra } COMING UP FAST  
"Mama's Gone, Goodbye"  
"Side By Side" Vocal by band and Jimmy Castle Columbia 38107

---

**Ray Noble** and his Orchestra } WATCH THIS ONE  
"Suspicion!" Vocal by Ray Noble and "The Noblemen"  
"Goodnight Sweetheart" Vocal by Snooky Lanson Columbia 38146



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



Thanks...

**PHONOGRAPH MERCHANTS ASSN.**

OF  
CLEVELAND — PHILADELPHIA — WASHINGTON

For Selecting our record the

**HIT TUNE OF THE MONTH!**

AND  
**MARTIN BLOCK...ED GALLAHER**  
**DAVE MILLER...PAUL WHITEMAN**  
**ROSALIE ALLEN**

plus

Most of the Disc Jockeys in the 48 States  
for Making our Record ...

**CONTINENTAL'S**  
*original*

**TOOLIE OOLIE DOOLIE**

(The Yodel Song) #C-1223

**VAUGHN HORTON Orchestra & The Polka Debs**

*The Hottest Record in these  
United States*

**CONTINENTAL'S**

*Original Recording of*

**YOU CAN'T BE TRUE DEAR**

The WHISTLING JITTERETTES with ORGAN C-1226

**MY GIRL FRIEND JULAYDA**

(VOCAL POLKA) C-1225

**JUST BECAUSE**

THE POLKATEERS C-1228

*Are Headed Toward the Hit Parade*

**DISTRIBUTORS' TERRITORY AVAILABLE**

Write for Complete Catalogue of Continental hits

SEE YOUR *Local Distributor* OR

**CONTINENTAL RECORDS**

NEW YORK . . . . . 265 WEST 54th ST., NEW YORK, N. Y.  
CLEVELAND . . . . . 626 HURON ROAD, CLEVELAND 15, OHIO  
DETROIT . . . . . 415 BRAINARD ST., DETROIT MICH.  
CHICAGO . . . . . 549 W. RANDOLPH ST., CHICAGO 47, ILL.

**The Billboard**  
**MUSIC POPULARITY CHARTS**

PART VI

**Record Possibilities**

Week Ending  
April 9



**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:*

YOU CAN'T BE TRUE, DEAR.....Vera Lynn with Chorus and Ork.....London 202

This is the disk which should fully establish the tune which has cropped up via the Rondo Ken Griffin-Jerry Wayne dinking. London uses the "Now Is the Hour" formula on this waxing with the choral chants showing the way in three-quarter time.

ALL OF ME.....Frank Sinatra with Axel Stordahl's Ork.....Columbia 38163

Sinatra really glistens on the second chorus of this medium jump rendition of the olde. He sings with greatest feeling and phrasing he has shown on wax in many moons. The arrangement is superior and orking is clean and drives with a firm beat. Flip is the new plug rhythm-ballad, "I Went Down to Virginia."

**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. LAROO, LAROO, LILLI BOLERO.....Perry Como.....Victor 20-2734
2. THE NEW LOOK.....Freddy Martin.....Victor 20-2769
3. LOST APRIL.....King Cole Trio.....Capitol 15054
4. TALKING TO MYSELF ABOUT YOU...Peggy Lee.....Capitol 15048
5. A TREE IN THE MEADOW.....Sam Browne.....London 123
6. ENCORE, CHERIE.....Tex Beneke Ork.....Victor 20-2270
7. IT'S THE SENTIMENTAL THING TO DO.....Vaughn Monroe.....Victor 20-2748
8. LOVE SOMEBODY.....Doris Day-Buddy Clark.Columbia 38174

**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. NATURE BOY.....King Cole.....Capitol 15054
2. JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
3. HAUNTED HEART.....Perry Como.....Victor 20-2713

**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. MY HAPPINESS.....J. & S. Steele.....Damon D-11133
2. JUST BECAUSE.....Frank Yankovic and His Yanks.....Columbia 38072
3. LAROO, LAROO, LILLI BOLERO.....Peggy Lee.....Capitol 15048
4. LAROO, LAROO, LILLI BOLERO.....Perry Como.....Victor 20-2734

**The Billboard**  
**MUSIC POPULARITY CHARTS**

**PART VII**  
TRADE SERVICES FEATURE

**Record Reviews**

Week Ending April 9

**RATINGS (100 Point Maximum)**

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

**How Ratings Are Determined**

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

**The Categories**

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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POPULAR				
<b>VERA LYNN</b> (Bob Farnon Ork) (London 202) <i>Once Upon a Wintertime</i> Unexciting ballad, equally unexciting performance. <i>You Can't Be True, Dear</i> Production—chorus, ork and chirp—team up to produce sterling rendition of tune that's picking up.	67	68	68	66
<b>COUNT BASIE</b> (Victor 20-2771) <i>Guest in a Nest</i> Attractive instrumental which reminds of the Count's "920 Special". Gets great beat. <i>Money Is Honey</i> (Jimmy Rushing) One of Rushing's better sides in a long time—clever lyric—good, solid ork backing.	91	90	92	91
<b>LARRY BENNETT ORK</b> (Sterling 306) <i>Jungle Echoes</i> Rumba stuff which somehow doesn't stir tho the idea is good. <i>Cuban Rhapsody</i> More of the same.	73	78	76	66
<b>WILBERT BARANCO ORK</b> (Black & White 359) <i>Blues Rhapsody, Parts I and II</i> Two sides of blues themes set in slow tempo both of which may draw some race coin. Key-boarding by Baranco is only adequate.	63	66	58	64
<b>FRANKIE LAINE (The Hollywoodmen)</b> (Gold Seal 2327) <i>In the Wee Small Hours</i> Must be some dusted off sides 'cause they are far from Laine's current standards. <i>That's Liberty</i> Weak song, weak Laine.	64	66	58	66
<b>FRED WARING</b> (Decca 24386) <i>Pennsylvania</i> Joe Marine capably sings the Finckel-Wilder tune for Waring's home state. <i>My Blue Heaven</i> The oldie dressed up in a multi-tempoed cleffing with fair Marine chanting.	60	62	60	58
<b>GORDON JENKINS ORK (Charles La Vere)</b> (Decca 24403) <i>Maybe You'll Be There</i> Reissue of pretty tune, pretty dinking which seems to have picked up some following in Jersey. <i>Dark Eyes</i> (Five Hits and a Miss) Folk song in an interesting Jenkins arrangement and neat performance.	40	40	40	40
<b>FRANKIE SINATRA (Axel Stordahl Ork)</b> (Columbia 38163) <i>All of Me</i> Time-tested oldie injected with plenty of new life via Sinatra's beat-ful vocal and stock Stordahl orking. <i>I Went Down to Virginia</i> Credit the arrangement for bringing this one up to a high level. Sinatra sings this new tune well.	76	82	80	66
<b>WILBERT BARANCO ORK</b> (Black & White 359) <i>Blues Rhapsody, Parts I and II</i> Two sides of blues themes set in slow tempo both of which may draw some race coin. Key-boarding by Baranco is only adequate.	76	80	78	70
<b>ENRICH MADRIGUERA (Patricia Gilmore-The Holidays)</b> (Decca 24407) <i>Xochimilco (Would You Do It Again)</i> Trite rumba novelty which is saved mainly by the ork work. <i>Jinguli, Songolo</i> (Patricia Gilmore-Tom Eldridge-Hector Rivera-The Holidays) A production in rumba time with material that wasn't worth the trouble.	82	86	80	80
<b>FRANKIE SINATRA (Axel Stordahl Ork)</b> (Columbia 38163) <i>All of Me</i> Time-tested oldie injected with plenty of new life via Sinatra's beat-ful vocal and stock Stordahl orking. <i>I Went Down to Virginia</i> Credit the arrangement for bringing this one up to a high level. Sinatra sings this new tune well.	75	84	78	62
<b>DUKE ELLINGTON (Columbia 38165)</b> <i>It's Monday Every Day</i> (Al Hibbler) Pretty blues tune well sung by Hibbler with able ork backing. <i>Air-Conditioned Jungle</i> An Ellington concert piece for Jimmy Hamilton's clary falls strictly into the collector's class tho it's a fine musical job.	80	80	80	80
<b>WILBERT BARANCO ORK</b> (Black & White 359) <i>Blues Rhapsody, Parts I and II</i> Two sides of blues themes set in slow tempo both of which may draw some race coin. Key-boarding by Baranco is only adequate.	60	63	56	60
<b>ENRICH MADRIGUERA (Patricia Gilmore-The Holidays)</b> (Decca 24407) <i>Xochimilco (Would You Do It Again)</i> Trite rumba novelty which is saved mainly by the ork work. <i>Jinguli, Songolo</i> (Patricia Gilmore-Tom Eldridge-Hector Rivera-The Holidays) A production in rumba time with material that wasn't worth the trouble.	60	63	56	60
<b>DUKE ELLINGTON (Columbia 38165)</b> <i>It's Monday Every Day</i> (Al Hibbler) Pretty blues tune well sung by Hibbler with able ork backing. <i>Air-Conditioned Jungle</i> An Ellington concert piece for Jimmy Hamilton's clary falls strictly into the collector's class tho it's a fine musical job.	60	63	56	60
<b>DUKE ELLINGTON (Columbia 38165)</b> <i>It's Monday Every Day</i> (Al Hibbler) Pretty blues tune well sung by Hibbler with able ork backing. <i>Air-Conditioned Jungle</i> An Ellington concert piece for Jimmy Hamilton's clary falls strictly into the collector's class tho it's a fine musical job.	70	74	69	66
<b>DUKE ELLINGTON (Columbia 38165)</b> <i>It's Monday Every Day</i> (Al Hibbler) Pretty blues tune well sung by Hibbler with able ork backing. <i>Air-Conditioned Jungle</i> An Ellington concert piece for Jimmy Hamilton's clary falls strictly into the collector's class tho it's a fine musical job.	65	76	70	50
<b>ENRICH MADRIGUERA (Patricia Gilmore-The Holidays)</b> (Decca 24407) <i>Xochimilco (Would You Do It Again)</i> Trite rumba novelty which is saved mainly by the ork work. <i>Jinguli, Songolo</i> (Patricia Gilmore-Tom Eldridge-Hector Rivera-The Holidays) A production in rumba time with material that wasn't worth the trouble.	61	64	57	62
<b>DICK HAYMES (Vic Schoen Ork)</b> (Decca 24103) <i>What Do I Have To Do</i> "Are You With It?" pic tune done in perfect taste both vocally and musically. <i>(It Only Takes) A Little Imagination</i> Same as above.	45	45	45	45
<b>DICK HAYMES (Vic Schoen Ork)</b> (Decca 24103) <i>What Do I Have To Do</i> "Are You With It?" pic tune done in perfect taste both vocally and musically. <i>(It Only Takes) A Little Imagination</i> Same as above.	83	83	83	83
<b>DICK HAYMES (Vic Schoen Ork)</b> (Decca 24103) <i>What Do I Have To Do</i> "Are You With It?" pic tune done in perfect taste both vocally and musically. <i>(It Only Takes) A Little Imagination</i> Same as above.	80	80	80	80

(Continued on page 28)

**ANOTHER LONDON HIT**  
**CAMARATA'S**

**"fiddle fiddle"**

"Fantasie Impromptu"

Kingsway Symphony Orchestra

RECORD No. 10,006

Week Ending April 2

**THE BILLBOARD PICKS:**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart:

FIDDLE FADDLE.....Kingsway Symphony Ork led by Camarata.....London 10006  
A neat, melodic exercise for strings, this piece has picked up so strong a demand that it was plucked out of Camarata's "Fingerbustin'" album to be moved as a single disk. It now bids fair to move into the "Holiday for Strings" class with perhaps more polish than the Dave Rose composition.

IMPORTED  
**LONDON RECORDS**  
FULL RANGE RECORDING

# Record Reviews

(Continued from page 27)

RATINGS  
(100 Point  
Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

BING CROSBY-KEN DARBY CHOIR  
(Victor Young Ork)  
(Decca 24404)

*Laroo, Laroo Lilli Bolero*  
Bing with choral backing on top plug item.  
*The Story of Sorrento*  
Listenable and tasteful production built around the BMI version of the Italian folk tune.

85	86	83	86
81	86	83	75

JOHNNY DENIS AND HIS RANCHERS-PRIMA SCALA ACCORDION ORK  
(London 201)

*Toolie Oolie Doolie*  
English wax effort to cash in on current novelty pop. Male chorus piping aided by accordions and banjos, yet.  
*Helen Polka*  
Merry dinking of polka fave, replete with mixed chorus, whistling and more banjo.

74	79	73	70
77	81	74	75

THE SOFT WINDS  
(Majestic 1218)

*At a Sidewalk Penny*  
Arcade  
Winds softly harmonize plug ditty, swinging into well executed restrained instrumental work.  
*I'm Particular Who I Dream About*  
Moderate paced harmony by boys of pert tune, followed by fast-slow instrumental tricks.

68	71	64	68
72	72	68	75

MORTON THAL'S THREE TOPS  
(Modern 20-575)

*Mary Lou*  
Organ, accordion, guitar trio styling of oldie, with accordion runs and solos as stand-outs.  
*Tumbling Tumbleweeds*  
Western standard provides trio with ample grounds to display competent individual and combined talents.

67	70	62	69
71	73	70	71

THE AQUA STRING BAND  
(Modern 20-578)

*Chinatown; Hindustan*  
Oriental flavored intro but then disk follows usual banjo-jed string band treatment minus vocal.  
*Mary Lou*  
Romantic solo piping followed by community vocal plus typical Aqua band instrumental maneuvers.

69	72	66	69
73	77	70	73

DICK TODD (The Banner Quintet)  
(Banner B-550)

*Sweet Adeline*  
Warbler's first platter for label offering oldie in straight tear-jerk fashion.  
*I Wish I Had a Sweetheart*  
Romantic Todd styling of oldie. Quintet backing capable, but undistinguished.

70	70	66	74
72	73	69	75

ARTIE WAYNE (Crew Chiefs-Andy Phillips Ork)  
(Majestic 1241)

*Arizona Sundown*  
Plaintive Western ballad with schmaltzy Wayne vocal aided by subdued Crew Chiefs harmony.  
*Let's Spend a Quiet Evening At Home*  
Soft, infectious Wayne warbling and humming of romantic ditty.

72	73	70	73
75	79	73	74

POPULAR

LES ELGART ORK  
(Uptowners)  
(Bullet 1025)

*Doodle Doo Doo*  
Uptowners display able harmony here over full Elgart orking of novelty.  
*I Lost My Heart in Hartford*  
Bright city-ditty lyric rendered by Uptowners in fine group vocal style. Elgart ork keeps disk moving at gay pace.

72	75	70	77
73	76	71	77

JIMMY ZITO ORK-HELEN O'CONNELL  
(Coast 8031)

*Just Naive*  
Sweet Zito trumpet intro followed by O'Connell gal's infectious chirping of fair tune.  
*The Man With the Horn*  
Strong, tasty Zito tootling featured throughout with ork sticking for most part to melody line.

72	75	70	77
74	78	73	77

DINAH SHORE (Sonny Burke Ork)  
(Columbia 38162)

*It Was Written in the Stars*  
Arlen-Robin "class" song with only fair chance for large-scale public pick-up.  
*(Dinah Shore-The Brazilians)*  
*My Guitar*  
Lovely Dinah projection on a high-quality tango-tempoed ballad.

75	83	73	77
87	89	87	88

RAY NOBLE (Al Hendrickson)  
(Columbia 38158)

*(It Only Takes) A Little Imagination*  
Hal Kempish arrangement of unimposing new ditty with quiet vocal.  
*What Do I Have To Do (To Make You Love Me)?*  
More Kemp with Noble piano touch. Inoffensive, unimpressive. Vocal again pleasantly quiet.

71	72	70	77
73	74	70	77

SAM BROWNE (The Squadronaires)  
(London 200)

*More Than Ever Before*  
London keeps covered on the rising pops; this, without the shuffle rhythm of the Metrotone platter.  
*Heartbreaker*  
(The Keynotes-Primo Scala Accordion Ork)  
Good string-band copying, altho zest is slightly simulated.

80	78	80	88
80	78	80	88

EDMUNDO ROS ORK  
(London 204)

*Jungle Drums*  
Mechanically correct rumba-drum beating on oldie-boleto beat in second chorus cold but proper.  
*Money, Money, Money*  
(Edmundo Ros)  
Unaffected calypso with fine clarity and a bit of squariness.

77	79	77	77
75	75	70	88

PERRY COMO (Russ Case Ork)  
(Victor 20-2784)

*You Can Do No Wrong*  
Como on Cole Porter's new "Pirate" film ballad. Pretty, not sock.  
*Love of My Life*  
Another Porter tune from same Pic. Same comment.

80	81	80	80
80	81	80	80

(Continued on page 118)



**SHERIFF TOM OWENS**  
and His Cowboys

"MY DARLING TELL ME TRUE"  
"JUST BECAUSE"  
No. 6086-75c

**GEORGIA SLIM**  
and His Texas Roundup

"AIN'T NOBODY'S BUSINESS"  
"REACH UP AND GRAB IT"  
No. 6081-75c

**REX ALLEN**  
and His Arizona Wranglers

"SLAP HER DOWN AGAIN PAW"  
"TEARDROPS IN MY HEART"  
No. 6095-75c

**CARL STORY**  
and His Rambling Mountaineers

"I HEARD MY MOTHER WEEPING"  
"LOVE IS A GAME"  
No. 6093-75c

**TURNER BROTHERS**  
"TO BE OR NOT TO BE"  
"GOD'S RIVER OF BLESSING"  
No. 6089-75c

**TINY HILL**  
and The Cactus Cutups

"I WASN'T BORN YESTERDAY"  
"IT MAKES NO DIFFERENCE NOW"  
No. 8078-75c

**PRAIRIE RAMBLERS**

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

**WALLY FOWLER**  
and His Georgia Clodhoppers

"EMPTY ARMS AND A HEART FULL OF SORROW"  
"WHEN MY DREAMS COME TRUE"  
No. 6092-75c

**DEWEY GROOM**  
and His Texans

"UNWANTED LOVE"  
"THE GIRL IN MY ARMS"  
No. 6090-75c

**THE POLKA CHIPS**

"DONKEY POLKA"  
"BLONDIE POLKA"  
No. 6096-75c

# MERCURY RECORDS



The Billboard MUSIC POPULARITY CHARTS

Advance Information

PART VIII

Week Ending April 9



ADVANCE RECORD RELEASES

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

POPULAR

- A Boy From Texas—A Girl From Tennessee
The Three Suns (I'm in) Victor 20-2838
A Little Street Where Old Friends Meet
F. Martin (On the) Victor 20-2826
A Lovely Rainy Afternoon
T. Bencke (Ramblin' Around) Victor 20-2837
A Tree in the Meadow
M. Lewis-Ames Brothers (On the) Decca 24411
After You've Gone
R. Eldridge Ork (I Can't) Decca 24417
Always
H. Derwin Ork (Melody Time) Capitol 15071
Am I Blue
M. Shaw-The Temp-Tones (Margie) Tower 1280
Anitra's Boogie
C. Cavallaro (Evelyn) Decca 24410
Arizona Sundown
A. Wayne (Let's Spend) Majestic 1241
As Time Goes By
B. Andrew-E. Bleck (You Were) Hollywood Rhythms 1653
At a Sidewalk Penny Arcade
The Soft Winds (I'm Particular) Majestic 1218
Baby Face
H. Cool (I Went) Mercury 5126
Baby Face
S. Kaye (Miss You) Victor 20-2879
Begin the Beguine
T. Martin (My Sin) Victor 20-2814
Irving Berlin's Song Album (4-10") Decca A-70
All Alone P. Whiteman Ork-J. Edwards Decca 2691
Crimoline Days P. Whiteman's Woodwinds Decca 2694
How Deep Is the Ocean (How High Is the Sky) P. Whiteman Ork-J. Edwards Decca 2693
Lady of the Evening P. Whiteman Ork Decca 2690
Remember P. Whiteman Ork Decca 2691
Russian Lullaby P. Whiteman Ork-J. Edwards Decca 2693
Say It With Music P. Whiteman Ork Decca 2690
Tell Me, Little Gypsy P. Whiteman's Woodwinds Decca 2694
Bert the "Jerk" From Albuquerque
R. Ray (That's the) Coast 8046
Beyond the Sea (La Mer)
C. Cavallaro (Summer Moon) Decca 24412
Chinatown; Hindustan
The Aqua String Band (Mary Lou) Modern 20-578
Clabberin' Up for Rain
J. Stafford (Suspicion) Capitol 15068
Concerto to the Moon (Concerto En La Luna)
L. Green (Mother Nature's) Victor 20-2832
Confess
Mills Brothers (Someone Cares) Decca 24409
Cuban Rhapsody
L. Bennett Ork (Jungle Echoes) Sterling 806
Did You Ever See a Dream Walking
G. Lombardo (The Girl) Decca 24408
Do Me a Favor, Dear
F. Craig (Foolin') Bullete 1013
Do-Re-Mi-Mi
L. Clinton Ork (I Went) Decca 24412
Evelyn
C. Cavallaro (Anitra's Boogie) Decca 24410
Foolin'
F. Craig (Do Me) Bullet 1013
For Me and My Gal
The Philadelphia 50-Piece String Band-B. Wood, Dir. (Heartbreaker) Tempo TR-656
Gulliver's Travels Album (4-10")
V. Young Ork Decca A-100
All Is Well Decca 2950
Bluebirds in the Moonlight (Silly Idea) Decca 2951
Faithful Decca 2952
Faithful Forever Decca 2953
Forever Decca 2952
I Hear a Dream Decca 2953
It's a Hap-Hap-Happy Day Decca 2951
We're All Together Decca 2950
Hamlet Album
J. Gielgud Decca DAU 7
Hamlet, Parts 1 and 4 Decca DAU 90024
Hamlet, Parts 2 and 3 Decca DAU 90025
Heartbreaker
The Philadelphia 50-Piece String Band-B. Wood, Dir. (For Me) Tempo TR-656
Hip-Billy Boogie
L. Paul (What Is) Capitol 15070
Hold Me
J. Thompson Ork (There Goes) Majestic 1246
Honey
J. Tremaine-R. Moore Trio (The One) Stellar SR-11011
Hopeless Polka
R. Henry Ork (Payday Polka) Dana 2009
I Can't Get Started
R. Eldridge Ork (After You've) Decca 24417
I Love You Truly
P. Como (Lill Marlene) Victor 20-2824
I Wanna Sleep
T. Pastor (There's a) Columbia 38178
I Went Down To Virginia
H. Cool (Baby Face) Mercury 5126
I Went Down to Virginia
L. Clinton Ork (Do-Re-Mi-Mi) Decca 24412
I Wish I Had a Sweetheart
D. Todd (Sweet Adeline) Banner B-550
If You Were the Last Man in Omaha
L. Welk (Melody Time) Decca 24416
I'll Always Be in Love With You
S. Kaye (The Tune) Victor 20-2846
I'll Remember April
B. Crosby (So Much) Decca 24413
I'm in Love—Can't You Tell?
The Three Suns (A Boy) Victor 20-2838
I'm Particular Who I Dream About
The Soft Winds (At a) Majestic 1218
In Santiago Chile ('Tain't Chilly at All)
D. Arnaz (Rumba Rumbero) Victor 20-2827
Inside U. S. A. Album
Victor K-14
At the Mardi Gras—B. Lillie Victor 45-0051
Atlanta—B. Lillie Victor 45-0053
Come, Oh Come—B. Lillie Victor 45-0051
First Prize at the Fair—J. Haley Victor 45-0052
Haunted Heart—P. Como Victor 45-0050
Inside U. S. A.—R. Case Chorus and Ork Victor 45-0050
My Gal Is Mine Once More—B. Williams Victor 45-0053
Rhode Island Is Famous for You—J. Haley Victor 45-0052
It All Depends on You
D. X. Miller Ork (Linger Awhile) Castle 1252
Jungle Echoes
L. Bennett Ork (Cuban Rhapsody) Sterling 806
Let's Spend a Quiet Evening at Home
A. Wayne (Arizona Sundown) Majestic 1241
Lil From Philadelphia
B. Cooper Tip Toe Music (The Thrill) Dana 2007
Lill Marlene
P. Como (I Love) Victor 20-2824
Linger Awhile
D. X. Miller Ork (It All) Castle 1252
Little Lady Make Believe
G. Olsen-E. Howard (Sixty Seconds) Decca 25343
Makin' Love Mountain Style
N. Donovan (So Tired) De Luxe 1165
Margie
M. Shaw-The Temp-Tones (Am I) Tower 1280
Mary Lou
The Aqua String Band (Chinatown; Hindustan) Modern 20-578
Mary Lou
M. Thal's Three Tops (Tumbling Tumbleweeds) Modern 20-575
Melody Time
D. Derwin (Always) Capitol 15071
Melody Time
L. Welk (If You) Decca 24416
Miss You
S. Kaye (Baby Face) Victor 20-2879
Mississippi Mud
T. Dorsey (On the) Victor 20-2852
Mother Nature's Lullaby
L. Green (Concerto To) Victor 20-2832
My Happiness
R. Deauville-Nouvelle Harmonica Trio (You Can't) Bullet 1032
My Mom
P. Regan-J. Crawford (My Mother's) Decca 25332
My Mother's Rosary
P. Regan-J. Crawford (My Mom) Decca 25332
My Sin
T. Martin (Begin the) Victor 20-2814
Old-Time Piano Album
F. Froeba Decca A-609
I'm Alone Because I Love You Decca 24233
In a Little Spanish Town ('Twas on a Night Like This) Decca 24234
Let Me Call You Sweetheart (I'm in Love With You) Decca 24233
Ma (He's Makin' Eyes at Me) Decca 24234
Margie Decca 24236
My Wild Irish Rose Decca 24235
That Old Gang of Mine Decca 24236
When I Lost You Decca 24235

April 15 to April 22 is RAY BLOCH WEEK

- ★ 30 YEARS IN MUSIC
★ 20 YEARS IN RADIO
★ TOP SIGNATURE RECORDING ARTIST



ALL TIME BEST SELLERS

15005 LIMEHOUSE BLUES inst. MEADOWLAND voc. by choir

15015 ESPANHARLEM inst. JEALOUSY inst.

15054 BEGIN THE BEGUINE inst. HUMORESQUE inst.

and his latest! 15180 SABRE DANCE MINUET IN G

Signature records

Signature Records, 601 W. 26th St., New York

(Continued on page 120)

# BULLET HITS!

Francis Craig Plays  
and Bob Lamm  
Vocalizes Song-Sational

"FOOLIN'" ON

Record #1013

THE HIT ON THE  
BACKSIDE... "DO ME  
A FAVOR, DEAR"

Really Going Strong: Record #1012

"BEG YOUR PARDON"

and

"LOOKING FOR A SWEETHEART"

Record #1001 is TOPS

FRANCIS CRAIG'S... "NEAR YOU"!

BULLET MAKES THE HITS—

ORDER FROM YOUR NEAREST DISTRIBUTOR

## BULLET RECORD

423 BROAD STREET

NASHVILLE, TENN.

64573

## Music—As Written

### New York:

Both Columbia Records' artist-and-rep chiefs, Manie Sacks and Ben Selvin, are off on sales treks for the diskery. Sacks has gone into the Missouri, Kentucky and Ohio territories, while Selvin, in addition to covering New York State, will attend the Ohio Phonograph Operators' Association convention at the Hotel Hollenden in Cleveland next week. . . . Electric Musical Industries (EMI) topper Wally Moody is due here from England for talks with Columbia diskery execs. . . . Mitchell Parrish will write lyrics for the Leroy Anderson composition, *Fiddle Faddle*. . . . Guitarist Dave Goldberg, drummer Jack Parnell and pianist George Shearing will join here to form an all-British hot jazz trio, it is reported.

Bullets Durgom this week signed a personal management pact with Alvy West, now at the Hotel Edison here. . . . Julie Lee due into the Apollo Theater April 30, with Billy Eckstine due to follow May 7, both for one-weekers. . . . Roof of the Pruden Auditorium, Lansing, Mich., collapsed last week just prior to a Vaughn Monroe appearance; Monroe's concerts were switched to a high school where the orkster grossed \$7,000. . . . Bob Bach, formerly with the Duke Ellington show, now handling the scribbling for the Andre Baruch-Bea Wain transcription series.

Ray Bloch will celebrate 30 years in music biz and 20 years as a radio conductor with an all-Gershwin concert at Carnegie Hall, April 22, which also will feature singers Genevieve Rowe, Alan Dale, Robert Merrill and Monica Lewis.

Dou Zito is personally managing John Laurenz. . . . Irving Weiss this week departed from job as professional manager of BMI on West Coast. . . . Jazzman Eddie Condon's first date in a year other than in his own nitery here, will be a four-week run with a seven-piece jazz unit at the Blue Note in Chicago, starting May 10. Condon reportedly will draw down \$2,500 weekly for the date which was set by Associated Booking.

Musicraft Records will put out its initial unbreakable kidisks this month. The firm previously had issued its kid stuff on shellac only. . . . It's understood that Jones Beach Casino will return to its name ork summer policy this season for the first time since before the war. . . . Justin Stone's ork was not signed by GAC as reported, but only booked by the agency for a date at the Kavakos Club, Washington. . . . Peggy Lee and hubby Dave Barbour are set for two weeks at the State-Lake Theater, Chicago, beginning July 12. The pair is skedded for a six-week date at the Paramount Theater here either in August or September.

First sideman drafted for Benny Goodman's return to activity at the Click nitery, Philadelphia, May 24, is ace pianist Teddy Wilson, who worked with Goodman in B.G.'s early big band and chamber combo days. . . . Johnny Moore, leader of the Three Blazers, suddenly hospitalized. . . . Duke Ellington was three days in the hospital where a cyst was removed from his kidney. The orkster will be ready for his band's Paramount Theater engagement April 21.

Dean Hudson's ork is set for three weeks at the Peabody Hotel, Memphis, beginning July 19. . . . Singers Connie Haines and Alan Dale are booked into Andre's in Syracuse for a date beginning April 12. . . . Unconfirmed reports indicate that the Hilton Hotel chain this week completed negotiations for purchase of the St. Francis Hotel, San Francisco.

George Simon pub this week finally acquired *Lost April* ditty featured in flick *The Bishop's Wife*. Tune has been waxed by King Cole (*Nature Boy* flip) and Frankie Carle. . . . *Alibi Baby* penned by *Heartbreaker* tunesmiths is being pubbed by Bobby Mellin's Robert Music. Ditty was re-cut Sunday (12) by Mummies string band in Philly for the Palda label. Reverse will be *My Girl Friend, Julayada*, polka ditty pubbed by Mellin Music, also dressed in banjo and community vocal style. . . . *Tea Leaves* tune, waxed a capella on the Philly label, Algene, by the Emil Cote Serenaders, went to the E. H. (Buddy) Morris group, reportedly for a \$500 advance.

A Newark syndicate, organized by an independent record manufacturer, is the latest in a flock of bidders for Majestic Records Company. . . . Lynn Allen, of the Merry Macs, learned while working the Empire Theater, London, with the Macs that he is the father of a girl, born in Hollywood Hospital. Baby will be tagged Dawn Lynn.

Warbler Don Reid and chirp Anne Marlow booked into Beverly Hills Country Club, Newport, Ky., last week for a two-week stand. . . . Tunesmith Vernon Duke back from Paris to start collaborating with Ogden Nash on a musical legiter. . . . Charles E. Corcoran has joined the executive staff of the Interstate Electric Company, New Orleans distributing outfit. . . . Shep Fields to play Sydenham Hospital benefit April 16 at Carnegie Hall. Eddie Cantor will emcee. . . . Art Mooney into the Cascade Roof of the Hotel Biltmore, here, for four weeks starting June 1.

Richard Humber's ork reopens the Tavern-on-the-Green, Thursday (15). . . . Opening concert of Sigmund Romberg comes off at the Lyric Theater, Baltimore, May 14. It was originally skedded to tee-off in Newark. . . . Permanent symphony ork has been formed in Binghamton, N. Y., composed of about 80 musicians, both amateur and professional. . . . Pianist Irving Fields, whose *Pin-Up Polka* ditty was the wedge for promotional push by the Walter Thornton Model Agency, has penned another tune dedicated to the pulch.ude publicizer, the Walter Thornton Rumba.

Will Roland, ex-Benny Goodman manager and current producer of such Columbia Broadcasting System (CBS) shows as Arthur Godfrey and Robert Q. Lewis, has purchased a 46-acre farm near Danbury, Conn.

### Chicago:

Frankie Laine has purchased a Detroit record store which will be operated by his sister. . . . Morry Price headed the Mercury Caravan as road manager, taking time off as sales director of the plattery.

Mercury received word Thursday (8) that the first shipment of 2,000 Czech masters was okayed thru customs after months of red tape. John Hammond and David Hall, who leave for Czechoslovakia April 14, will line up the additional masters and intend to work out an export deal whereby Czech-made (See *Music—As Written* on page 34)

# Pressure On for Hemisphere Copyright Pact; Dubious, Tho

WASHINGTON, April 10.—Altho pressure is mounting anew for Senate action on the inter-American copyright convention, chances are slim that the treaty will be taken up before the election adjournment. The New York Bar Association, however, has filed a petition with the Senate Foreign Relations Committee asking for prompt ratification for the treaty. True, some two dozen other bar groups have filed similar petitions during the nine months the treaty has been pending on the committee calendar. The fact remains that Senate committee aids believe the heavy load of vital post-war recovery and relief legislation is likely to forestall action this year.

## Controversial, Plenty

It is further pointed out that the treaty, which provides for mutual protection for copyrighted works among the Americas, is highly controversial, with the National Association of Broadcasters (NAB) already on record in opposition to ratification. If anti-treaty contentions of NAB necessitate hearings by the committee, it is considered doubtful that hearings can be crowded into the few months remaining before adjournment.

NAB's chief beef against the inter-American agreement is that it paves the way toward adherence to the Berne copyright convention, which NAB claims is contrary to U. S. copyright law in many respects.

The inter-American treaty, already ratified by five of the 21 American republics, gives an author of a literary, scientific or artistic work exclusive right to use or authorize the use of such work in translations, printing, reciting motion pictures, broadcasting and recording.

A feature of the treaty is that an author who has copyrighted his creation in his own country is thereafter considered to hold the copyright in

each of the other participating countries.

In another section—which is contrary to current U. S. copyright procedure—provision is made for the protection of a title of a work when it "has become internationally famous and the title has thereby acquired such a distinctive character as to become identified with that work alone." Many of the Latin countries had urged that all titles be protected, but the U. S. delegation—opposed to such protection—managed to work out the compromise.

## Jokers Opposed

Anti-treaty pressure also is being supplied by juke box industry representatives who foresee new attempts by the American Society of Composers, Authors and Publishers (ASCAP) to license juke boxes for the performance of music on records. Foreign composer societies (with whom ASCAP enjoys a reciprocal fee collection affiliation) long have been rankled by the fact that music machines here cannot be taxed presently for playing disked works of all composers, whether foreign or American.

# UAR Creditors Order Sale of Diskery Assets

HOLLYWOOD, April 10.—Creditors of defunct United Artists Records (UAR) authorized immediate disposal of platter's assets following a meeting held Thursday (8). Creditors' assignee, Francis Quitner, was ordered to put UAR on the sales block beginning with firm's mill properties (*The Billboard*, April 3). Five-man creditors' committee, which includes Producer Otis Rene, artist Johnny Otis, and three suppliers, will supervise disposition of UAR assets.

By resorting to common law assignment, rather than bankruptcy proceedings, creditors hoped to speed the disposal of UAR remains and pass savings in court costs on to creditors. Negotiations are pending for settlement of UAR claims against Diamond Records and Bell Records, the latter diskery a Hawaiian concern currently undergoing financial reorganization. UAR said Diamond owed the firm \$12,000, while Bell was in arrears over \$13,000 on past contracts.

Masters held by UAR, but still belonging to original producing groups, will be returned to owners shortly, it was revealed. Masters and platters which are UAR's exclusive property, will be offered for resale first to original producers, then to artists. If disks get no takers, platters will be sold on open market. Disks are to be offered to producers and artists at discount far below the established jobbing price of 37 cents per platter.

Book value of firm's assets was revealed to be \$128,000, \$26,000 of which is in accounts receivable. Platter's preferred debts include a \$26,000 note held by Bank of America, \$10,000 due in government taxes, salary claims and legal fees.

HONOLULU, April 10.—The majority of the stockholders of the Bell Record Company here have effected the assignment of the company's assets to Howard B. Lyman, trustee, who will bend his efforts towards avoiding liquidation and keeping the authentic Hawaiian firm going. According to Lyman, Bell's artists will assist in efforts to trim the present large inventory by providing the necessary cash to meet accounts payable.

# New Indie Diskery Bows in Hollywood

HOLLYWOOD, April 10.—Another indie label made its bow here last week, taking the name of San Fernando Records and declaring itself primarily in the Western and folk field. Firm is owned by Jim Erbaugh, Don Clegg, Bob Remington and Gar Hatfield.

Diskery has on hand 10 pre-ban recorded masters of which six will be released in the immediate future. Label's artists include Jack Rivers and the River Boys and Bob Remington, one of the company's partners.

Tunes to be released are: *New Star in Heaven, I Have a Feeling I'm Losing You, If You Knew What It Means To Be Lonesome*, and *Blue, Blue Eyes* recorded by Rivers and his group. Sides to be issued featuring Remington are *You're Not Worth a Dime* and *Ozark Baby With a Brand New Look*. Diskery will market its platters thru independent distributors.

# BMI Sets 1st Field Office in Boston

NEW YORK, April 10.—Broadcast Music, Inc. (BMI), licensing org, has set up its first important field office in Boston, it was learned this week.

Following the system employed by American Society of Composers, Authors and Publishers (ASCAP), which hires local reps in each territory to secure and regulate licensing under a fixed fee schedule, BMI has named attorney M. James Zelman to go after new licensees and police current BMI music users in the Massachusetts area.

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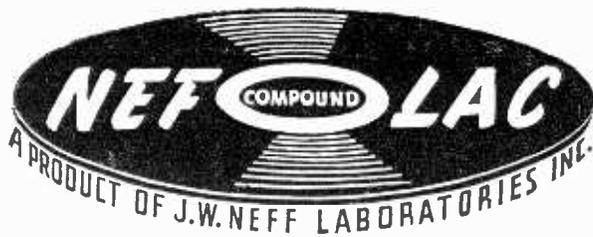
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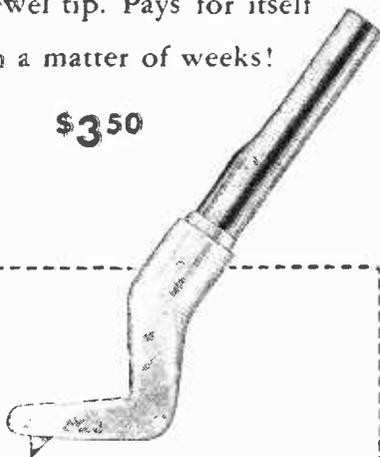
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## Law Closes In on Bogus Disk Ring; MPPA Joins In

HOLLYWOOD, April 10.—Investigation into a counterfeit ring reportedly flooding the country with bogus disks (*The Billboard*, April 10) moved into high gear last week, with a crackdown on the persons involved believed in sight. The case is in the hands of federal, State and local law enforcement agencies who are tracking down leads. Harry Fox, Music Publishers' Protective Association (MPPA) trustee and agent, has given the org's local rep, Max Fink, the green light to "co-operate" with diskeries in tracking down the violators. Paul Reiner, prexy of Black & White Records here, and first to uncover the ring's activities, has showed *The Billboard* counterfeit copies of platters bearing the B & W and Jewel labels. It's a simple matter to spot a bogus copy, he said. One means of detection is the absence of the matrix number normally found on legitimate pressings.

Counterfeit copy of a Louis Jordan (Decca) disk reportedly has been picked up at one of the local Central Avenue disk shops, indicating that majors, as well as indies, are being hit. According to Reiner, indies victimized by the counterfeiters include (along with B & W and Jewel) National, Savoy, King, Specialty and Aladdin. Reiner also revealed that Eddie's Distributing Company, Houston, reported counterfeit B & W disks had been sold to that firm. The tip is one of many expected to lead to original source of the bogus platters.

The reason why indies, rather than majors, were first to detect counterfeit activities is two-fold: (1) Majors are unlikely to feel inroads into its potential sales of a hit record while a smaller company can quickly sense the pinch; (2) so far, the ring's activities have been exclusively in race records, peddling to smaller dealers specializing in these items. These retailers are contacted regularly by indie diskery salesmen who thereby spot bogus pressings. The majors' sales reps normally concentrate on larger stores, and therefore remained comparatively unaware of counterfeit situation.

## Diskers Weigh Bid to Petrillo To Raise Ban

NEW YORK, April 10.—A meeting of recording representatives of the Industry Music Committee (IMC) Thursday (8), reportedly discussed the advisability of approaching James C. Petrillo in an effort to end the recording ban. No conclusions were reached but the reps decided to think the matter over and go into it further at another meeting late next week.

Present at Thursday's confab were James Murray, RCA Victor veepee; Frank White, prexy of Columbia Records; Walter Rivers, of Capitol Records; Milton Rackmil, of Decca Records; Jack Pearl, representing the Phonograph Record Manufacturers' Association (PRMA), and A. Halsey Cowan, representing Signature Records.

One disk exec reported that he "don't much give a damn" about bringing the ban to an early close, and intimated he felt that such was the prevalent attitude among fellow diskers.

## Alexander Files Complaint For BMI Performance \$

NEW YORK, April 10.—Contending that Perry Alexander and three other small publishers were entitled to share in public-performance monies collected from non-radio sources such as night clubs, hotels, etc., attorney David P. Siegel this week served a summons and complaint on Broadcast Music, Inc. (BMI), licensing org, citing that BMI receives payment for such performances but gives no share to its publisher affiliates. Siegel says his complaint will be filed in court Monday (12).

Alexander, one of the four Siegel clients, last year hurled sensational charges of alleged BMI inequities which were brought to the attention of the broadcasters who control the org. A short time thereafter, Alexander retracted his assertions in a written letter.

According to Siegel, his complaint is based on the interpretation of the contract signed by BMI with its affiliate publishers which, Siegel says, states that publishers would be paid on "public performances for profit, broadcasting and television." He alleges that under this clause BMI publishers should share directly in other-than-radio monies as well as radio performances and in his complaint asks for an accounting of the money collected by BMI. He estimates BMI's earnings to be about \$2,000,000 yearly. At the same time Siegel contends that Alexander has received only \$11.62 over a five-year period. Alexander has maintained that BMI's performance-logging sys-

tem is at variance with his own records as respects radio performances.

### Countering Complaint

In countering the Siegel complaint, Bob Burton, vice-president of BMI, pointed out that his org conducts its operation as any private business. Contractual agreements are made with individual publishers, Burton indicated, which arrange for the full "public performance right" to be vested in BMI. For this, publishers are currently paid at the standard rate of 6 cents per network performance and 4 cents per independent station performance, altho other rates are outlined in some earlier contracts.

Unlike ASCAP, Burton contended, BMI is a corporation which does not lump all monies it collects via licensing into a pool but adopts a "yardstick" system. BMI merely bases its payoff to publishers on radio-performance computations. No BMI contracts, Burton averred, refer to specific sources of collection, but he stressed that the contract between BMI and the publishers give BMI the "public performance right" in exchange for which BMI frequently gives various advances.

Siegel, who conferred Friday (9) with Department of Justice attorneys in Washington, who are handling the government's "cartel suit" against ASCAP, says the prime purpose of his action is to bring about a better working agreement between BMI and some 1,500 small BMI firms on whose behalf he filed his papers.

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**GAC Again Cracks  
 Coconut Grove  
 With Fields, Laine**

NEW YORK, April 10.—General Artists Corporation (GAC) this week further opened a wedge into the Coconut Grove of the Hotel Ambassador, Los Angeles, when the agency booked in a package coupling Shep Fields's ork and chanter Frankie Laine beginning July 13, for four weeks. GAC originally cracked thru the domination of the hostelry by Music Corporation of America (MCA) with the booking of Frankie Carle's ork into the spot for four weeks which begin May 11. Carle will kick off his General Electric airers on the Coast. The William Morris Agency has Miguelito Valdes and his ork set to follow Carle for a four-week date.

HOLLYWOOD, April 10.—Frankie Carle last week started his one-nighter trek westward prior to opening at the Ambassador Hotel's Coconut Grove May 12. Carle appeared Wednesday (7) at Kato Ballroom, Mankato, Minn. and then moved to Minneapolis for a week's stay at the Happy Hour Ballroom. Carle's April dates are April 15, St. Cloud, Minn.; Eau Claire, Wis. (16); Sheboygan, Wis. (17); Edelstein, Ill. (18); East Liverpool, O. (20); Cincinnati (22-28); Terre Haute, Ind. (29); St. Louis (30). Carle is skedded to originate his initial *Electric Hour* broadcast of the summer series from the local Columbia Broadcasting System studios May 2.

**Waller Near Set  
 On Glen Is. Deal**

NEW YORK, April 10.—Joe Waller, owner of the Post Lodge in Larchmont, N. Y., is almost certain to complete a deal to take over the lease for the operation of Glen Island Casino next week. Waller expects to finalize his deal (reported in *The Billboard* several months ago) by Thursday (15). He will take over the lease from Howard Gill and Michael De Zutta.

Glen Island was operated last year by orkster Shep Fields, who returned the property to original leasers Gill and De Zutta last October. Completion of the deal will give Waller control of the two key niteries in Westchester County. Both spots use name orks in the late spring and summer months. Waller figures to open the Casino with Gene Krupa's ork in the latter part of May, with the orkster reportedly set for a four-week stay. No other orks have been chosen, altho Ray Eberle has been discussed.

**Billie Holiday  
 Concerts Set**

NEW YORK, April 10.—Billie Holiday reportedly is going to do a legit house concert series here beginning April 28. Working with an ork, 'tis said, the chirp will do eight shows per week a la Chevalier and Piaf at the Mansfield Theater, with ducats scaled up to \$4.80. It will be a limited engagement.

The series was reported set by Ed Fishman, who currently is engaged in a contractual squabble with Joe Glaser over the chirp's management. Meanwhile, the Holiday gal missed a concert skedded for Philadelphia's Academy of Music last night because of a leg infection and high fever, according to Fishman. The session was to have been put on under the aegis of promoter Ernie Anderson, who estimates that the singer's sudden illness cost him some \$1,500 in rent, ads and publicity.

**Majestic Creditors Gang  
 Up for Chapter X Action**

CHICAGO, April 10.—Michael Gesas and Luis Kutner, counsel for a trio of Majestic Record Corporation creditors, met this week with a group of other Majestic creditors in an attempt to further the advance of a petition presented to Federal Judge Phillip Sullivan by Kutner. The petition seeks to rearrange reorganization proceedings, which currently have placed Majestic into Chapter 11 of the Chandler Act, thereby throwing the matter into Chapter 10. Tho details of the meeting could not be obtained, counsel for the trio, Bart Laboratories, Inc., the Elizabethtown Corporation, and John Horn, who hold aggregate claims of approximately \$50,000, expressed optimism at the additional creditors who attended the meeting.

The petition for change from Chapter 11 to 10 was continued in a court appearance this week until May 13 by Judge Sullivan, when A. L. Shapiro, counsel for Majestic, asked more time to complete the diskery's audit. Tho Majestic platters filed its schedule, which showed assets of \$1,264,628 and liabilities of \$989,760, in Federal Court last week, a complete listing of music publisher and artist creditors was missing. In the original transcript submitted to the court, the amount of \$84,121 was originally typed in as owed to artists and publishers but was later inked out, with the court's permission, to read, "Amount due publishers and artists being determined." Two artists, Rose Murphy, who was owed \$371.25, and Ray Dorey (\$750) were listed among creditors, but the reason for their being included while ohter major creditors such as George Olsen and Eddy Howard were not, could not be ascertained, as Parker Ericksen and Gene Tracey, execs of Majestic, were out of the city.

**Decca-Majestic Confab**

NEW YORK, April 10.—Meanwhile, talks between Majestic representatives and Decca's veepee, Milton Rackmil, in New York, continued thru this week, with Decca reputedly offering to take over the Majestic diskery operation under a deal where purchasing price would be paid out of profits received when and if Decca

**Mercury Closes  
 Eng. Decca Deal**

NEW YORK, April 10.—Mercury Records has picked up the Keynote Records deal with English Decca for the latter to handle foreign pressing and distribution of Mercury's projected longhair recordings. The English Decca deal was rearranged following the absorption of Keynote by Mercury recently.

Mercury execs John Hammond and David Hall leave for Europe Wednesday (14) and will make their first stop in London for a British Broadcasting Corporation broadcast which will introduce Mercury's symph to England.

stepped in. Before the Majestic plattery or any piece of its assets can be sold, however, legal observers here point out, the Chandler Act requires that the court first serve notice on all creditors before deciding to grant approval or disapproval.

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# Music—As Written

(Continued from page 30)

platters of authentic polka and international music will reach America shortly after they are released in Continental Europe.

Nelson King, WCKY disk jockey, Cincinnati, has cut his version of *A Deck of Cards* for King Records. . . . Peewee King and Roy Acuff, folk music toppers, set for the National Theater, Louisville, week of April 15.

## Hollywood:

Bill Coty, formerly with Santly-Joy, joins Ralph S. Peer's Southern Music to aid pubbery's Coast manager Jack Carlton. . . . Jimmy Dorsey's reorganized crew opened Friday (9) at his brother's (TD) Casino Gardens. . . . Jerry Fairbanks becomes one of the first tele film producers to sign cleffers since James C. Petrillo gave video the music green light. Inked by the pic producer are composer-arrangers Bud Webber, Clarence Wheeler and Gene Lucas who begin immediate scoring for Fairbanks' NBC video film series, *Public Prosecutor*. . . . Radio's 20-Year-Club has another member in Meredith Wilson, who this year celebrates a double decade of music broadcasting. Maestro made his air debut in 1928 on the San Francisco origination, *Blue Monday Jamboree*.

Mischa Bakaleinikoff started recording his symphonic score for the film sound-track of *Thunderhoof* at Columbia Pictures. . . . Leonard Sues is set as musical director for Larry Finley Productions. . . . Walter Gross Quartet, formerly appearing at Cezar's, is at Ciro's newly opened Ciro-ette. . . . Hoagy Carmichael accompanies Buddy Cole to San Francisco where the latter is skedded for three concerts at the Marine Memorial Theater. . . . Mel Henke, 88-er, makes his Coast debut at Riverside's Somerset House. . . . Talent corps consisting of the Benny Goodman Trio, Gordon MacRae, Martha Tilton, Jerry Colonna, Merle Travis and Jimmy Wakely attended Capitol's Mountain States dealer meet in Salt Lake City. Biz-wise, Cap was represented by Floyd A. Bittaker, veepee in charge of sales, and Robert W. Stahler, diskery's assistant national sales manager.

Benyo Rubini, composer-pianist, who accompanied Yvonne De Carlo on her six weeks p.a. tour thru the East and Midwest, has returned to the Film City where she has been set for a role in the actress' next Universal-International pic. . . . Bob Carroll, ex-Jimmy Dorsey balladeer, has landed a permanent vocal slot on Mutual's *California Melodies* ailer. . . . Billy MacDonald has snipped contract ties with Music Corporation of America (MCA). . . . Artie Wayne is collaborating with Mickey Rooney in tune cleffing. . . . Film thrush Gloria Jean dickerer with the Dallas Light Opera Company over lead in latter's staging of *The Great Waltz* in June. . . . Andre Previn, 19-year-old composer-pianist-arranger, upped to status of full musical director at Metro-Goldwyn-Mayer flicker factory.

## Cincinnati:

Ted King, former Cleveland ork leader, has been named general manager of the W. E. Harvey Company, new record distrib here. . . . Art Mooney band into the RKO Albee Theater Thursday (15) for a week's stand. . . . Step Wiegand's Three Steps, intermission and late-hour instrumenters, in their fifth week at Glenn Rendezvous, Newport, Ky. . . . Johnny Long ork set for Ohio State University, Columbus, May 1, and University of Michigan, Ann Arbor, May 7. . . . Elliot Lawrence gets the call at University of Kentucky, Lexington, May 15. . . . Larry Vincent, 88-er and songwriter, doing a disk jock stint over Station WCPO, 12:10-1 a.m. daily, from the Wonder Bar Lookout House, Covington, Ky.

## Philadelphia:

Lynn White, bandstand canary, leaves for Washington to join Dick Barlow at the Mayflower Hotel. . . . Tex Beneke added to the band parade at Frank Pafumbo's Click, following in Benny Goodman June 10. . . . Powelton Cafe buys its first band in Cootie Williams for an April 30 opening, and follows May 14 with Julia Lee. . . . Arranger-pianist Bill Carter joins the Don Nicholas band at the Embassy Club.

## Southard Now Merchandiser

NEW YORK, April 10.—Columbia Records' veepee, Paul Southard, this week shifted titles to become veepee in charge of merchandising. He formerly was in charge of sales. The new merchandising department under Southard will incorporate sales, distribution, advertising, sales promotion, publicity and related angles of the disk biz.

The department was created to eliminate duplication of duties in the diskery's Bridgeport, Conn., headquarters. Southard's job will afford a centralization of the diskery's merchandising operations. It will also pave the way for Bridgeport personnel to perform within specialized fields; for example, Jeff Wilson will confine his work to the diskery's masterworks division.

## SAVIN JOINS BORNSTEIN

NEW YORK, April 10.—Lee Savin, former exec with the artists and rep department of Majestic Records, next week goes to work for pubber Sol Bornstein. Savin will work in the business end of the Bourne-Bogat-ABC pubberies under the direct supervision of Bornstein.

## WHO'LL BE PREZ?

(Continued from page 17)

000-a-year post might be an economical move compared to appointment of another director) figures to be mullied over privately by ASCAP's brass. Election of the president must be by a two-thirds vote of the board directors.

### Or Is It a Writer?

Raising of Ahlert's name stems from normal ASCAP preference for a writer member of the directors' board, rather than a publisher, to head up the Society. Reportedly Oscar Hammerstein 2d and Otto Harbach have been broached as possibilities, but both reportedly have indicated themselves unavailable. Ahlert, a Fordham law school graduate and double-A composer in the Society (*I'll Get By, Mean to Me, I Don't Know Why, Where the Blue of the Night*, etc.) as well as an active participant in various ASCAP writer committees, stands high in stature on the cleffer list of board directors. Other penners on the board include Stanley Adams, Paul Cunningham, Hammerstein, Harbach, Ray Henderson, John Tasker Howard, Edgar Leslie, George Meyer, A. Walter Kramer and Taylor.

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# PHILLY BACK IN BIG TIME

## Jones Assails Shelvey 'Smear'

PHILADELPHIA, April 10.—Dick Jones, executive secretary of Local 6, American Guild of Variety Artists (AGVA), defending a suit brought against him by Arthur W. A. Cowan, representing 12 actors who claim \$62,000 from Jones, won the first round this week when the Federal Court ordered the plaintiffs to post a \$250 bond to cover trial costs.

The legal fracas developed out of a situation that Jones attributes to Matt Shelvey, ex-AGVA head, and the failure of the union under his rule to protect its members properly. It dates from October, 1946, when the Earl Carroll show left Los Angeles with a salary nut of \$5,500. AGVA, according to Jones, collected a cash bond of only \$2,000. Three weeks later, in St. Louis, the show was in arrears to acts.

Instead of AGVA's stepping in, said Jones, the show was permitted to tour, and back salaries accrued still further. In Boston, the union got an additional \$1,000 from Carroll, but since more money was owed acts from the Boston date, the amount was still insufficient.

### Complaints in Philly

On January 14, 1947, the show reached Philly to open at the Earle. Practically every member appeared in Jones' office to kick and was told to write out a separate complaint. "The originals are in my office," said Jones.

The show opened at the theater for \$7,500 and a percentage of \$24,000. Jones asked the theater to turn the guarantee over to the union and was told that \$5,000 of it had already been advanced to Bobby Vernon, Earl Carroll's rep. Jones then told the house heads, in the presence of the cast, he would pull the show. House booker Harry Mayer, according to Jones, replied: "Mr. Shelvey said you can't pull the show."

Jones phoned Shelvey. "Dave Fox answered and before I even opened my mouth, Fox said, 'There'll be no show pulled!' I demanded to speak to Shelvey and he told me Shelvey was too busy. It was the first time Shelvey was 'too busy' to talk to me in 23 months."

### \$3,000 Check

Subsequently, Jones said, he got a \$3,000 check from AGVA National and started to pay the acts and buy them transportation to the Coast.

All AGVA members, said Jones, were paid as far as the bond went. The suit now brought by them, he said, is an attempt by Shelvey and his spokesman, to "besmirch my character and that they (the actors) were advised by Shelvey to file these ridiculous charges."

## It's Great To Play Down Under, But Hard To Come Out on Top

(Continued from page 3)  
got a brand new routine. Or if you're a smash, you play it again. If you get to Australia at the time of the year when the rest of the circuit is closed, and if you can't play Sydney or Melbourne, you just lay off, since consecutive work is not guaranteed. In other words, all you can be fairly sure of is 12 weeks (with a week's lay-off) between Sydney and Melbourne."

Miss Bowman, who played with an 11-act U. S. unit called the Stardusters, said that David L. Martin, head of the Tivoli chain, was as nice as he could be to U. S. performers, and it wasn't his fault if the acts did not know conditions before they hit Australia.

### Taxes Are Murder

The tax question, Miss Bowman revealed, is also murder. Altho before she left America she was assured by the Australian consul that the bite would be only about 30 per cent, she said, she found the tax was about 55 per cent, deducted weekly at source. Furthermore, she could get no rebate on exemptions until she had her ticket to go home. That makes it pretty tough for performers to collect any loot coming to them.

On top of all this, tax exemptions

are much fewer than in America. You don't get any allowance for money spent on food while traveling or on hotel bills, or on dependents who are not with you. You are allowed exemptions for money spent on wardrobe "while you are working." Also, the ceiling for money you can take out is 1,000 pounds sterling (about \$4,500) and it's a headache to try getting out anything over that.

P. S.: You can't take a thin dime out of New Zealand.

Miss Bowman reported that Australian audiences are "the greatest in the world." Comedy, "as broad as you can make it," goes over big. All in all, she said, Australia is a great country to play, "provided you know what you're getting before you start out."

## 10G Talent Nut Set at Slapsy's

HOLLYWOOD, April 10.—In an all-out drive to hypo biz, Hollywood's Slapsy Maxie's this week opened purse strings to the tune of \$10,000 weekly, buying its most expensive packaged show since spot changed hands last October.

Set to headline the new show beginning April 26 are Jackie Miles, Jack Cole, Helen Forrest and Desi Arnaz's ork. Show has been inked to four weeks with options.

Bill marks Miles's first Coast trek and Cole's initial return since he first clicked locally last year in the same club. Arnaz's last local nitery stint was at Ciro's early in 1947.

## Dayton Spots Boom, 2 Book Some More Expensive Acts

DAYTON, April 10.—Night club business is flourishing here, with the leading spots bringing in more expensive acts.

The Kitten Hawk Room of the Biltmore Hotel, heretofore operating only with Michael Dunn's ork, will add Consolo and Melba, dance team, starting next week.

Clarence Kuhn's Idle Hour Supper Club announces "return of vaudeville" for the inauguration of its new policy. It will start with Leon Mandrake, magician, who will stay indefinitely; Adrian, a marionette act; Billie Hayes, hooper, and Harold Barry, emcee. Johnny Reger's band furnishes show and dance music. The soloist is Bobby Wetz.

## Ft. Worth Room Bows Apr. 14

FORT WORTH, April 10.—Fort Worth's newest lavish dance-dine room will be the Keystone Room at the Hotel Texas. Henry Love, who managed the Den, which gave way to the Keystone Room, says the new spot will open April 14. Quarters have been renovated. Robert D. Herrell, who designed Houston's \$35,000,000 McCarthy Center, designed the new room. The opening attraction at \$6 per will be Don McGrane and ork.

## 3 Major Spots In \$ Punches; Agents Squirm

### Flacks in All-Out Effort

(Continued from page 3)

Celebrity Bar, switched from combos to names and came up with Jerry Lester, who opened Thursday (8). The Latin Casino countered with Belle Baker and Frank Libuse, but feeling that the show wasn't strong enough to buck Lester, also hired Milton Berle for the opening night. When Berle heard he was being used to buck Lester—and a one-nighter at that—he refused the date.

Underneath this competition between rival niteries is another battle, and this between rival offices. William Morris books the Latin Casino, and Music Corporation of America (MCA) has long been trying to get something in this town to offset it. It made the deal at Casway's when it put in Lester. It is understood that it will make available its attraction to the spot to beat the Morris office's time. When Lester was set for Casway, the Morris office countered with Berle. The fact that he turned the deal down was something that wasn't figured on.

In the meantime Goldberg has been shopping around for something to compete with against the Latin Casino and Casway's. With both spots doing business with the majors, he turned to indies. Last week he signed Kitty Kallen for \$1,000 after MCA, who handles her, tried to talk her out of the date. Deal was made by Sol Tepper who will get his cut despite MCA's rule of no splits.

Latin Casino, trying to keep its hold, has meanwhile gone in for gimmicks. Latest one is a Tuesday night celeb thing run by Lee Mortimer, *New York Mirror* columnist. Trade doesn't think much of it, claiming that acts won't travel to Philly for cuffo, Mortimer or no Mortimer.

### War Trade Expectancy?

Some sources attribute the increased competition in Philly to the potential war trade expected. Town, like Pittsburgh, stands to benefit from war orders. In addition, Philly will have major political conventions and expects big business from them.

Goldberg, who is forced to deal with indies, has come up with one gimmick that the competition will have a hard time countering. When he bought Kitty Kallen he also arranged for the services of her husband, Buddy Granoff, associated with George Evans, big time press agent. Result is that for Miss Kallen's opening, the mayor and a committee will meet the train, local disk jocks have been tied up and other stunts are being planned with ample press coverage. She opens April 26. Major Stem nitery reviewers and columnists, who seldom leave New York, have been invited for the opening, with Goldberg picking up all tabs.

Trade doesn't expect the Latin Casino to take competition lying down, but whatever plans it has to counter with are still in the mulling stage. Meanwhile, acts with b.-o. appeal are being romanced by a town which was marked off last year as being strictly an also ran.

## What! No Fares?

NEW YORK, April 10.—Joe Saxe, owner of the Gatineau Country Club, Toronto, operates on about a \$600 budget, using three acts. Last week he phoned Sol Tepper and asked him to get him something with a name.

"I'll tell you what," said Tepper. "I think I can get you Kaye Thompson."

"Oh, yes—I heard of her," replied Saxe. "Offer her \$250."

## Copacabana, New York

(Thursday, April 8)

Capacity, 610. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Monte Proser. Booking policy, non-exclusive. Publicity, George Evans. Estimated budget this show, \$6,400. Estimated budget last show, \$5,000.

If yocks upon yocks can bring business, Dean Martin and Jerry Lewis should be in by a mile. Getting their first big time Stem nitery date since they teamed up 22 months ago, the two guys just about fractured every laugh record here. Dean Martin, a fine singer in his own right with an easy Crosby-ish styling, is rapidly becoming one of the best straight men in the biz. His complete ease, his personality and his mike-toying bits add up to an excellent job, skillfully sold.

Jerry Lewis, as the poor goof, has gone a long way since his record panto days. He's a buff-comic equally at home underplaying or overplaying his lines. Together the boys make one of the best teams in the business.

The major portion of their routine, band leading, heckling and situation stuff is a combo of their theater and cafe act. But in the third show the two lads did a couple of new things. Lewis did some hokey piano bits and sat in for the drummer while Martin warbled. In this they worked all kinds of bits, glee club stuff with the band, pratt falls and a lot of it seemed ad lib. In fact, it is this ad lib effect that at times seemed responsible for their big returns. But whatever it was, Martin and Lewis killed them. It was improbable that a typical Copa opening night audience would go for the kind of crazy things the lads do. After they got thru there was no doubt that it did. If the kids catch on here they'll be plenty hot.

### Production All Sight

Much of the reason for the lads' success here is in the fact that nothing happens for the first 40 minutes. The productions are beautiful, the costumes are expensive and look it and the new line has probably the most gorgeous kids of any nitery in the city. But this is all sight and Copa trade is used to it so just looks on, bored.

Vivian Blaine, as the headliner, showed a streamlined chassis and a beautiful face. Back in the days when she warbled with a band she didn't look so good, but she could sing. Now she looks good but her singing is n. s. g. Her picture work has given her an expressive face rather than an expressive voice. So she phrases every song thru mugging rather than proper phrasing. A lot of her numbers were rewritten with new material added, some of it cute, but each one was sung in the same groove. No excitement, no nothing, just singing. She had one thing with possibilities, a Dr. Kinsey song, but blew it when she forgot her lines. Being a headliner is fine, but Miss Blaine ought to be told that getting off when ahead means more than just words.

Ray Malone, short-boy hooper, did a fine job. His mercurial stepping

## NIGHT CLUB REVIEWS

### Cafe Lounge, New York

(Tuesday, April 6)

Capacity, 150. Price policy, \$1.50-\$2 minimum; \$1-\$1.50 cover. Number of shows, three nightly, at 8:15, 10 and 12. Operators, The Savoy-Plaza. Exclusive booker, Jules Ziegler. Publicity, Newkirk Crockett. Estimated budget this show, \$700.

There's only one reason this chichi room put shows back after a five-year lay-off—lack of business. But going after the kind of trade to which this room used to be accustomed, and trying to get it with this show, is problematical. The mike and the p.-a. system need more than just an overhauling. They need replacement. The lights are merely adequate and do nothing for the acts.

Strongest act on the bill was Johnny Thompson. The good-looking bary has a strong pair of pipes and a personable appearance. The routine, consisting mostly of standards, was well done, but the lad needs some pops to get attention. Incidentally, Thompson ought to know that getting off when ahead is a cardinal principle of showbiz.

Cedric Howard (ex-Don Tannen), previously caught only on club dates, did surprisingly well. Customers went for his corn and Howard sold it with more than average skill once he got the butterflies out of his belly. The comic began with giggles and wound up to yocks. With the exception of billing and more dough, what more can a comic want?

The show opened with Barbara Barrie, a pretty little brunet. The gal used to be a hooper, now she's a singer. In the right room, Miss Barrie would be okay. Here she just didn't fit. Her wardrobe, a kind of Joseph's-coat color combo, was poorly chosen and badly designed. After doing two pops, the gal went into a tap routine, neither of which registered.

Irving Conn's band was in trouble cutting the show almost all the way. The boys need a lot more rehearsals. Running shows so often (8:45, 10 and midnight) puts a heavy strain on actors and—what is more important—is bad for business. Service during shows either slows up or stops. If the room wants business it would be wiser to run two shows if for no other reason than to give customers a chance to spend. Also, the use of three singing acts on the same bill seems like poor booking.

Bill Smith.

was admirable. But why the singing? There's enough singing on the bill.

### Warde Donovan

Warde Donovan, boy production chanter, a tall, handsome lad, showed a strong pair of pipes but no songs he could show them off with. In a better spot he ought to do better.

Betty Bonney, pert brunet singer, made up in eye appeal what she lacked in ear appeal. A love scene between Donovan and Miss Bonney produced a la musical comedy, seemed lost. Both singers seemed to be fighting each other.

Michael Durso's band cut the show with unusual skill. And considering all the singing there is, he had his job cut out for him. Fernando Alvarez's rumba rhythms jammed the floor.

Bill Smith.

### Penthouse Club, New York

(Wednesday, April 7)

Capacity, 100. Price policy, \$3-\$3.50 minimum. Number of shows, three nightly, at 10:30, 12 and 1:30. Operator, Philip Rosen. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$500.

This tiny room on top of a building overlooking Central Park has long been a hideaway with a rep for good food and plenty of atmosphere. Last time the spot had a show was about 1941. Since then it has gone along as just a class eatery.

When the new op took over he made a couple of minor changes and brought in Maxine Sullivan for the late biz. Whether she'll do the trick remains to be seen. But as a performer she never did so well as she did here opening night.

For one thing, the ounce-sized room is almost made to order for her. For another, the audience sat transfixed and finally the gal came in with tunes that haven't been kicked around. Altogether it made for a top job by a top singer.

Miss Sullivan's phrasing was flawless. Her slow, soft, easy delivery was beautiful. In fact it was so good that when the mike went bad and she worked without it, the audience gave her every attention. For Miss Sullivan to work without a mike—her voice is tiny—is something.

Oscar Walzer on the piano, supplying the only instrumental music, played for the singer with deftness and skill. Over-all effect, small voice, delicate phrasings, with soft piano backing it up, is like an intimate living room.

Bill Smith.

### Club Charles, Baltimore

(Tuesday, April 6)

Capacity, 325. Price policy, no cover or minimum. Number of shows, two nightly, at 9:15 and 12:15. Operators, Tom Shaw, Lou Shaw, Moe Levy, Booker, Sol Tepper, exclusive. Publicity, Irv Klein. Estimated budget this show, \$2,500. Estimated budget last show \$3,000.

Jackie Winston tops the new show, with Joan Adair and Rosanne in the running to set up a smart package of club fare.

Rosanne breaks the ice with several smooth numbers involving good acro and control work. The slim, exotic looking gal shows a beautiful chassis to good advantage in the numerous butterflies and fast spins, but at times assumed a rather dead pan expression which, coupled with a dark green wardrobe and a dull light, didn't make for a vivacious impression. Over-all it's a pleasing set of routines.

Joan Adair, looking like something out of Saks' window, can sell a song with the best of them. The attractive song stylist, who hits the high register with clear brilliance, scored well on a *Showboat* medley and a dreamy *But Beautiful*.

### Winston Turns on Heat

But if the show up to this point was comparatively quiet, it ceased to be with Jackie Winston. For doing a warm-up job to a cool audience, the guy deserved the hands he got. Taking them by surprise, Winston worked not only from the floor, but ringside, the back of the room and anywhere the desire struck him. The guy is funny and his material doesn't run the beaten track. It's up to date and different. While most Lorre bits are pretty hackneyed by now, Winston's brought laughs which built up continually as he threw in the tag line in spots all thru the rest of the stuff. Outstanding was a series of "one-act plays" with Winston and hat to match taking all parts, as were his Scotch bit and a Ted Lewis a la Durante.

The room, lavishly decorated with mirrors, gave Winston the perfect opportunity to discuss with himself how business was doing, and his own troubles. But what made it unusual was the fact that the lad worked like

## Leon and Eddie's

(Thursday, April 8)

Capacity, 350. Price policy, \$3.50 minimum. Shows at 8:30, 12:30, 2:30. Operator, Eddie Davis. Booking, non-exclusive. Publicity, Jeanne Sager. Estimated budget this show, \$1,300. Estimated budget last show, \$1,200.

The anticipation of the possibility that a guy might run across a fine and relatively undiscovered hunk of talent is always present when setting out to catch a new show at Eddie Davis's bistro. But if there is any such in the current ensemble, it is not discernible to this naked eye. Even making allowances for occasional lapses in staging and the obvious lack of adequate rehearsal the new acts had with the band, not one of the five turns impressed as holding exceptional promise. All showed the need of considerably more work and polish. Following the Frank Shepherd line's (five this show, usually six) Bowery - type, bump - loaded opener, acro-dancer Ruth Kelly evidenced good control and mastery of acro-contortion aspects of her job, but little native grace or stage presence. And she wasn't helped at all by working to a lights-up house, giving her virtually no production support.

Diane Madison, in the deuce spot, sang *You Don't Have To Know the Language* and *Manana* with unbridled vocal and bodily energy. Too unbridled. Less glaring, punching and mugging would help this kid. In Miss Madison's case, as in others, somebody stamping out the beat by foot would have been of more assistance than the Art Waner band (Waner is on a six-week vacation, which may be part of the answer).

### Tannos Tap Terp

The Tannos (Guy and Rita) did a routine tap terp number, hurt no little by sad 802 support, but even more by trying to give too much. The act could be strengthened considerably by eliminating one or two numbers (preferably the j-bug closer and the girl's pseudo hula bit) and sharpening up the rest.

Emsee Boyd Heath, who introed the acts with nice unobtrusiveness, took over for a vocal session here, and the payers began to act like life was worthwhile. Heath's strong suit is cowboy stuff (which he platters for RCA Victor), but he also turned in creditable efforts on *Brass Band* and *Whiffenpoof*, and got real audience enthusiasm out of *Casey Jones*. Arlene and Dowling, novelty turn, displayed a knack for making strictly orthodox lifts, hand-balances, etc., look extremely difficult.

The ill wind moral of this type of show, however, is that it makes good performers, like Sherry Britton and Eddie Davis, who follow aforementioned five respectively, look great. Miss Britton is smart enough not to try to sell anything she hasn't got, inasmuch as she has plenty of what cafe habitues want. Her sexy sing-talk material and dance are delivered with appropriately come - hither voice and mannerisms, and, as is well known, she has the physical appearance to match. Davis continues to work harder and more successfully to make the customers happy than any boite boss in town, and tho he seems to get a little rough at times, the check-lifters seem to love it.

Joe Csida.

a demon and he wasn't kidding. That won them and he was in from there on out.

The Wally Wanger line (6) provided a couple of sparkling numbers, an Oriental and a classy jive number which set off some colorful wardrobe and good footwork.

Norman Brooks and his orchestra did excellent backing for the show. Herbert Curbelo and his rumba group alternated for dancing.

James A. Carter.

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## Slapsy Maxie's, Hollywood

(Monday, April 5)

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

Comic Billy Vine registered with a high impact opening night that he did to beg off after an hour on the floor. No performer since Danny Tommas has been able to hold ringers so completely here.

Vine in his first visit here, featured new and original material made to measure to his talents. He is not the st-patter type of gagster, relying instead on elaborately contrived routines and sketches. Opening with a yank routine and satire on feds, he adds to a keen bit of mimicry in caricaturing Jackie Miles, Danny Tommas, Jerry Lester, Zero Mostel and Joe E. Lewis. In callback, Vine brings Slapsy's regular waiters to the floor for a session of horseplay, neatly weaving in bits by three plants. Top-routine is routine done with deadpan poise. Mack Pearson, in a genuinely funny sketch.

In her first nitery stint, thrush Marion Hutton showed plenty of flare for the work. Easy on the eyes and smartly gowned, Miss Hutton puts her lusty pipes to solid use in a series of specially written tunes, best of which was *Brooklyn Love Song*. Marion has a tendency to use same mannerisms, gestures and stylings made famous by sister Betty, a fault which should be promptly corrected. She has enough talent to score without resorting to Betty's trade-marked antics.

Opening slot went to Mary Raye and Naldi, the top ballroom duo to say Slapsy's this past year. Worked with grace and smoothness, doing six different numbers, and begging off early after the 18-minute turn left them breathless.

Dick Stabile's ork cut a good show and played well for dancing. Mike Ortiz's Latin combo held intermission hot. *Alan Fischler.*

## Ciro's, Hollywood

(Tuesday, April 6)

Capacity, 450. Price policy, \$3 cover. Shows 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Pub. ty, Charlotte Rogers. Estimated budget this show, \$6,500. Estimated budget last show, \$5,000.

Gracie Fields took her initial Hollywood nitery appearance in stride, capturing the pic celeb audience from the start. Across-the-pond chantoosey-medicine had no difficulty breaking the ice. Walking on with rapid-fire gags, she had ringsiders in the palm of her hand.

Gestures and facial expressions, added to her typical vocal stylings, brought yocks a plenty with voicings of novelty selections. Palm-winners were such rib ticklers as *The Awfulness, the Simplicity, the Wickedness Men; Pedro, the Fisherman; the Corp ballad Wind 'Round My Heart*, and a ditty concerning England's food rationing problems, *Codfish*.

Following the comedy start, mood turned to the straight and serious, with Miss Fields focusing her ballad-g talents on *A Fellow Needs a Girl, We Is Funny, How Are Things In Occa Mora?*, rounded out with a community sing session on *The Best Things in Life Are Free, She's Too Hot For Me, and Bongo, Bongo, Bongo*. Gags were sandwiched in between casual offerings, bridging the tunes en route.

Miss Fields was accompanied by pianist, Ingolf Dahl, with rhythm support coming from the Barclay All-Work. Allen group and the Rene Ruzet Rhumba band provided beats for terp-minded customers.

*Lee Zhitto.*

## Follow-Up Review

LATIN QUARTER, NEW YORK: The addition of Buddy Lester, Steve Condos, the Hermanos Williams Trio and Jane Dulo has taken the stale-ness off a show which is still one of the best on the Stem despite its longevity.

Buddy Lester is probably one of the best tumult comics around. His terrific change of pace and general impression of ad libbing his set routine make for yock payolas practically all the way. While most of his act has been caught frequently, he showed a couple of newies that should get equally good results with a little more use. His cockney *Oh, How I Miss You Tonight*, delivered dead pan at a la English Music Hall, can fracture an audience familiar with British vaude. His Nelson Eddy-Jeanette MacDonald thing, however, has a universal appeal. For the latter he uses a two-way wig on a pivot. When he does MacDonald he twirls wig to show blond hair and a flower. For the male he spins it back to show Eddy. Laughs come from the mixing of falsetto and baritone. Bits of business are hilarious.

Lester's act with Steve Condos, who incidentally has become quite a straight man, was another sock laugh builder. The two lads have worked frequently together in the past year or so, but are not together as an act. They are booked as singles.

Steve Condos (ex-Condos Brothers), besides working with Lester, does a fine hoofing job in his own spot. His combo of sand steps and straight terping is reminiscent of drum work with brushes and rim shots. With his dancing, Condos projects a pleasing personality and an almost shy-like appearance that makes him a top seller.

The Hermanos Williams Trio (two boys; one girl) are rigged out as smartly as they were before the act broke into three different packages. The gal's Argentine tango vocals make a pleasant background for the two lads to go into what looks like casual acro stuff.

Jane Dulo has some of the funniest material around. A lot of it, however, doesn't project in this big room. She needs an attentive audience to get results. The gal started badly, overcoming the noisy crowd by sheer punching. Her walk-off was good, but the over-all result was tepid.

*Bill Smith.*

## Tyros Vie at Club Charles

BALTIMORE, April 10.—The Club Charles is the latest to come up with a talent gimmick. The brainchild of Irv Klein, club flack, the idea calls for a six-week amateur contest. Each Friday night six contestants will be chosen and appear in conjunction with the regular floor show, and the winner will be chosen by audience applause. The contest will begin April 10 and finals will be May 21. Winner of the final will get a week's work at the Club Charles.

## Yocum Plots Paris Ice Show

PHILADELPHIA, April 10.—Rube Yocum, co-producer with Gladys Lamb of the ice shows at the Garden Terrace of the Benjamin Franklin Hotel, flew to Europe recently to give Paris its first ice show. He left with Jack Hylton for London, with plans calling for an ice show to open in the spring at the Etoile Theater in Paris. Before leaving, Yocum launched a new *Ice Parade* revue here with Peggy Ann (Smith) and June Campbell in the leads.

## Juke Box Union Enters Detroit Night Club Fray

(Continued from page 3)

men here is a branch of the Teamsters' Union, which had already supported AGVA in refusing to make deliveries to the Ship and earlier to the Stevadora until the line was withdrawn there last Saturday (3).

## "Can't Buck Unions"

Tony DiLorenzo, proprietor of the Ship, said that Eugene C. James, president and business manager of the juke box local, advised that "you can't buck the unions" and offered to intervene. Two servicemen from the Meltone Music Company followed and wanted to shut the box off "so it wouldn't get damaged" during the difficulty—the box had been used between shows after the ork refused to cross the picket line. DiLorenzo said he offered to let them take the box right out of the place but they declined, and a phone call was received from Vincent Meli, partner in the Meltone Company—and, incidentally, in the Stork Club, another Detroit nitery—advising a settlement, but telling DiLorenzo the operating company would not force him to turn the box off. Then, said DiLorenzo, James returned and told the management to take the machine out of service, which was done.

The situation at the Stevadora was eased temporarily last Saturday when pickets withdrew following a signed agreement by Richard Golan, one of the partners, that the club would not play non-union acts. Golan's action, taken without the signatures of his two partners, and with Billy Grubbs, AGVA national representative, was motivated by his disgust at delay in his Circuit Court attempt that afternoon for an injunction. Golan decided he couldn't afford to lose another week's business waiting for the court action this Friday (9) and gave in, but indicated his intention of still prosecuting the case for an injunction against picketing by AGVA and other craft unions despite the settlement.

## Band's Time Reduced

Joe Barket's band went back into the Stevadora after the line was withdrawn, but only upon a three-nights-a-week basis instead of the full-week policy and, according to Golan, is dissatisfied with the resultant reduction in weekly salary.

Meanwhile, action flared late Saturday night at the Ship, when Billy Grubbs and three organizers of the Waiters' and Waitresses' Union—Floyd Loew, Tony Nola and Hazel Kopacz—were taken in by police from the picket line as "picket captains." Grubbs and other union people had been picked up several times during the week at one or the other of the two spots—situated at opposite ends of the city—and released after, usually, a brief visit to the local station house and a "warning." On Saturday, however, warrants were sworn out by police for violation of the Bonnie-Tripp Law—a step sought the day before by Joe Kasoff, owner of the Artists Casting Bureau (ACB) which booked the two spots, and turned down by Prosecuting Attorney James N. McNally as reported last week. The original turndown had been attributed by spokesmen for ACB or ASAT, of which ACB is the commercial outlet, to "politics," with a local political campaign in the offing.

The Michigan Bonnie-Tripp Law is considered by local labor people to be a much stiffer and slightly elder version of the Taft-Hartley Law. The question largely centers on the generally agreed fact that there is no actual "strike" involved and hence no technical violation of laws affecting picketing in relation to a strike. Various ASAT people say it is morally, if not legally, a

strike, and that the musicians refusing to cross the picket line constituted either a strike or a secondary boycott in violation of the law.

## "Production Line" Service

An interesting sidelight as the defendants came up to the police desk Saturday night was that, some 15 minutes after their arrest, the deputy sheriff who had been looking for them all day to serve papers in connection with the Stevadora injunction case arrived—with DiLorenzo, according to Grubbs—and handed each one his summons in the first case as he was docked in the other, in production-line fashion.

Grubbs and the others were released without bond on the personal action of Detroit Police Commissioner Harry S. Toy. They appeared in Records Court Tuesday morning and were released on personal bond for examination April 13 after pleading innocent. The offense charged is a misdemeanor.

## Acts' Status Examined

Professional status of the acts involved was examined by *The Billboard* this week because of their key significance in the dispute. James R. Biggs, of ASAT, said that half the acts booked were former AGVA members, and not amateurs as charged.

Seven acts were on the Stevadora bill originally, including Les Golden, former business agent for AGVA here and now president of ASAT, as emcee; three acts—singer Dean Hoffman, Leo Contreau, accordionist, and Ray Romero, whipcracker, who moved over to the Ship after the Stevadora dropped shows; as well as three other acts not checked—Dave Clay, comedian; The Jitters, dance team, and Arlina, dancer.

Golden, of course, has long been on the AGVA unfair list; according to Grubbs, Romero was suspended for non-payment of dues. Of the other acts on the Ship's present eight-act bill, Jack Durant and Smiling Jack Burke carry AGVA cards—but are now on the unfair list for going thru a picket line, according to Grubbs.

## Others Undetermined

Professional status of the others at the Ship was undetermined. Singer Dean Hoffman, who was filling in as waitress following withdrawal of all service and craft unions from the spot—but was understood to be doing this only temporarily—and Lee Bergell, impressionist, admitted never having an AGVA card. Miss Hoffman, however, told *The Billboard* that she had been working professionally in the Detroit and surrounding area for the past two years, chiefly or solely thru Artists Casting Bureau. Contrera—also billed as Contera—declined information as to his union status, Sue Rawlerson, guitar player; the Werners, dance who completed the bill, were not contacted; their names were unfamiliar. (See *Juke Union Joins on page 39*)

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**VAUDEVILLE REVIEWS**

**Hippodrome, Baltimore**

(Thursday, April 8)

Capacity, 2,200. Price policy, 40-70 cents. Number of shows, four daily. House booker, Mickey Aldrich. Show played by Jo Lombardi and house band (12).

This time around it's a Ben Yost unit tagged *Girls on Parade*, and altho a little heavy with vocal acts (two), it comes out okay.

The Woodson Sisters hoof with pleasing tap routines, spotting it generously with butterflies and walk-overs. An outstanding contortion bit by one of the gals, working as tho made of rubber, took them off to a nice hand.

Ann Russell got 'em quick with a set of well done impersonations, set to music. The gal, a tall, sexy looker, has some smart arrangements and knows how to sell. Impressions of various band chirps' styles made a hit, but her best was a closer of Hildegarde. It fell flat with the theater audience, as usual with those who have never seen her work, but it was good and rated a nice bow-off.

Veteran Maude Hilton dispenses the same old corn in her emcee chores and in her own spot, but laughs were constant. Numerous wardrobe changes, some wierd looking creations at that, brought yocks, but when she got to slapstick and the dumb double-takes, she killed them. Her stuff bordered on the blue at times, but her delivery averted any offensiveness. They were still chuckling when she closed the show.

The high spot were the Ben Yost Colleens. The five girls, beauties, and gowned like Parisian models, work with plenty of charm and solid voice. The group jumped off with a medley, putting a neat low-down treatment on *Basin Street*, and from then on went thru the book from Latin to opera. Each gal had a spot and it all added up to a terrific reception.

Pic, *Sign of the Ram*.  
James A. Carter.

**Oriental, Chicago**

(Thursday, April 8)

Capacity: 3,200. Price, 95 cents straight. Five shows week-days; six on week-ends. Exclusive booker, Charley Hogan. Shows played by Carl Sands's house band.

Frank Marlowe, new to these parts, is the surprise hit in this talent-packed revue. The tall comic, working situation comedy that has band fronter Sands, electricians and stage-hands hamming up his turn, got top response all the way. He comes on, talking to Sands, only to fall in the pit. In addition to frequent falls, he spices his act with some straight acro work.

Andre Dancers, Parisian trio, teed the show off with their well executed adagio turn. The dark-haired gal is outstanding, being capable at acro and contortion work, which makes the work of her two male handlers easier and the over-all presentation topnotch. Besides the fluid adagio work the gal intersperses some relaxed flips, both one hand and aerial, to get a hearty send-off.

Co-headliners Bonnie Baker and the Milt Herth Trio stick to their standard material pretty much and garner hefty returns. The diminutive Johnny chirp uses special material, save for a medley of hits she made famous. Her *I Want To Be a Bad Girl* pulled plenty of chuckles.

The Herth Trio has a new 88-er in Ralph Sutton, who works well with the Hammond and drums combo. Herth opened with his current Decca topper, *Bye, Bye Blackbird*, as a scrim behind the trio flashed the lyrics for payees. Herth's boogie closer, in which stage spots are dimmed while organ spots center on his pedal work, sent the three some off to a sound hand.

Carl Sands's ork provided a catchy Western medley, spotting Smith Howard's warbling and the handsome batoneer's banjo strumming.

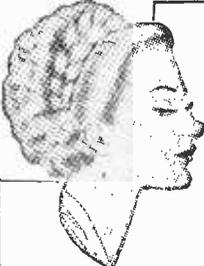
Johnny Sippel.

**Key Cities Eatery-Niteries' Biz Takes February Drop**

WASHINGTON, April 10.—February business of eatery-niteries dropped about 7 per cent from January figures, Commerce Department estimated last week. The total February take was figured at \$935,000,000, compared with the estimated January receipts of \$1,008,000,000.

Commerce surveys in selected large cities showed them registering about the same declines. New York restaurant and night club receipts were off 8 per cent. Dallas and Houston were even worse off with decreases of 11 per cent.

In Pittsburgh, the decline was 9 per cent, while Philadelphia dropped off 8 per cent. The North Central cities of St. Louis, Kansas City and Minneapolis also registered declines of 8 per cent, while Boston escaped lightly with only a 2 per cent decline.



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**SPECIAL ATTENTION TO BANDS**

New York:

**Para 95, Roxy 115 Boost**  
**Stem to 502G; MH, 147**

NEW YORK, April 10. — The preeming of a new show at the Paramount, plus an increase at the Roxy box office, lifted total grosses for the five vaude-pic houses to a fine \$502,000 as against last week's overall take of \$496,000.

Paramount (3,654 seats; average \$76,000) wound up its first week of Buddy Rich, Dean Murphy, Mills Brothers and *Saigon* with a juicy \$95,000 despite the lukewarm flicker.

Radio City Music Hall (6,200 seats; average \$115,000) continued to rack up good figures, getting \$147,000 for

its fourth week with *I Remember Mama*; Andre, Andree and Bonnie, and Paul Haakon. The show started with \$142,000, followed by \$143,000 and \$157,000.

Roxy (6,000 seats; average \$89,000) finished its fourth frame with \$115,000, a jump of \$6,000 over the previous stanza of \$109,000. The bill with Art Mooney's band, Al Bernie and *Sitting Pretty*, opened to \$107,000, followed by \$99,000.

Capitol (4,627 seats; average \$66,000) is still rolling in high. Its fifth-week show took in \$101,000 for Tex Beneke's band, Martin and Lewis and *Naked City*. The package teed off with \$147,000, followed by \$121,000, 102,000 and \$117,000.

Strand (2,700 seats; average \$40,000) dropped to \$44,000 for its second week, as against the opener and previous week of \$57,000. The show has Claude Thornhill ork, Morey Amsterdam and *April Showers*.

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**JOLLY JOYCE**

## Magic

By Bill Sachs

**DEL BREECE**, after a run in the Walnut Room of the Bismarck Hotel, Chicago, has taken his bag of nifties into the South Side Casino in the Windy City for an indefinite stand. "Didn't go to Florida this season," typewrites Del, "and I'm glad I didn't, as it was a great fiasco, as Okito would put it. They pay off in sunshine down there, which isn't bad if you can afford it." Jack Gwynne, after a successful season with a Harvester show, in which he was practically the whole works, is keeping busy on club dates in and around Chicago. . . . The Great Michael, last season with Endy Bros. Shows, has signed with the Imperial Exposition Shows for the 1948 trek. Michael has been playing niteries and hotels in Florida all winter. . . . Earl Morgan has just concluded four months of club dates in Minneapolis. . . . Magic has slowed down to a walk in the Cleveland area, writes J. Jefferson Palmer from the Ohio metropolis, but he tempers that statement with the news that the Blackstone Ring, International Brotherhood of Magicians, is putting on a mammoth magic festival at downtown Cleveland hall April 23. The Cleveland assembly of the Society of American Magicians also is putting on a show in one of the suburbs late in April, Palmer says. "Swann and Randolph were the last two traveling magi to hit town," typewrites Palmer. "One followed the other into the Statler Hotel nearly a month ago. One local magus seems to keep busy all the time. He is Stu Cramer, who does a mental turn and a Chinese act under the name of Chan Wing. Caught both his acts at the Masonic Temple in Cleveland recently, where they clicked well with the audience who didn't know it was the same person. And they tell me he gets paid for two acts!" . . . Paul Rosini is working club dates in the Windy City area. . . . Tung Pin Soo (Al Wheatley) is slated to open this week at Vine Gardens, Chicago. . . . Myrus is presenting his single mental routine in the swanky Crystal Terrace of the Park Plaza Hotel, St. Louis, and is reportedly knocking 'em for a looper.

**HARRY BLACKSTONE**, who is steadily regaining his health by sopping up the sunshine near Phoenix, Ariz., was pictured in a recent issue of *The Sunday Arizona Republic* between two University of Arizona beauty queens prominent in the Rawhide Round-Up held in Mesa, Ariz., April 1-3, sponsored by the Mesa Junior Chamber of Commerce. . . . The round-table idea, which sprang up among St. Louis magi a few months ago, has petered out and is no longer in existence. . . . Sir Edwards, who closed for International

# It's Boom or Bust for Coast Niteries in Next Five Months

**HOLLYWOOD**, April 10.—West Coast nitery biz from Mexico to Canada, is oiling gears in anticipation of a bonanza or bust within the next five months, a survey of top bookers, talent agencies and talent buyers discloses.

Factors in the anticipated better situation are: (1) Tourist season which begins in May; (2) promised upsurge in industrial production based on the current international political situation, and (3) hints of reactivation of many military and naval installations currently shuttered. Several smaller military installations already have been reactivated in California, bringing an influx of soldier trade.

Coast industry is expected to boom with appropriation of funds for aircraft and ship building production. Industrial centers such as Los Angeles, Seattle, Spokane and San Diego would immediately benefit from these moves. To a lesser extent, neighboring areas would also share in the biz boom.

### Talent Pic Bad

The talent picture at present is bad, with major percentage houses, indie bookers and performers all crying. A check at American Guild of Variety Artists (AGVA) disclosed that requests for relief funds have jumped 50 per cent in the past 90 days. Large talent houses have dropped many low and medium-priced acts because of little profit involved in such bookings. As the result, talent has either gone to smaller indie bookers or attempted to book dates direct. Latter practice has resulted in wholesale chiseling, with performers getting the short end of the deal.

Many clubs in the Western area have dropped talent in economy moves. In Los Angeles at least 20 smaller spots which formerly bought some talent have dropped acts during the past year. Las Vegas, Nev., top act paradise of the West, has dropped from 15 regular talent users to three spots, and dough offered performers is still falling. Seattle has one club operating now which uses talent. Salt Lake City, which formerly boasted five clubs, is completely dead.

Harvester at Wakefield, Neb., March 5, is back at his Indianapolis headquarters, splitting his time between his used magic magazine business and club dates in the area. His closing show at Wakefield was his 75th for the Harvester firm. Edwards is set to repeat for the International Harvester branches in Sioux City, Ia., and Fort Wayne, Ind., a total of 90 show days, beginning in October. . . . G. Ray Terrell, of Rockville Center, N. Y., who at the age of 52 embarked on his third career, that of magician, is included in the "Interesting People" section of the April issue of *The American Magazine*, now on the newsstands. . . . Ray and Norvell, mentalists, are set for a convention date at the Henry Grady Hotel, Atlanta, the first week in May. Eddie and Lucille Roberts open at the same hotel for a two weeker April 29. . . . Ben R. Badley, veteran St. Louis magician and hypnotist, who suffered a serious heart attack several months ago, is still under the care of a physician and would appreciate hearing from old magic friends. His address is 4319-A, Shreve Avenue, St. Louis. . . . W. L. (Scrubboard) Wallace, magician, mentalist and escape artist, scribbles from Gary, Ind., under date of April 6: "Have teamed up with Cleo and we are running a mitt joint here, while doing a few club spots for the Hainback Agency of Calumet City, Ill. Marking time to try a go for a television station in Chicago. Business only fair; too many mitt joints here."

Houston dropped from eight spots to two smaller clubs. Dallas, Denver and Spokane are merely holding their own.

The fact that large talent houses have dropped their stable of smaller acts is a major headache to performers. During the war an average supporting act earned at least \$300 a week in the Western area. Today, however, the same act will settle for \$150. When booking costs and incidentals are deducted, agent finds he's lost money on the deal. Hence, talent peddlers are concentrating full force on top attractions with name value for greater returns. Talent new to Coast territory is particularly hit, finding it almost impossible to hook up with a top agency.

From ops' standpoint, biggest beef seems to be the lack of talent with box-office value, especially in the Hollywood area. Bigger bistro bosses, willing to "spend a buck to make a buck" find talent market slim pickings. Available talent is often too lightweight to draw, while headliners refuse to work locally. In the past few months, offers have been dangled before such toppers as Jimmy Durante, Tony Martin, Danny Kaye, Ritz Brothers and Rudy Vallee. Acts have nixed bids either because acts are in high income tax brackets or because talent refuses to work in Hollywood before critical showbiz audiences. Same acts will, however, take out-of-town dates. Ritz Brothers' recent Florida stint earned them \$15,000 a week. Danny Kaye broke records in England. Eddie Cantor recently did a nitery stint at Las Vegas' Flamingo Hotel, marking Cantor's closest date to the film capital in years.

## Juke Union Joins Detroit Nitery Fight

(Continued from page 37)

iar to a large booking office and to AGVA when questioned here.

Question of salaries paid or collected has become highly critical in the whole matter, with bookers here resenting the charges of "kickbacks" aired by ASAT last week. The charges, which have not been checked by definite naming of names to date, are of the "open drawer" tradition which has long persisted in theatrical booking gossip. Suspicion and feeling on both sides are strong, and wild accusations without any visible foundation have flown in both directions from acts and others.

It was indicated midweek at the Ship that the battle will be fought thru to the end. The show was booked on a two-week contract with options, according to Durant, with a pay or play clause, and is expected to stay longer.

Durant himself is a key labor figure, holding a position on the six-man city-wide Tool and Die Council of the United Automobile Workers (UAW-CIO), because of his daytime job as a toolmaker. In addition to the complications of the AGVA case in local politics at high levels, it has involved CIO-AFL rivalries, with Durant claiming support in his position from UAW Local 600—with close to 100,000 members, and headquarters six blocks away. Durant said that the many union people in the neighborhood have not refused to cross the picket line, once they found there was no strike involved, and that business has held up accordingly. Saturday night was said to be practically the largest on record for the Ship.

## Burlesque

By UNO

**JESSICA ROGERS** is heading a new Midwest circuit unit along with Charles (Red) Marshall, Dolores (Mrs. Marshall) Dawn, Frank Smith, June (Mrs. Smith) Carstairs and Jimmie Pinto. . . . Nat Ozman, vocalist, drives his own auto between the Hudson, Union City, N. J., and Manhattan. . . . Valerie Parks, now Mrs. John McCallister, became a mother March 21 at her home in Philadelphia. Newcomer is Valerie Cynthia. . . . Mickey Owens has booked Iona White, a recent arrival from Denmark, to open at the 18th Hole, Manhattan nitery, late this month. New principals are Sid Nadell and Debra Dante. Show at the midtown Samoa was augmented by Carol Lord and Olga Tarnova April 2. They re-inforced other principals including Jerri Green, Kirma Vokes and Janice Walker. Ryan and Matthews held over four more weeks. Another Samoa newcomer will be Scarlett Kelly, set to open in a fortnight. . . . Don Hart and Winsome (Mrs. Hart) Wynette returned to Milwaukee after an Easter vacation in St. Louis with Winnie's family. . . . Lorraine Gilbert has joined the Paul West-Meggs Lexing unit on the Midwest wheel. . . . Fox, Indianapolis, switched from Midwest Circuit shows to stock April 2, with Cliff Cochran in the comedy spot.

**MARION (SMILES) LEE'S** third reappearance as a principal at the Hudson, Union City, N. J., whence she graduated after many seasons in the front line was attended, like the two preceding, with a truckload of flowers and candy from many admirers. . . . Rusty Marsh, making her first tour over a burly circuit after jumping from a week's work as a chorine at the Empire, Newark, N. J., to branch out as a strip tease and talking principal, in a Hirst unit, is a daughter of comic Smoky Burns. . . . June Effel, character dancer, new extra attraction act in Hirst houses, moved from the Smith-St. Claire unit to the Gayety, Baltimore. . . . Jack and Camille Holliday, jugglers, acro dancers and instrumentalists, another new extra-attraction, spot-booked act, left burly to return to niteries. They open at McVan's, Buffalo, next week. Camille replaced Jack's mother, Sally, nine months ago. Jack's dad is Joe Novelle of the Novelle brothers, now doing a vaude dog act with Sally under the name of the Plutocrats.

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# SLOW START FOR BARNES

## Change of DG, Equity Rules Hypos Action

### Haylofts Listed

(Continued from page 4)

there is some writing on the wall, with voluntary gas rationing going into effect in a few weeks and probable cuts in train service due to lack of coal. Both of these factors are disastrous for the hayloft circuit, should the situation become progressively acute. However, such speculation is idle, and the barn ops are evidently going ahead in the face of it.

### Scripts Available

There will be plenty of up-to-date stem fare for them to draw on. *John Loves Mary, I Remember Mama, Little With Fathy* and *Voice of the Turtle* have been released for hayloft circulation, altho the last may be released only as a package show unavailable for resident companies. *For Love or Money* is also certain to be on the stock list, should the comedy soon terminate its Broadway run. There is much activity toward the whip-up of star-headed packages for barn consumption, but deals are meeting strong sales resistance from many hayloft ops who prefer resident company productions.

The *Billboard* herewith presents a listing by States of summer theater operations skedded for 1948. The listing will be continued in subsequent issues:

### CALIFORNIA

The Actors' Company, La Jolla. Melchior Ferrer, director. Company manager, Gerald O'Connor. Press agent, Howard Hutchinson. Theater is in high school auditorium. Resident Equity company.

Holiday Stage, Tustin. Harold Turney, producer.

### CANADA

The Royal Alexandria, Toronto. Producer, Ernest Rawley. Casting thru Chamberlain Brown. Seats 1,525. Equity.

### COLORADO

Elitch Gardens, Denver. Producer-owner, Marie M. Guntler, 4620 West 38th Avenue, Denver. Director, George M. Somnes. Seats 1,544; 10-week season. Casts thru MCA. Resident Equity company.

### CONNECTICUT

The Show Shop, Canton. Producer-owner, Stanley and Joan Cobleigh. Director not selected. Seats 245. Can do \$2,300 per week at capacity. Opens June 15 for a 12-week season. Resident Equity company.

Clinton Theater, Clinton. Sam Wasserman, producer. Seats 550. Resident Equity company.

Chapel Playhouse, Guilford. Producer, Lewis Harmon, 547 Riverside Drive. No director chosen yet; 10-week season. Resident Equity company.

Ivoryton Playhouse, Ivoryton. Milton Stiefel, care Henry Hudson Hotel, New York, owner-manager-producer. Seats 600. Opens July 1 for 10-week season. Resident Equity company.

Litchfield Summer Theater, Litchfield. Producer, Lawrence Slade. Director Leonard Altobell, 1775 Broadway, New York. Seats 325. Possible



## BROADWAY SHOWLOG

Performances Thru April 10, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	149
Born Yesterday (Lyceum)	2- 4, '46	920
Command Decision (Fulton)	10- 1, '47	221
For Love or Money (Henry Miller)	11- 4, '47	183
Harvey (48th Street)	11- 1, '44	1,454
Heiress, The (Biltmore)	9-29, '47	225
Joy to the World (Music Box)	3-18, '48	28
Macbeth (National)	3-31, '48	13
Man and Superman (Hudson)	10- 8, '47	213
Me and Molly (Belasco)	2-26, '48	52
Medea (Royale)	10-10, '47	179
Mister Roberts (Alvin)	2-18, '48	61
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	31
Strange Bedfellows (Morosco)	1-14, '48	101
Winslow Boy, The (Empire)	10-29, '47	189
You Never Can Tell (Martin Beck)	3-16, '48	31

### Musicals

Allegro (Majestic)	10-10, '47	211
Angel in the Wings (Coronet)	12-11, '47	139
Annie, Get Your Gun (Imperial)	5-16, '46	796
Brigadoon (Ziegfeld)	3-13, '47	452
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	120
Finian's Rainbow (46th Street Theater)	1-10, '47	541
High Button Shoes (Century)	10- 9, '47	212
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	84
Oklahoma (St. James)	3-13, '48	2,268

### COMING UP

(Week of April 12, 1948)  
Rats of Norway, The... 4-14, '48 (Booth)

weekly capacity gross, \$3,000. Season 12 to 16 weeks. Last season's biz was profitable. Last second week in June. Will accept 12 apprentices at \$150 week tuition. Equity. Resident.

Theater-in-the-Dale, New Milford. Producer-owner, Louis Townsend. No director yet. Seats 250 with tix scaled from \$1.75 to \$2.50; 10-week season opening the last Wednesday in June. Equity resident company.

Southbury Playhouse, Southbury. Producer-owner, Jack Quinn, 23 Church Street, New Haven. Seats 550. Equity.

Norwich Summer Theater, Norwich. Herbert Kneeter, producer, 204 E. Central Park, S., New York. Seats 860. Opens June 28 for 10 weeks. Resident Equity company.

Westport County Playhouse, Westport. Producer Lawrence Langner-John C. Wilson. Owner Mr. Langner, 23 West 53d Street, New York. Several directors. Seats 500. Equity.

Ridgefield Playhouse, Ridgefield. Alexander Kirkland, director-producer. Resident Equity company.

### DELAWARE

Reheboth Beach Theater, Reheboth Beach. Producer, Norma MacHardy, 21 Park Avenue, Reheboth Beach. Seats 455. Probably 10 weeks.

(See SLOW START on page 42)

## Scalpers Again Busy in Philly

PHILADELPHIA, April 10.—With three hit shows in town—*Inside U. S. A.*, *Harvey* and *Cleopatra*—legit ticket scalpers are again active, tax office agents disclosed this week after a close check of all central ticket agencies. The new policing was ordered by the receiver of taxes, W. Frank Marshall, when complaints of price gouging on tix reached his city hall office. Reports were that theatergoers were being forced to pay as high as \$4 a ducat above the legal rate.

An ordinance designed to curb speculators allows agencies a \$1-a-ticket mark-up, plus taxes. Violators are subject to a fine up to \$100 or 30 days in jail. Marshall says his agents will continue to police the agencies and theater areas as long as the current hits are here.

"Give us good theater here in Philadelphia," one tax official commented, "and right away the scalpers go into action."

Marshall said he intended to "prosecute to the limit" anyone arrested under the anti-scalping law. He said the same vigorous action would be taken when the two major league baseball teams open for the season. Tax officials said the big offenders were independent operators who got tickets either at the theater box office or from established agencies and then resold them for as much as the traffic would bear.

## Mpls. Civic Theater Folds; 3G in Red

MINNEAPOLIS, April 10.—Minneapolis Civic Theater, rated second in the nation's little theater groups by the American National Theater Academy (ANTA), folded here this week after two years of trying to make ends meet. The group shuttered its North Star playhouse in the face of offers from New York and Hollywood agents to send such names as Gregory Peck, Sylvia Sidney, Spencer Tracy, Gene Kelly and Ginger Rogers.

Bob Gaus, founder and managing director, said the ax fell because at no time did the unit have a working capital. Even the free use of a Loop department store's auditorium for rehearsals wasn't enough to meet the nut.

So fine a job did the Minneapolis group do artistically, that Sidney Blackmer, after one appearance, came back gladly to appear in other productions. He made an impassioned plea to help save "Minneapolis's young civic theater."

Final offering of the unit was *Ladies in Retirement*, which ran five performances before the enterprise folded with a \$2,900 deficit.

### '49 Rep for Brattle Hall

BOSTON, April 10.—Brattle Hall will have a classical repertory company in the fall of 1949. The theater has been purchased by Robert Fletcher, Jerry Kilty, Al Marre and David Hersey for approximately 70G from Franklin Trask, and the four purchasers will be the producers. There will also be a drama school connected with the company. Meanwhile, Fletcher and Kilty will operate a summer stock company this season at Brattle Hall. Trask will return in the fall for winter stock, his last stand at the theater.

## NY Theaters Hike Dues for Bally

NEW YORK, April 10.—The membership dues at the League of New York Theaters has been doubled to pay for the cost of a newly organized bally bureau that is to beat the tom-tom for legit thruout the country on an institutional basis beginning May 1. The dues are now \$20 a year. The hike will bring about 30G a year into the League treasury to pay for a year's operating expenses of the bureau.

Meanwhile the League is sifting applications to choose the head of the public relations set-up. No one has been chosen, but the League may pick either an individual without legit background to get a fresh approach to theatrical problems or an ATAM member. The org will also meet with Robert Breen, executive secretary of the American National Theater and Academy (ANTA), to solicit what aid ANTA can offer.

## "Harvey" Saves Okla. Bookers

OKLAHOMA CITY, April 10.—Boyle and Cravens, local booking agency, is sending up a nightly prayer for more Joe E. Browns and more fantastic rabbits.

*Harvey*, winding up the March attractions at the Home Theater, helped the agency out of a deep hole with three near-capacity performances. The house seats 2,000 and attendance for the three shows (two nights, one mat) ran over 5,000. Price scale was \$1.83-\$3.66.

Joan of Lorraine did poorly in two performances earlier in the month. Scale was \$1.83-\$3.05. It played two nights here, but the agency had to take the now closed show for one-nighters at Norman, Okla., Wichita Falls, Shawnee and Amarillo, Tex. Small losses at each point added up to a financial headache.

Alec Templeton, booked into the Municipal Auditorium, made money, but not too much. There were 3,000 in the audience at a top of \$2.95, but more than half came in on student tickets.

## Councilor Seeks New Title for "Prostitute"

(Continued from page 3)

ment by Fielding that he already had that power short-circuited the take-off of the proposed legislation.

New Stages, Inc., the producers of *Prostitute*, point out that the title is one the author, Jean Paul Sartre, has chosen, and that their contract with the Dramatists' Guild specifically prohibits changing it without the consent of the scripter. The history of the script reveals that Sartre ran into the same kind of difficulties when the play was produced in Paris but even then he stoutly refused to rename the play, threatening to close the play rather than make a title change.

Meanwhile legit orgs on the Stem are readying a battle to prevent censorship increase. The old committee which headed the fight when *Trio* was closed at the Belasco Theater several years ago is being reformed. This committee includes practically every org that works in legit from the producers to the ushers and doormen. Preliminary contact has already been made between all these groups.

## Helen Hayes Skeds Washington Date

WASHINGTON, April 10.—The Olney Theater has scored a beat on other houses in the Washington area's summer legit circuit by signing up Helen Hayes to open its season May 28.

The star's vehicle will be *Alice Sit-by-the-Fire*, with 11 performances. Heading the supporting cast will be her daughter, Mary MacArthur. Others are Patricia Kirkland and John Williams.

Indications are that this will be the year's only appearance of Miss Hayes before a Washington audience. She has announced that she has no intentions of playing the National Theater as long as the Jim Crow restrictions stand.

The Olney has increased its seating capacity to 576 and has rebuilt its stage to provide for greater depth. An air-conditioning unit has been installed.

## Dallas Operetta Staff Lined Up

DALLAS, April 10.—The production staff for the coming season of starlight operetta, which begins June 14, has been completed. Roger Gerry returns for a second season as director. Also repeating are set designer Peter Wolf and lighting and technical director Douglas Morris.

New on the starlight staff will be Arthur Lief, formerly associate musical director for the St. Louis muni opera. Ralph L. Hunter will handle the choral direction and Vonn Hamilton the choreography. James C. Wicker is stage manager.

*The Great Waltz* has been picked for season's opener.

## Actors' Protests Nix Fehling For Hebbel Theater, Berlin

BERLIN, April 10.—A new intendant or producer will have to be appointed shortly for the Hebbel Theater. Thirty-six actors and employees of the house protested the appointment of Juergen Fehling to that post and begged for cancellation of their contracts rather than work under his supervision. To avoid further argument a Berlin magistrate granted Fehling a three-month vacation in South Germany. At the same time the local American Theater Control Officer vetoed the appointment.

While Fehling is recognized as a possible second to the late Max Reinhardt as a producer by Berlin audiences and his most recent presentation, Sartre's *The Flies*, has come in for high praise, an ungovernable temper and a dictator complex have marked him down on the debit side of the ledger as far as subordinates are concerned. To date no one is definitely set for the Hebbel Theater post.

## Aussie Nat'l Theater Plans

SYDNEY, April 10.—Plans for a national theater were further advanced via a report of a government departmental committee to Prime Minister Ben Chifley, recommending erection of a national theater at Civic Center, Canberra, to cost \$160,000 and the appointment of a director at a salary of around \$10,000 per annum. The committee recommends that the house should be the center of dramatic art in Australia and the training center for young Australian thespians.

The report stressed the advisability of dramatic art being taken to the country centers by traveling troupes headed by prominent stars but the bulk of the cast drawn from the national theater trainees.

## Out-of-Town Opening

### THE CUP OF TREMBLING

(Opened Monday, April 5, 1948)

#### COLONIAL THEATER, BOSTON

Play by Louis Paul derived from his own novel, "Breakdown." Staged by Paul Czinner. Settings by Charles Elson. Costumes by Natalie Barth Walker (for Elisabeth Bergner, by Hattie Carnegie). Business manager, Lester Al Smith. Press representatives, Willard Keefe, Dave Tebet. Stage manager, Edward McHugh. Presented by Paul Czinner and C. P. Jaeger.

Ellen Croy .....	Ellsabeth Bergner
John Croy .....	Millard Mitchell
Chauffer .....	Robert Bolger
Ann .....	Iris Mann
Gracie .....	Hope Emerson
Mrs. Armitage .....	Margaret Wycherly
Walter Fowler .....	John Carradine
Gabby .....	Peggy French
Elderly Woman .....	Amelie Barleon
Dr. Sorenson .....	Donald Foster
Nurse .....	Joan Norlander
Another Nurse .....	Gloria Whitney
Miss Nichols .....	Sylvia Manners
Shella Vane .....	Arlene Francis
A Deliveryman .....	William Robertson
Dr. Denning .....	Martin Wolfson
William Lundeman .....	Anthony Ross
Peewee .....	Herman Kluse
A Man .....	Ingwall Tollefson
A Woman .....	Ruby Fabres

Elisabeth Bergner's new vehicle, *The Cup of Trembling*, furnishes a moving evening in the theater. But in its present form it stands little chance of even making expenses in the commercial theater.

*Cup* is "a study of a woman," as the program describes it, with all the pedestrian qualities that the phrase suggests. It is the story of a woman columnist, her alcoholic disintegration and eventual recovery thru the aid of psychiatry and the therapy of Alcoholics Anonymous (AA). Louis Paul adapted the play from his own novel, *Breakdown*. His book may have been mightily effective, but his play is diffuse, repetitious and wordy. Like many an author who feels deeply about his material, he has been soft-headed in transferring it to the stage. He has not been able to leave out a lot of extraneous matter, and he drives home some of his points thru endless reiteration.

Yet the sensitive understanding of his leading woman and her tragedy, the well-turned dialog and the interplay of the rather shadowy supporting characters with the alcoholic, shows that Mr. Paul knows what he is writing about and that he has compassion for his subject.

#### Grueling Evening

First Boston performance ran until 11:55, despite the fact that yeoman cutting had already been done. It made a long and grueling evening.

What Paul shows is a sensitive woman driven to alcohol by deep-seated hatred of her late father, by the pressure of her work and her inability to confront life. He shows that, while her husband and friends do not know the reasons for her acute alcoholism, they instinctively understand her plight and put up with her lashing tongue, her drunkenness and her demands upon them. She only begins to realize that she is a real, chronic drunk when she lands in Bellevue. There, a representative of AA begins to show her the light. She finally goes to a psychiatrist and is finally brought to understand the reasons for her compulsive drinking. That's where the AA takes over and begins to effect the cure.

#### Fine Performances

Elisabeth Bergner is on stage thru-out most of the show. It is a demanding role and she achieves the characterization with infinite detail. Her heavily accented English, tho, is hard to understand. The supporting roles are uniformly well played. Millard Mitchell is her patient husband. Arlene Francis is stunningly attractive and pointedly effective as the former alcoholic who helps the drunkard. Tony Ross is fine as her boss, also a member of AA. Irish Mann, Martin

## Amherst To Try Out Melo by MacDonagh

AMHERST, Mass., April 10.—Curtis Canfield, director of the Amherst College Masquers, announced today that Donagh MacDonagh's comedy melo, *Happy As Larry*, will get an American premier at the college's Kirby Theater May 20.

Negotiation for the campus production of *Larry*, which has had a hefty London run, were completed this week by alumnus Burgess Meredith and producer Louis J. Singer, both of whom have an eye on a subsequent professional Stem unveiling. The MacDonagh melo is the first American preem to springboard from the Masquers group since Saroyan's *Across the Board Tomorrow Morning* got its start in the Kirby Theater in 1942. The college thespians will present *Larry* for six performances, repeating with two more during June commencement week.

## DG Revamps Stock Royalty Percentages

NEW YORK, April 10.—The Dramatists' Guild at its monthly meeting Tuesday (6) reduced slightly its original demand for summer stock scripters' royalties. The new royalty scale is 4 per cent under \$9,000, 5 per cent from \$9,000 to 16G and 6 per cent over 16G. The percentages start from the first dollar earned, not 4 per cent up to 9G then 5 per cent royalty all the way thru. In every case there is a minimum royalty fee for a show.

The original demand was for 5 per cent royalty. However, to encourage revivals if the gross is under \$9,000 and the script has had 20 stock performances in each of the two previous years, the playwright may cancel the royalty at his own discretion. The new royalty scale will not work too much of a hardship on smaller stock companies but will hit the larger houses.

## No Shubert Award For Sketch in '48

NEW YORK, April 10.—There will be no award this year of the Shubert Memorial Trophy for the best comedy stage sketch by a non-professional. It was announced at the third annual dinner of the National Laugh Week Foundation Tuesday (6) that the judges, Charles Sherman, scripiter of the forthcoming *Ziegfeld Follies* sketches; Joseph Csida, editor of *The Billboard*, and George Lewis, director of the foundation, had found none of the 87 entries of sufficient outstanding merit for an accolade.

The three-year-old award is sponsored by the foundation and trade mag, *Humor Business*, and is usually presented during annual National Laugh Week beginning April 1.

## Injury Sidelines Wonder

NEW YORK, April 10.—Dancer Tommy Wonder, juve lead of the *Amie, Get Your Gun* touring troupe, is hospitalized here with an injured leg. Wonder collapsed on stage during the stand at Hershey, Pa., last week. Understudy Meredith Thompson is pinch-hitting for Wonder, who hopes to rejoin the show when it reaches Oklahoma City Monday (26).

Wolfson, Hope Emerson, John Carradine and Margaret Wycherly in smaller roles are excellent.

If violent surgery were performed on *Cup* it might be made into an effective and telling play. As it stands, it is almost hopeless. *Bill Riley.*

## Broadway Opening

### OLD MAID AND THE THIEF

### AND AMELIA GOES TO THE BALL

(Opened Thursday, April 8, 1948)

#### CITY CENTER

Operas by Gian-Carlo Menotti. Staged by the author. Sets by H. A. Condell. Lighting by Hans Sondheimer. Conductors: Thomas Martin and Laszo Halasz. Press representative, Jean Dalrymple. Presented by the New York City Opera Company.

#### OLD MAID AND THE THIEF

Laetitia.....Virginia MacWatters  
Miss Todd.....Marie Powers (Debut)  
Miss Pinkerton.....Ellen Faull  
Bob.....Norman Young

#### AMELIA GOES TO THE BALL

Amelia.....Frances Yeend  
The Husband.....Walter Cassel  
The Lover.....William Horne  
The Police Commissioner.....Gean Greenwell  
The Friend.....Bette Dubro  
First Maid.....Lenore Portnoy  
Second Maid.....Ruth Shor

Back about 1936 Gian-Carlo Menotti wrote his first opera, *Amelia Goes to the Ball*. After a presentation in Philadelphia the Met gave it a whirl. Two years later NBC commissioned Menotti to write the first opera specifically composed for radio. He obliged with *Old Maid and the Thief*. So now the New York City Opera Company combos the two of them as the latest addition to its spring season rep at the City Center, and *Old Maid* gets its first local stage production.

Menotti's approach is hard to classify, you may call it lyric drama, opera bouffe or, at moments, something close to grand opera. *Old Maid* and *Amelia* really come closest to operatic farce. Accepted as such, the sum-up packs wit, good humor, a tongue-in-cheek ribbing of longhair pretension plus a melodic content, which is amusing to musical intelligentia and crew-cuts alike.

It could easily be that the combo of *Old Maid* and *Amelia* might be switched over to commercial Broadway and come in for the same sort of successful reception garnered by the author's *The Telephone* and *The Medium* of last season. A reviewer's reaction, Stem-wise, may be due to the fact that Marie Powers, who put so much backbone, both vocally and histrionically, into *The Medium*, is as potentially sock in a comic assignment in the title role of the old maid who loves unwisely. It may be also that the NYCOC's production plus the author's staging of both items signposts some influence also.

#### First-Rate Production

Be that as it may, the City Center productions are first-rate. *Old Maid* comes to life as an hilarious operatic satire with excellent support from Virginia MacWatters (who well knows her way around a Stem operetta stage as well as possessing an on-the-bean coloratura larynx) as well as fine assists from Norman Young and Ellen Faull. *Amelia*, somewhat more grand operaish than its companion piece, is also exceedingly well done, with fine vocalizing from Frances Yeend, Walter Cassel, William Horne and Gean Greenwell. A great deal of credit also should go to H. A. Condell for a pair of imaginative sets.

In sum, NYCOC is to be congratulated upon its foresight in including these older Menotti efforts in its rep, and it could be that their production might portend a Broadway revival buy. That is unless Menotti writes some new ones in the meantime.

Bob Francis.

## Buchanan in "Harvey"

NEW YORK, April 10.—Jack Buchanan starts rehearsals Monday (12) for the Elwood P. Dowd role in the Stem troupe of *Harvey*. Buchanan takes over the slot from James Stewart Monday (26). Stewart has a Hollywood commitment on that date.

# Slow Start for Strawhatters; Change of Rules Hypos Action

(Continued from page 40)

## ILLINOIS

Shady Lane Playhouse, Marengo. Frank Bryan, owner-producer.

## KENTUCKY

Louisville Park Theatrical Association, Louisville. Producer, Dennis DuFor, Br-9-8020. Opens July 5. Seats 3,400. Casting thru Henry Wiese. First production opening July 5 *Music in the Air*. Equity.

## MAINE

Bar Harbor Playhouse, Bar Harbor. Producer-owner, Theodore Leavitt, 16 Gramercy Park; phone Gr-5-6116. Director, Robert Downing. Seats 708, ducats ranging from \$1.20 to \$2.40. Resident company. Season of 10 weeks beginning July 5. Last year's biz 76 per cent of capacity. Possible weekly capacity gross \$7,240; ten apprentices. Equity.

Boothby Theater, Boothby. Sherwood Keith, producer-director. Write to theater. Seats 314. Equity.

Riverside Theater, Bridgton. Herbert Machiz, producer-director-owner, 37-20 74th Street, Queens, N. Y. Seats 400, with prices running from 85 cents to \$2.40. Can do \$1,500 a week. Last season's biz was 16G. Opens July 1. Resident Equity company.

Deertrees Theater, Harrison. Robert Fierman is interested in purchasing the house which is up for sale at 38G. Seats 400. If run will be Equity.

Kennebunkport Playhouse, Kennebunkport. Owner-producer-director, Robert C. Currier, Kennebunkport. Seats 342. Possible weekly top gross 3G. Last season's biz 14G. Ten-week season. Resident Equity company.

Ogunquit Playhouse, Ogunquit. Maude Hartwig, 78 Dartmouth Street, Queens N. Y., producer-owner. Director, John Kirkpatrick. Probable 10-week season starting about June 23. Equity resident company.

Greenwood Garden Playhouse, Peaks Island. Owner, Henry Hoar. Producer Robert Paine, 305 West 97th Street, New York. Director, Frank Davidson. Seats 350 with top weekly gross about 3G. Twelve-week season. Equity resident company.

Lakewood Theater, Skowhegan. Grant Mills, producer-director, Melville Burke, care Dauphin Hotel, New York. Equity.

Surry Playhouse, Surry. Producer-owner, Charles O'Carey, 64 West 56th Street, New York. Seats 265. Opens 10-week season June 22. Resident Equity company.

Mountain Theater, Braddock Heights. James Decker, producer.

Camden Hills Theater, Camden. Herschel L. Bricker, 4 Middle Street, Orono, producer. Seats 485. Can gross \$2,340 each week at capacity. Plays four performances. Opens July 11 for eight-week season. Theater gives college drama students additional experience before entering pro legit. Non-Equity.

## MARYLAND

Hilltop Theater, Baltimore. Don Swann Jr., 907 St. Paul Street, producer. Director not selected. Seats 250. Top potential weekly gross \$1,800. Did 22G biz last season. Eleven-week season beginning the last week in June. Resident Equity company.

Olney Theater, Olney. Producer, Richard Skinner, 347 Bleeker Street, New York. Seats 450. Resident Equity company.

## MASSACHUSETTS

Bass Rocks Theater, Bass Rocks. Leonard Sheldon, producer, 190-28 111th Avenue, Hollis, L. I. Seats 347. Resident Equity company.

Boston Summer Theater, New England Mutual Hall, Boston. Producer, John Huntington, 433 West 21st Street, New York. Seats 914. Resident Equity company.

Brattle Hall, Cambridge. Producer-Owners, Robert Fletcher-Jerry Kilty. Seats 500. Can gross \$3,000 in capacity week. Recently bought from Franklin Trask. Will open in late June. Resident Equity company.

Playhouse, Fitchburg. Guy Palmerton, producer, Hotel Wellington, New York. Equity.

South Shore Players, Cohasset. Owned by Mrs. Alexander Dean, Frederick Burleigh and Richard Hoover. Producer, Mrs. Alexander Dean, 236 Edgehill Road, New Haven, Conn. Director, Frederick Burleigh. Seats 420. Top weekly capacity gross \$4,500. Last season's biz 30G. Opens eight-week season July 1. Resident Equity company.

Cape Playhouse, Dennis, on Cape Cod. Producer, Richard Aldrich, West 44th Street, New York. Director, Arthur Sircom. Seats 500. Opens June 27 for 10-week season. Resident Equity company.

Duxbury Players, Duxbury. Producer-owner, Al Moritz, 118 East 29th Street, New York. Director, Ken Rockefeller. Seats 300. Weekly capacity gross \$1,000. Last season's biz 8G. Eleven-week season beginning June 26. Will have 14 apprentices working in its children's theater. Resident Equity company.

Fairhaven Summer Theater, Fairhaven. Anthony Farrar, producer. Seats 600. Resident Equity company. Tanglewood Summer Theater, Falmouth. Producer-director, Arthur Beckhard, Mansfield Hotel, New York. Seats 362. Resident Equity company. Does originals.

Lake Whalom Playhouse, Fitchburg. Producer, Guy Palmerton, Hotel Wellington, New York. Seats 1,000. Resident Equity company.

Lowell State Theater, Lowell. Producer, Concord Theater Corporation. Director, Otto Simetti. Owned by Concord Theater Corporation. Seats 1,200. Opened February 10. Year-round stock. Resident Equity company.

North Shore Players, Marblehead. Blake Johnson II and John L. Washburn, producers-owners-directors, 63 West 44th Street, New York. Seats 974 and can gross 14G each week. Season will run eight weeks beginning June 28. Resident Equity company.

College Players Summer Theater, Brewster, on Cape Code. Lewis Miller, producer, professor at Middlebury College, Middlebury, Vt. William Held, biz manager. Student cop group. Non-Equity.

Oak Bluffs, Martha's Vineyard. Producer, Arthur Beckhard, Mansfield Hotel, New York. Does many original scripts. Resident Equity company.

University Theater, Lenox. Leighton Rollins, director. Training ground for graduates of college drama schools. Non-Equity.

Actors' Theater, Nantasket. Jeanne Tufts, producer.

Tufts College Summer Theater, Medford. Marston Balch and John Woodruff, producers. For Tufts students only. Non-Equity.

University Playhouse, Mashpee. Producers, Henry T. Weinstein, Herman Krawitz and Seymour Krawitz. Seats 385. Opens July 1. Carnegie Tech and Yale drama students. Non-Equity.

Straight Wharf Theater, Nantucket, Nantucket Island. Producers-owners-directors, Mr. and Mrs. R. D. Wilson. Seats 200. Ten-week season. Reper-

## ROUTES Dramatic and Musical

Annie Get Your Gun (Taft Auditorium) Cincinnati.  
Antony & Cleopatra, with Katharine Cornell (Shubert) Boston.  
Ballet Russe de Monte Carlo (Opera House) Boston.  
Blossom Time (Royal Alexandra) Toronto.  
Burlesque (Selwyn) Chicago.  
Carousel (Nixon) Pittsburgh.  
Cup of Trembling, with Elizabeth Bergner (Colonial) Boston.  
Dunham, Katharine (Majestic) Boston.  
First Mrs. Fraser (Court Square) Springfield, Mass., 14; (Shubert) New Haven, Conn., 15-17.  
Glass Menagerie (Shubert-Lafayette) Detroit.  
Harvey (Locust) Philadelphia.  
Harvey (Texas) San Antonio, Tex., 14-17.  
Hold It (Forrest) Philadelphia.  
Inside U. S. A. (Shubert) Philadelphia.  
John Lives Mary (Harris) Chicago.  
Lady Windermere's Fan (Hartman) Columbus, O., 14; (English) Indianapolis, 15-17.  
Mary Had a Little (Studebaker) Chicago.  
My Romance (Cass) Detroit.  
Oklahoma (Curran) San Francisco.  
O Mistress Mine, with Lunt & Fontanne (Geary) San Francisco.  
Play's the Thing (National) Washington.  
Private Lives (American) St. Louis.  
Red Mill (Auditorium) Trenton, N. J., 14; (Playhouse) Wilmington, Del., 15-17.  
Show Boat (Shubert) Chicago.  
Song of Norway (Omaha) Omaha, 12-14.  
Student Prince (Blackstone) Chicago.  
There Goes the Bride (Iowa) Cedar Rapids, Ia., 14; (Music Hall) Kansas City, Mo., 15-17.  
Third Person (McCarter) Princeton, N. J., 16-17.

tory non-Equity resident company.

Priscilla Beach Theater, Plymouth. Franklin Trask, director-producer. Seats 400 and can do 4G per week top biz. Summer theater colony of 150, with a 17-week season. Resident Equity company.

Provincetown Playhouse, Provincetown. Producers, Virginia Pettet, 76 East 56th Street, New York, and Catharine Huntington. Seats 165. Opens June 28.

Berkshire Playhouse, Stockbridge. William Miles, Stockbridge, producer-director. Seats 436. Can gross 4G in top week. Season begins June 21 and runs 11 weeks. Resident Equity company.

Wellesley Summer Theater, Wellesley. Elson Winkler, Wellesley, producer-director. Seats 1,400 and can do a \$5,000 capacity in a week. Last season's biz was 20G. Opens July 13. Theater integrated with Wellesley College. Resident Equity company.

West Newbury Summer Theater, West Newbury. Arthur Kahn, producer. Seats 300. Under new management.

Red Barn Theater, Westboro. Robert Daggett and Robert Haag, 161 East 48th Street, New York, producers-directors. Seats 300.

Worcester Theater, Worcester. Guy Palmerton, Hotel Wellington, New York, producer-owner. Seats 700. Resident Equity company.

Sharilawn-Sherwood, Ware. Paul B. Finby, 140 Riverside Drive, New York, producer-director-owner.

The Valley Players, Mountain Park, Holyoke. Jean Guild, 176 Lincoln Street, Holyoke, producer. Dorothy M. Crane, director. Seats 1,000. Twelve-week season. Last year's biz was 40G. Opens June 21. Resident Equity company.

Sandwich Summer Theater, Sandwich. Franklin Trask, Cambridge 38, Mass. Resident Equity company.

Lynn Summer Theater, Lynn. Franklin Trask, Cambridge 38, Mass. Resident Equity company.

## MICHIGAN

Open Air Theater, Detroit. Barrie Daniels, producer, care Masonic Temple, Detroit. Summer operettas. Equity.

## MISSOURI

Municipal Open-Air Theater, Forest Park, St. Louis. Producer, Municipal Theater Association. Production manager, 11 East 44th Street, Suite 1800, New York. Big-time summer operetta set-up. Seats 11,951. Can gross 66G in a capacity week.

## "Turtle" To Hit Stock With 2 Price Levels

NEW YORK, April 10.—The summer stock package of *Voice of the Turtle* that H. Clay Blaney and Charles Russell are producing will be one of the costliest units to hit the haylofts this season. There will be two companies—an A troupe for the larger houses and a B troupe for medium-sized theaters. The approximate cost of the B package will be \$1,600 guaranteed against a 65-35 split, with the producers taking the larger cut. The price for the A package, which probably will star Gene Tierney, will be a \$3,500 guaranteed against a 65-35 split, the managers again getting the larger share.

The producers claim they are bringing the package to the barn theaters for its cost to them and are even willing to show their books to prove this fact. They figure their dough will be made from the percentage cut. *Turtle* already has 15 weeks booked. The package includes four people, a stage manager coming along with the show, but scenery will be built at each hayloft. Reports also have it that the scripter is getting a 10 per cent royalty cut for the show.

## Det. "Desert Song" Seen Headed for Record Gross

DETROIT, April 10.—The 10th and final week of the Detroit Civic Light Opera season, under the direction of Barrie O'Daniels, appeared headed for an all-time record with close to sellouts for *Desert Song* starring Edward Roecker and Laure Hurley. The anticipated gross is figured to nudge 60G, a mark considerably in excess of the \$54,800 hit the first week by Allan Jones in *Rose Marie*. The attendance figure is expected to run about 33,000.

The Easter season production of *Babes in Toyland*, with Stella Anderson and Fred Kendall, a local radio singer, in stellar roles, grossed a good \$40,000, with an attendance of 24,000.

## Final Whyte, Kantor Action

NEW YORK, April 10.—The council of Actors' Equity will meet Monday (12) to take final action on charges against Jerry Whyte, Theater Guild general stage manager in charge of musicals, and Herman Kantor, one of the stage managers of *Allegro*, that they participated in actions "prejudicial to the welfare of Equity members." The complaints were made by the chorus of *Allegro* via the grievance committee of Chorus Equity. Equity council has already sat thru 25 hours of hearing, evidence on the case lasting from Tuesday (6) thru a midnight session Thursday (8).

Last season's biz 600G. Season begins first week in June and runs 10 weeks.

## NEW HAMPSHIRE

Barnstormers, Tamworth. Francis G. Cleveland, producer.

New London Summer Theater, New London. Josephine Holmes, producer. Non-Equity.

Chase Barn Playhouse, Whitefield. Miss Margaret Hazlewood, care Connecticut College, New London, Conn. producer.

Petersborough Summer Theater, Petersborough. Edith Bond Stern, 117 West 58th Street, New York. producer-owner. Seats 180.

Lake Tarleton Theater, Pike. Stanley Woolf, 1697 Broadway, New York. producer. Only plays week-end. Non-Equity.

Keene Summer Theater, Keene. Producer, John Parker Samuels, Box 1163, Lancaster, Pa. Opens June 2. Seats 320. Equity.

## McDonald Auspiced Dates Good; Shapes Unit for Pa. Tour

LAKE GEORGE, N. Y., April 10.—W. J. McDonald, who recently wound up more than 100 sponsored dates that extended from New England to Spokane, will open his summer trek near here. Most of the season will be spent in established Pennsylvania summer resort territory.

McDonald has been presenting a two-people bill. He plans a three-week vacation before the summer jaunt, on which he will use E. F. Hannan's three-piece bill, *Okie From Oklahoma*. Business on the winter tour was good, McDonald said.

## Stanger Sees Brown Unit in Return to Road This Season

SHEBOYGAN, Wis., April 10.—Louie Stanger, vet rep and tent show performer, revealed here this week that he is confident the Harry O. Brown Players, one of the old standard tent rep shows, which celebrated its 42d season in the business last year, will return to the road again in 1948.

Stanger says that when the org does bow it probably will play its old established territory. Stanger, who has been with the Brown org for a number of seasons since 1923, spent the winter here, lending a helping hand to his brother, who recently returned from a local hospital where he underwent surgery.

## Shields Pix - Vaude To Open in Ottawa

OTTAWA, Ont., April 10.—George Shields will spring his combo film and vaude show here April 12, playing schools and halls until the fair season when he will go under canvas. Shields has been showing religious pix under auspices recently.

Herman Online will assist Shields and later will add his animal acts to the org, Shields says.

## Summer Theater for Florian

PITTSBURGH, April 10.—Florian Players, who recently wound up a successful 30-week season near here, have completed plans to operate a summer theater in Lancaster County.

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### BUD HAWKINS

Salom, Indiana



**SAM O. BRIGHT**, veteran stock and repertoire performer, who died recently in Green Bay, Wis., of a heart attack following his return from Antigo, Wis., where he had been appearing with the Town Hall Players, of Station WTAQ, Green Bay. Bright entered show business in 1908 with the old Jennings Show and enjoyed a lengthy career in rep and stock. He had been with the Town Hall Players since 1941.

## Tex Walters Preps Summer Jaunt; Pix Layout Augmented

CICERO, Tex., April 10.—Chester (Tex) Walters has moved his vaudepic outfit to Gonzales, Tex., where he had his unit most of last summer. He plans to play schools, halls and several outdoor dates.

Walters recently purchased several pix, including *Daniel Boone* and *The Blue Rangers*, from Albert Mitchell, which he will feature at his indoor engagements. Walters says that Al F. Bard will provide the vaude attractions.

## Sabo Sam Bows At Amsterdam, O.

AMSTERDAM, O., April 10.—Sabo Sam and his stage revue opened the new season at the new high school auditorium here April 9 under auspices of the local Parent-Teachers' Association.

Featured with the unit are Billy True's boys band, with Sam doing the blackface. From here the unit moves to Adena, O., for an engagement under volunteer fire department auspices, with a stand in New Alexander, O., for the volunteer fire department there to follow. G. E. Reid is agenting the unit.

## Masquers Do "Drunkard" For American Legion Post

CHICAGO, April 10.—Howard Rooney's Masquer Players have been contracted to present Rooney's version of the *Drunkard* here Saturday (17), under American Legion Post auspices at the latter's South Halstead Street headquarters.

A special preview will be given patients of State Hospital Friday (16). Cast includes Marvin C. Howard, Corrine Kennedy, Robert Felton, Penny McGuigan, Dorothy and Eddie Schroedle, Eugene Ferrazzi, John Brennan, Earl Edwards, Duane LeBlanc, Wally Markvart and Jean Valquette.

## Muzzey Eyes Summer Spot

RUTLAND, Vt., April 10.—Wilbert Muzzey is dickering for a spot for a summer theater near here. A local cast is to be used.

## Jewell - Harris Clicks at Bow In Fort Worth

### Troupers Greet 1948 Edition

FORT WORTH, April 10.—Jewell & Harris Shows, Inc., successfully launched its 1948 tour with a six-day stand here which ended tonight. Trixie Maskeew said that enough troupers were in the opening night audience to start a No. 2 Unit. Mr. and Mrs. Rai Baillie visited for a day, but were unable to attend the opening because they had to leave to join Henry Brunk's Comedians.

Recent additions to the roster include Mr. and Mrs. R. Talkington, Burnette Messingale and Defoye Mercer.

Visitors at opening included Henry Brunk, Mr. and Mrs. John Messingale, Pete LaValle, Phil Carlyle, Mr. and Mrs. C. Turner, Verge and Alyce Lester, May and Joey LaPalmer, Dick Darling, Rickey Darling, Mr. and Mrs. Frank Rainwater, Mr. and Mrs. O. B. Moore, Mr. and Mrs. Benny Kirkland, Joe McKennon, Harley and Billie Sadler and Morris Rose.

Mr. and Mrs. Hand, parents of Mrs. Jewell, will not take to the road this season. Show moved to Pilot Point, Tex., from here.

## Lawton Sets Summer Tour; Dakotas Okay

MITCHELL, S. D., April 10.—H. K. Lawton, who concluded a five-month trek of the Dakotas with a good stand here, reports that business on the tour was good despite inclement weather. Lawton recently purchased a number of late 16mm. films and will add short-cast bills for a summer tour of halls.

He plans to continue the practice of supplying music for dancing after the show, with his wife assisting him.

## Summer House for Knowlton

MONTPELIER, Vt., April 10.—E. L. Knowlton, who successfully operated thruout New England this winter with religious pix, will operate a summer theater near here, with opening slated for late in June.

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## THE FINAL CURTAIN

**ADAMS**—Albert Victor, 48, partner in the clown team, Albertino and Lulu (his wife), with the Ringling Bros., and Barnum & Bailey Circus, April 6 in New York of a heart attack. (For details see Circus section.)

**BECK**—Syd, former headliner on the Tivoli and Fuller circuits in Australia, recently in Sydney. He became prominent for his *My Egyptian Mummy* sketch.

**BURFORD**—William F. Sr., 63, Denver magician, April 2 in that city. Burford was known professionally as Professor LeMont. In the last 20 years, since coming to Denver, he had played mostly charity shows. His widow and three daughters survive.

**BURKE**—Jack R., 69, former manager of the Queen Theater and the old Grand Opera House, San Antonio, March 30 in that city.

**CANNON**—Cecil R., president and owner of the Henry Grady Hotel, Atlanta, and well known to many show folks, recently in that city. He was the first operator in Atlanta to use acts in his hotel.

**CRAIL**—Rodney, side show owner with various carnivals some 30 years ago, recently in Washington, Ia. Burial in that city.

**CURTISS**—Mrs. Jack, 30, singer, known professionally as Beth Calvert, April 1 in Jewish Hospital, Philadelphia. She and her husband played vaude and niteries for many years. She also leaves two sons and her parents. Services and burial in Philadelphia April 4.

**D'IVERNIS**—Jean Philippe, 79, organist, March 27 in Pittsburgh. Besides his early work in Europe, he played here with the Great Western Band, the Economite Band, the Syria Temple Band and in several Pittsburgh theater orchestras. His widow and his son survive.

**DUFFY**—Richard E., 28, manager of Station WOBB, Anniston, Ala., April 3 in Birmingham of injuries sustained in an auto accident. Survived by his widow. Burial in Sardinia, O.

**EMERSON**—Ralph Waldo, 53, radio organist, April 8 in Hollywood. He had played on radio programs in Chicago and Phoenix, Ariz., and had been organist for the *Lum 'n' Abner* show the past three years. His widow and two sons survive.

**GOBBERS**—Emil, 82, historian of circus artists, February 17 in Dueseldorf, Germany.

**GURNEY**—Mrs. Edmund, 85, legit actress, April 4 in Manaton, Devonshire, England. A British actress, she appeared here in *Pygmalion* with Mrs. Patrick Campbell, having appeared in the first production of the play in London with Sir Herbert Tree. She also played in *The Swan* and *Secrets* and toured with William Faversham in Shavian repertory. Her son, Dennis, director of the Blackfriars' Guild Theater, New York, and two daughters survive.

**HARRIDGE**—Nellie Mae, 69, mother of Delmar Harridge, and both members of the Stephens Shows the past seven years, April 1 in Queen City, Mo. Burial in Queen City Cemetery.

**HERTZ**—Mrs. Lilly Dorn, concert singer and widow of Dr. Alfred Hertz, conductor of the San Francisco Symphony Orchestra, April 4 in Guadalajara, Mexico.

**KENNEDY**—Will J., retired burly and vaude comedian, April 8 in Hoosick Falls, N. Y. During the first world war he headed the first contingent of stage entertainers to go to France.

**KOCH**—Fred H. (Cookie), 68, musician and band leader in Cincinnati for over 50 years, April 7 at his home in Cincinnati. Survived by a son, William J. (Cookie) Koch, also a band leader, currently at the Club Riviera,

Newport, Ky.; a brother, William, of Cincinnati, and a sister, Mrs. Charles Hafer, Indianapolis. Burial in Spring Grove Cemetery, Cincinnati, April 12.

**KOTSOS**—John (John Gordon), 65, concessionaire, April 6 in Washington. He had been with the Sheesley, Zeidman, Cetlin & Wilson and Strates shows. His sister survives. Burial in the NSA plot in Ferncliff Cemetery, Hartsdale, N. Y.

### IN MEMORIAM J. L. "LOUIE" LANDES

Gone But Not Forgotten  
April 16, 1939

MR. AND MRS. CHAS. ROTOLO

**LOCKWOOD**—Kenneth F., 66, hunting and fishing authority, April 2 in Newark, N. J. Besides his regular column for *The Newark News*, Lockwood conducted a weekly broadcast on fish and game over WNJR, Newark. His widow, daughter and sister survive.

### IN MEMORY Of My Dearly Beloved Brother JOE E. LOWERY Who Passed on April 16, 1947 MRS. J. B. BAYLESS

**MARKS**—David, 50, vaude agent, recently in London. Survived by his widow, the former Pauline Collins.

**MEGAREE**—Frank S., 47, president of the Scranton Broadcasters' Corporation, March 30 in Scranton, Pa. His company operated WGBI. His widow and five children survive.

**MOFFETT**—Paul G., 48, State senator and former president of Indiana State Fair Board, April 7 near Indianapolis.

**MOORE**—"Snitz," 72, burly, vaude and legit comedian, April 3 in New York. Besides his appearances on the Columbia wheel, he toured as the late Sam Bernard's understudy in the road companies of *Rich Mr. Hoggenheimer* and *Friendly Enemies*. He was a member of the Jewish Theatrical Guild. Burial in Kensico Cemetery, New York.

**MOSIAS**—Irving S. (Swizzle) 48, park and carnival concessionaire the past 30 years, recently in Delaware Hospital, Wilmington, Del., of a heart attack. Mosias was associated with Bob Parker in the operation of Barlett's Diggers, the past five years, having been on the Kirkwood Shows the last four seasons. Survived by his parents, Mr. and Mrs. Samuel Mosias, Miami Beach, Fla., and a sister, Mrs. Lillian Wertheimer, Chicago. Services and burial in Miami April 11.

### In Loving Memory

Of My Dear Husband

### JOHNNY MITCHELL

Who Was Killed April 19, 1947.

"Time Will Never Heal My Aching Heart"

MAXINE MITCHELL

**OTT**—Morris, 61, showman for 40 years, March 23 at his home in Valdosta, Ga. He had been with the Walter L. Main and King Bros.' circuses and played the Keith Circuit with his wife, Nina, in the act, Ott and Ott, jugglers. In later years he was associated with his son-in-law in the operation of a med show, the Ott & Prescott Show. Besides his wife, he leaves two daughters, Mrs. Jewell

Prescott, and Cornelia. Burial in Sunset Hill Cemetery, Valdosta.

**PAIGE**—Justin, 93, legit stock and repertory player, March 31 in Brentwood, L. I., N. Y. He appeared with William Farnum, Katherine Rober, Vaughn Glaser and many others. Burial in Evergreen Cemetery, Brooklyn.

**PERHAM**—Evelyn C., wife of the owner-manager of the Pine Tree State Shows, March 12 at her home in Cape Elizabeth, Me.

**PLATT**—Thomas E., concessionaire identified with shows on the West Coast for a number of years, recently in U. S. Navy Hospital, Oakland, Calif. Burial in Golden Gate National Cemetery, San Bruno, Calif. His widow, Jeanne, survives.

### IN MEMORY OF OUR

Beloved Husband and Father

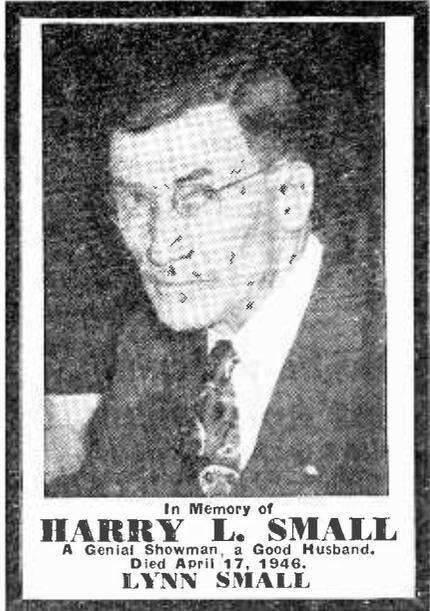
### RAY W. ROGERS

Who passed away April 13, 1946.

EMMA N. ROGERS

Sons—RAY JR and BARON NOWARK

**SHAFFER**—O. Burton, 75, actor and dancer, at his ranch near Clovis, Calif., April 4, of a heart attack. He headlined on the old Orpheum Circuit for many years and was one of the few male toe dancers in the country. He had danced with Anna Pavlova when she first appeared in this country. In later years he was active in production departments of Hollywood film studios. Services in Fresno, Calif.



In Memory of  
**HARRY L. SMALL**  
A Genial Showman, a Good Husband.  
Died April 17, 1946.  
LYNN SMALL

**TOOLE**—Walter, for 30 years with athletic shows on carnivals, recently in St. John, N. B. He was with the Ben Williams Shows for many years.

**UPRIGHT**—Mrs. Blanche, 68, novelist and playwright, April 3 in Palm Springs, Calif. She wrote four novels, five plays and several movie scenarios. She leaves two sons, David, and Ernest.

**WILLIAM**—Clifton, 21, Houston, laborer with the Ringling-Barnum circus, in Florence, S. C., April 1 (Details in Circus department).

**WILSON**—Edith, 70, mother of Mrs. Alice Gorham, exploitation manager of United Detroit Theaters, March 27 in that city. Survived by her husband and four other children. Interment in Woodlawn Cemetery, Detroit.

## Marriages

**BARE-COATES**—Richard Bare, film director, and Phyllis Coates, actress, in Las Vegas, Nev., April 28.

**BROWN-KANE**—Frank J. Brown, bingo operator, and Ruth Kane, daughter of Mr. and Mrs. Joe Kane, concessionaires on the Prell Broadway Shows, March 26 in Charleston, S. C.

**COHEN-ROSENFELD**—Joe Cohen,

veteran Halifax, N. S., concessionaire, and Naomi Rosenfeld, recently in Halifax.

**FITZPATRICK-WELCH**—Eddie Fitzpatrick Jr., band leader at Hotel St. Francis, San Francisco, and Rhoda Welch, nonpro, April 6 in San Francisco.

**GOOD-HENDRICKSON**—Walter Good, manager of *Ice-Capades*, and Mary Hendrickson, skater, March 30 in Chicago.

**GREAZA-AMBROSE**—Walter N. Greaza, stage and radio actor and former executive of Actors' Equity, and Helene Ambrose, actress, April 3 in New York.

**KEMMY-IVEY**—John Kemmy and Eva Ivey, April 13 in Kansas City, Mo. They comprise the team of the Kemmys, now touring veterans' hospitals.

**LEE-WALDO**—Robert E. Lee, radio writer-director and co-author of *Look, Ma, I'm Dancin'*, and Janet Waldo, radio's Corliss Archer, March 30 in Hollywood.

**McGARRAY-QUINAN**—Robert McGarray and Eileen Quinan, auditor at Mutual Entertainment Agency, Inc., April 3 in Chicago.

**SIMONE-O'DEA**—Charles Simone and Sunnie O'Dea, stage and screen dancer, March 31 in New York.

**WEST-SMITH**—Allen W. West and Corda Smith, high act manager and performer, respectively, with the Bright Lights Exposition Shows, April 2 in Bainbridge, Ga.

**WILKINSON-TATE**—Robert Wilkinson, of Royal American Shows, and Lucille Tate, of the John H. Marks Shows, March 20 in Saluda, S. C.

## Births

A daughter, Joele, to Mr. and Mrs. Mickey Glass March 20 in New York. Father is a member of the professional staff at Paramount Music.

A son to Mr. and Mrs. James Greenwood March 11 in Pittsburgh. Father is a WCAE staffer.

A son, Richard Craig, to Mr. and Mrs. Jack Leonard April 4 at Cedars of Lebanon Hospital, Hollywood. Mother is Dorothy Schalk, former secretary at Amusement Corporation of America, Chicago. Father heads the parts department at Badger Sales Company, Los Angeles.

A son, Cyrus Ernest, to Mr. and Mrs. Charlie Holliday March 22. Mother is a former member of the Del Rios troupe. Father is owner of the Funhouse on the World of Mirth Shows.

A son to Mr. and Mrs. Tom Welch March 24 in Stafford Springs, Conn. Father is a technician at Station WTIC, Hartford, Conn.

A son to Mr. and Mrs. David (Sonny) Werblin April 1 in New York. Father is vice-president of the Music Corporation of America; mother is the former Leah Ray, singer.

A daughter to Mr. and Mrs. Jack Berch recently in San Antonio. Father is with Station WOAI.

A daughter to Mr. and Mrs. Jackie Coogan April 2 in Glendale, Calif. Mother is Ann McCormick, former singer; father is a film actor.

A son to Mr. and Mrs. Sy Friedman April 3 in New York. Father is chief photographer for the National Broadcasting Company's television.

A son to Mr. and Mrs. Nat Rudich April 5 New York. Father is television director of Gainsborough Associates.

A daughter to Mr. and Mrs. Henry Jaffe April 5 in New York. Father is a theatrical attorney; mother is Jean Muir, legit and pic actress.

A son to Mr. and Mrs. Milt DeLugg April 4 in Hollywood. Father is music director of the Abe Burrows radio show.

A son to Mr. and Mrs. Ken Hooker March 31 in Mesa, Ariz. Father is program director of KTYL, Phoenix.

# R-B BLENDS OLD WITH NEW

## Midget Racing Skedded for Polo Grounds

### \$10,000 Guaranteed Purses

NEW YORK, April 10. — Midget auto races will be presented at the Polo Grounds this summer under the promotional banner of Small Car Enterprises, Inc., Madison Square Garden. Alexis Thompson, New York and Philadelphia sportsman, is president of the newly formed org; Dick Surphlis is secretary and Walter C. Stebbins, a well-known figure in the field of outdoor promotion, is general manager.

Fifteen nights of racing have been scheduled on Tuesdays and Saturdays during June, July and August, while the Giants' baseball club is on the road. Guaranteed prize money in the amount of \$10,000 will be offered nightly. This amount is claimed to be the largest ever offered for midget races on a guaranteed basis.

Racing dates are June 1, 5, 8, 12, 29; July 3, 13, 17, 20, 24; August 10, 14, 24, 28, 31.

### Special Track

A specially constructed track will be completed within the next 10 days. It consists of 2,200 sections with an aluminum base, and was constructed at a reported cost of \$150,000. It will weigh 650,000 pounds and is so constructed that it can be erected for each race and dismantled when the event is over. Each operation will consume 12 hours and require the services of 200 men.

The racing surface is of fir and pine wood, with interlocking sections, and measures one-fifth of a mile on the inside and one-quarter of a mile on the outside. Track is 44 feet wide on the turns with an eight-foot bank, and 36 feet wide with a three-foot bank on the straightaways. Its width will permit four cars to race abreast at all points. The track also has a 12-foot apron on the inside for disabled cars.

### Stebbins Back in Field

Handling of the Polo Grounds' races marks Stebbins' return to active participation in the auto racing field for the first time since before the war. In 1946-'47 he promoted numerous other outdoor events, mainly trotting races. It was Stebbins who introduced large-scale midget auto racing in this area when in 1936 he brought 12 top drivers to the Madison Square Garden Bowl. Before the war he promoted midget races at Cedarhurst, L. I., and Long Branch, N. J. He also promoted big car races at fairs and still dates.

Small Car Enterprises also will operate Hinchcliffe Stadium at Pateron, N. J., during 1948.

## Norfolk, Neb., Bars Shows

NORFOLK, Neb., April 10. — City council has acted to ban carnivals from showing within the city limits. For years council has permitted carnivals to show only under sponsorship of civic or patriotic organizations.

### Motor Speed Round-Up:

## CSRA Season Opens April 18 At Celina, O., Fairgrounds

DAYTON, O., April 10.—First big car race meet of the season under the sanction of the Central States Racing Association (CSRA) will be staged Sunday (18) at the Celina, O., fairgrounds, it was announced at the association headquarters here.

Other early dates are: April 25, Greenville, O.; May 2, New Bremen, O.; May 9, Owaso, Mich.; May 16, Greenville, O.; May 31, the Heidelberg Speedway, Pittsburgh.

### Sacramento Under BCRA

SACRAMENTO, Calif.—Billy Hunefeld, promoter, plans to start the midget auto race season at Hughes Stadium here either the first or second Monday in May under the colors

of the Bay Cities Racing Association (BCRA). Last year Hunefeld operated under the United Racing Association (URA). During the winter many of the top URA drivers, including three of the first five, shifted allegiance to the BCRA group.

Among the top URA pilot to transfer were Billy Vukovich, ranked second in 1947 in URA competition and 1945 and 1946 champion; Dick Ferguson, who finished fourth last year, and Edgar Elder, fifth place man in 1947. Other transfers include Eli Vukovich, Frank Armi, Andy Guthrie, Johnny Boyd, Chuck Stevenson, Johnny Baldwin, Norman Girtz and Cliff Epp. Billy Cantrell, last year's (See SPEED ROUND-UP on page 50)

### Close-Ups:

## Traver Found His Inspiration In Sea Gulls, Money in Big Crowds

By Jim McHugh

This is another of a series of little-known facts about prominent people in outdoor show business.)

"I've started from scratch three times and I'm ready to do it again if need be, altho I'm 70 years old," is the way Harry G. Traver, ride designer, builder, owner and operator sums up his 45 years in outdoor show business.

The manner in which he got into the business is typical of the mental agility of the man. At 34 he worked his way to Europe on a cattle boat to view the coronation of King Edward and to recuperate from an attack of diphtheria. On the return trip, while relaxing on deck between chores, Harry watched for hours the graceful flight of sea gulls encircling the ship's mast. In his mind he turned them into suspended cars whose revolutions around a vertical pole could be controlled. In this way originated the idea for the Circle Swings.

The ride was a natural and its popularity was assured with its debut. It offered both height and action. Patrons experienced the unique thrill most folks receive on their first airplane flight.

"I built over 500," Harry says. "Every amusement park in this country and most of the others scattered thruout the world have one. When the park field was virtually exhausted I redesigned the ride for portable use and scores of carnivals purchased them." Altho comparatively simple in design, the ride had great durability. "I installed a Circle Swing 42 years ago at Euclid Beach, Cleveland," Harry relates. "It cost \$12,000, has grossed over \$500,000 and is still running. Only two sets of cars have been added in that time, mainly for modernization purposes, and the unit is good for 40 years more. Trees which were little more than seedlings when the ride was installed have had to be trimmed many times to keep clear the arc traveled by the cars.

"You can see," Harry adds ruefully, "why I didn't make money in the ride business." (But one really can't see; not when one begins multiplying 500 by \$12,000.)

The Chicago World's Fair demonstrated to Traver that one could get money if one got people, no matter how bad business was. The depression had fixed it so that you couldn't sell, and if you sold you couldn't collect. Accordingly, it seemed wise to build the Roller Coaster and Scooter at the fair. The railroads and newspapers backed the doings heroically and the operators got dough.

"The Scooter took in \$81,000 in 1933. When I found out that if you got (See TRAVER FOUND HIS INSPIRATION on page 52)



HARRY G. TRAVER

## Bow Response Presages Big Garden Click

### Sock Hinterland Tour Hinted

(Continued from page 3)

the show grossed an estimated \$2,000,000 here.

Talent is profuse and top-flight, as usual, with the emphasis on almost uninterrupted action in the three rings, on the two stages and in the air. A mere handful of new acts, the result of North's winter scouting tour of Europe, are all creditable with the juggler, Francis Brunn, and Unus, the equilibrist, outstanding. Revived and just as popular as when last presented several years ago is the running springboard tumbling of the Ugo Troupe (Boginas) over the backs of as many as five elephants placed side by side in the hippodrome track.

### Elephants Back to Work

Another welcome sight is the ultimate use in a performing sense once again of the incomparable herd of Ringling elephants in all three rings, as routined and directed by the show's new head bull man, Hugo Schmidt.

Both displays add some old-time circus atmosphere, the lack of which was lamented following the influx of aerial and ground ballet girls, as devised by John Murray Anderson, several seasons ago. Anderson directed this year's performance, and girls are still much in evidence but not paramount in the over-all production.

Altho the usual four specs were presented, it appeared that North this year sliced production costs, but in a manner that will never be obvious to the circus patron. The costuming, altho elaborate and colorful, does not quite come up to former years. Floats are still used plentifully, but their design and massiveness is not comparable to those that awed the circus fans of the past two seasons.

### Props Lightened

All show props have been considerably lightened. This, together with the newly devised portable grandstands, the invention of Arthur M. Concello, who took over this year as general manager, will greatly aid the show in moving when it goes under canvas.

The most noteworthy innovation is the use of steel mesh cages for animal acts. The mesh, made of light chain with openings about 8 inches square, is an extraordinary improvement over the former unwieldy barred arenas. The mesh, which is flexible and light, is lashed to a ring and can be hauled to the top of the arena or big top in a matter of minutes. During performances the lower ends of the vertical chains are anchored to a ring, which in turn is fastened to a circular wooden platform placed within each of the performing rings.

For the first time spectators can see every movement of the animals as they are put thru their paces. There are no blind spots caused by heavy caging. The grouping of white lights (See R-B BLENDS on page 47)

# WISCONSIN CENT. SHOOTS WAD

## 133G Outlay for Night Show; 200-Mile Auto Race Framed; Will Offer Lavish Exhibits

### Gives New Look to Buildings, Grounds, Lighting

MILWAUKEE, April 10.—A potent night bill, budgeted at \$133,000, will head the attractions to be unfolded here, starting August 7, for the 23-day run of the Wisconsin Centennial Exposition, which will embrace this year's Wisconsin State Fair. Indications of the power of the night show were given this week by Ralph Ammon, exposition manager, when he disclosed some of the features already contracted as night grandstand entertainment. Thruout the run, there will be three different grandstand shows. Chief among these will be *Songs of a Century*, an elaborate revue-type production built around songs written by Wisconsin composers and featuring the appearance of Wisconsin native sons and daughters who have made names for themselves on the stage, screen, radio or in the concert field.

Best known of those already inked are Dennis Morgan and Charles Winninger, film stars. Others signed are Lucille Meusel, coloratura soprano, with a Metropolitan Opera background, and Julia Bustabo, violinist, originally a Badger State violinist, who built her reputation largely in Europe and more recently in the U. S. Negotiations are under way to obtain the services of other native names. Those contracted will appear (See *Wisconsin Cent.* on page 58)

## D. Moines Premiums Upped to \$140,000

DES MOINES, April 10.—Premiums to be offered at the 90th annual Iowa State Fair, August 25-September 3, will total \$140,000, Secretary L. B. Cunningham announced. This is \$5,000 more than was offered last year, increases in some livestock classes accounting for the boost.

Premium offerings for major classes of livestock in open competition will amount to more than \$22,000 for horses, \$35,200 for cattle, \$18,400 for swine, \$5,800 for sheep and \$8,800 for poultry.

## S. A.'s Coney Isle Enjoying Big Biz

CARACAS, Venezuela, April 10.—Coney Island, Venezuela's largest amusement park, is enjoying big business this season and acts, especially, are proving a big drawing card.

Samuel Bakerman, co-owner of Coney Island and in charge of booking the acts, reports the attractions this season are drawing better than ever before in the history of the fun-spot.

Present attraction is Ernesto Kopilovia, Argentine violinist, who does his fiddling atop a balancing ladder. Previous acts which proved a big draw were the Skating Earles and the Mirths, pantomime.

Saturday (3), Bakerman presented fireworks which attracted a crowd of 20,000, including President Romelo Gallegos.

## Polo Promotional Debut in Memphis Comes Out Winner

MEMPHIS, April 10.—An early check-up following the April 1-3 thrill show staged in a Memphis fairgrounds building under auspices of the local Disabled American Veterans chapter indicated that the event would be a financial success, according to Eddie Polo, veteran stunt man, who made his debut here as a promoter.

Polo said tickets sold at the box office guaranteed the wages of performers and workers. Still to be accounted for was a distribution of 80,000 tickets for sale. Of this amount, 60,000 were adult tickets at \$1 each, the remainder being distributed in schools for sale at 50 cents. The latter were tied in with the superboy and supergirl contests, winners to receive prizes donated by merchants. Polo reports his local bally stunt of permitting himself to be hoisted up the side of a building by his hair was caught by a Fox Movietone cameraman. *Life* magazine, he said, has scheduled a layout of pictures on him for its April 13 edition.

Featuring Polo in a slide for life by his hair, the attractions line-up included Heerdinks and Company, bars; Lou Morgan, cyclist; Cyse O'Dell, aerialist; Snyder and Gage, trampoline; King Reynolds, tight wire; Armstrong's comedy Ford; Royal Rockets, roller skaters; Eric Phillmore, juggler; Speedy Babs, globe of death; Ethel D'Arcy, aerialist; Happy Maxwell, Jack Darling, Leb Stewart and Harry Lee, clowns, and Flying Valentinos.

Polo said his next promotion, to be held May 20-22 in Nashville, will feature circus acts, fireworks, auto crashes and bus jumps, and a stage production.

## Octavio Pedero Signs Three Fairs for Mid-Western Expo

NASHVILLE, Ark., April 10.—Octavio Pedero, new advance agent of the Mid-Western Exposition, returned here this week from a booking tour during which he contracted three more fairs for that org. They are the Crawford County Fair, Girard, Kan.; Gentry County Fair, Albany, Mo., and the Worth County Fair, Grant City, Mo.

Ted Woodward, show owner, announced the show is set for 18 Iowa celebrations, the first of which is skedded for early June at Rutland.

## 15-Day Cele Is Planned For Detroit

### Mich. on Parade Is Theme

DETROIT, April 10.—Plans for a large-scale 15-day celebration, Michigan on Parade, were disclosed here by Roland S. Phillips, who has been associated as a promoter with numerous celebration plans in this city and elsewhere for a number of years. Present sponsorship is to be by the United Clubs of Detroit, Inc., said to include a combination of 85 local clubs. Phillips also said that both the State and National Democratic committees are co-operating in the project.

A 264-acre site of resort property near Brighton, Mich., 30 miles northwest of Detroit, has been leased for five years, with plans calling for a permanent fair or exposition to be developed somewhat along the lines, but on a smaller scale, of the projected world's fair for Detroit.

Emphasis will be upon the 45 nationality groups which are an important factor in the sponsoring organization, and specialized show, folk, and other productions by each national group will be featured in the programing and exhibits.

Rustic recreation area, bathing beach, and fishing facilities are part of the project now available, with numerous types of contests, novelty events and races being planned for this summer, according to Phillips.

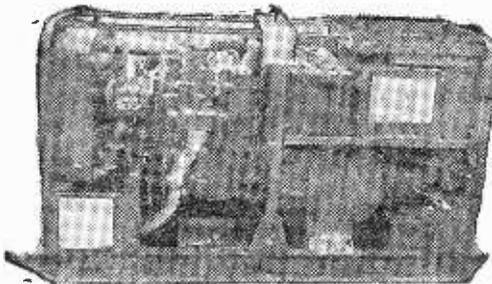
Tentative opening date is the July 4 week end, with a 15-day program, July 3-18, on the order of an extended celebration. Phillips predicts an attendance of 300,000 for this period. Advance tickets are to be sold at 50 cents each.

Outdoor show attractions will be contracted on a long-term basis, Phillips said, but with rigid restrictions on "ethical requirements." He added the Michigan on Parade show may buy and operate its own carnival and midway equipment if the right kind of deal cannot be made with show organizations.

Series of productions to follow the two-week opener in July will include, according to Phillips, Democracy on Parade in September; similar paired productions in future years; year-round operation of the leased site at Woodland Lake as a resort, and a winter show indoors to be held here at Convention Hall.

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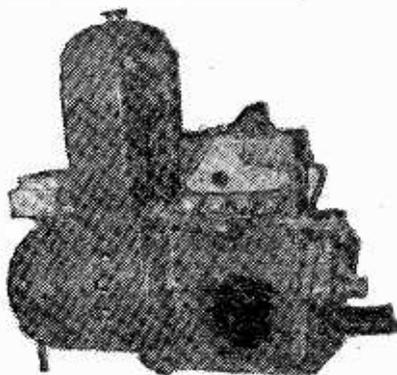
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# R-B Blends Old With New; Bow Presages Garden Click

(Continued from page 45)  
at the opening performance, spotlighting the activities in the three arenas, served to almost wash out the thin strands of chain, with the result that the spectator's view is near perfect. It is unlikely that even clear plastic or glass arenas could add much to the visibility. No bugs in the new equipment were evident in the preem performance, altho the animals, particularly Konselman's polar bears, took several rehearsals to get used to their new surroundings.

## Cage Chutes Eliminated

Aiding in speeding up the presentation of the animal acts is the use this year for the first time of a single cage wagon for all of the animals assigned to an arena. The wagons are backed flush with the cage opening and the animals enter and leave the arena without the use of chutes.

Heading up the thrill department this year as last, when they first appeared in this country and with the Big Show, are the Alzanas, minus Hilda, who is still hospitalized in Miami as the result of an accident there two days before the show arrived in the Sarasota winter quarters. The fall, which hospitalized two other members of the troupe, has not resulted in Harold adopting even ordinary caution. He still mounts and leaves the act's high rigging by walking, aided only by a parasol, a wire anchored at a 45-degree angle. He disdained use of a balancing pole on the tight wire and jumped rope on one foot. As tho afraid of shorting the customers, he jumps forward and then back thru a short length of rope stretched between his hands. His antics, including considerable weaving on the wire,

and his slow, nerveless descent, caused the audience to scream and gasp in excitement.

## Juggler Is Good

Francis Brunn, an import inked by North during his European trip, is the best juggler seen with the Big Show in many years. Billed as being better than the late Great Rastelli, who was a European standout about 10 years ago, Brunn has considerable ability plus the faculty for performing at a mile-a-minute clip. The supple Brunn can control the flight of juggled balls with almost any part of his body and crowns his staccato presentation with the spinning of hoops on both arms and legs while keeping three oversize balls in motion. He is flanked in the end rings by the Chiesas and the Perezoffs and Rolando, both good acts held over.

Likely to win even more appeal with audiences is Unus, an equilibrist with a double-measure of showmanship. Performing on stage props Unus first ostensibly balances one gloved finger on top of a lighted globe about 12-inches in diameter. Later, on another lighted globe propped about 6-feet high, he balances first on a ring, holding his body virtually motionless for a minute or more. Again, still using only one hand, he balances on a pool cue, the tip of which is placed on the globe and, again, on a cane. He is flanked by Los Onas, an imported high perch act having a neat routine, and the Rosales Sisters, top-flight gymnasts.

## First German Act

Cilly Feindt, German equestrienne, and the first act to be imported from that country since before the war, performed well on her own horse, altho she arrived in Boston only Monday (5). Sharing honors in presenting the high school horses were Claude Valois and Jose Moeser.

The Zoppe riding act, with the midget, Cucciola, another import, presented only a run-of-the-mill routine and stunts, climaxing their performance in the center ring with the midget suspended from a riding mechanic. The latter routine got a lot of applause and laughs, but the little fellow was worked pretty hard opening night, to the extent of knocking down part of Rose Gould's rigging, and if he can withstand the rigors of his routine for many consecutive performances it will be surprising, indeed.

In an aerial display are the Mandos Sisters, an import, who present a neat aerial gymnast routine on a novel rigging resembling a giant anchor. Other aerialists in this display are Al Powell and Ira Millette, perennial favorites and another import, the Great Trisco, who displayed little of note opening night.

## Other New Acts

The Italian Zavattas, with Signorina Zoppe, here from Europe for the first time, present a bounding rope routine lacking any real punch. On the other hand, and in the same display, the Spanish Zavattas, another import, present a fast and creditable bicycle act. In the same display are Lola Dobritch in her usual good wire routine, the Goethis, unicyclists, and the Joanidies, slack wire juggling.

Alberty, presented in this country for the first time on a 45-foot swaying pole, won considerable favor with the crowd, altho most of the appeal in his act was the result of dramatic lighting and excellent music on the part of bandmaster Merle Evans and his band. The act would be lost in competition with dozens of similar acts (See R-B BLENDS on page 53)

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# RAILROAD PICTURE DARKENS

## Another 25% Cut Ordered

Gass says new rule can't help but increase difficulty already faced by shows

WASHINGTON, April 10.—The travel outlook for circuses and carnivals in territories served by coal-burning railroads turned gloomier than ever Friday (9), as the Office of Defense Transportation (ODT) ordered an additional 25 per cent cut in freight hauled by coal burners. The new cutback becomes effective Thursday (15).

A. G. Gass, chief of the railroad division of the ODT, told *The Billboard* that the new cut, bringing the total freight cutback to 50 per cent of normal requirements, "cannot help but increase heavily the difficulty faced by traveling shows in arranging to have their equipment hauled as general freight. The shows will have to be competing more strenuously than ever with other industries in trying to get whatever freight space is available," he said.

The only ray of hope appears to be in the determination of President Truman and his advisors to end the soft coal walkout by legal procedure under the Taft-Hartley Act, it was explained.

Even this hope is dampened by the

## Ready New Conveyor Belt-Type, Eye-Catching Sandwich Grill

KANSAS CITY, Mo., April 10.—Exclusive sale of a new conveyor belt-type grill, said to be odorless and capable of producing 250 hamburgers or cube steaks or 720 hot dogs an hour, has been taken over by Chan Laube and George Bush, partners in the B. & L. Concessions, Kansas City, the nation's largest firm dealing in eat-and-drink grandstand concessions at fairs, and Bill Carsky, of the Casey Company, Chicago, general show merchandisers.

The trio recently formed a new Florida corporation, the Roll-On Grill Sales, wherein they set themselves up to handle not only the sales but to finance the manufacture of the grill.

Discussing the grill here, Bush and Laube claim it will revolutionize the selling of hot sandwiches at outdoor

adamant attitude of John L. Lewis, head of the United Mine Workers (UMW). It is possible for Lewis to fight any injunction against the walkout thru the Supreme Court, a procedure which might take months.

In spite of the conservation methods set up by ODT, the railroad stockpile of coal has dropped below the 20-day mark, setting April 30 as the approximate crisis day when coal-burning engines will be stranded if the miners have not returned to work.

events and will have a similar effect at roadstands and other eateries.

Small, individual frying pans are used in the grill, with each piece of meat being prepared in a separate pan as it moves thru a baker's-type oven on a conveyor-belt type arrangement. The oven has burners both at the top and bottom and the location of these is such that the fumes are burned, rendering the operation odorless.

The oven itself is encased on all sides with pyrex glass, with only a small entrance and small exit to permit the placing and removal of a pan from the conveyor. Only the top is not in glass, stainless steel being used there. The expanse of glass, however, is more than sufficient for a patron to watch his hamburger or hot dog, or what have you, as it is prepared while moving down the conveyor belt. The entire oven is 5 feet six inches long and 38 inches high.

### See It as Concessh Boon

The grill will prove a boon to concessionaires, Bush and Laube maintain, because it will provide odorless, sanitary preparation of food in full sight of the customers, and the flash alone of the oven should serve to greatly stimulate sales. It can be so operated that meat can be prepared with ease for a patron's taste—that is, rare, medium or well done.

A refrigerated compartment is being considered to store meat. The grill itself is easy to tear down and assemble, according to Bush and Laube, who add that over-all weight is about 250 pounds.

When operating to full capacity, two people, one to feed the belt, the other to remove the prepared meat, are needed. However, one person can easily operate the grill when it is not going at full capacity, it was said.

## Cincy's Home Show Adds Exhib Space

CINCINNATI, April 10.—A limited amount of additional space has been made available for exhibitors at this year's Greater Cincinnati Home Show skedded for Music Hall, May 15-23, under auspices of the Home Builders Association of Greater Cincinnati and *The Cincinnati Enquirer*, it was revealed this week by Richard M. Sandberg, event's director. More than 65,000 people attended last year's show and early estimates have placed the anticipated 1948 attendance on a par with that figure.

*The Enquirer*, in its May 16 edition, plans to publish a special Home Show section in which exhibitors will be given an opportunity to call attention to their displays and products at the exposition. Exhibitors have planned numerous novel displays including the latest developments on electronics.

A number of acts were used at last year's show.

### New Stand at Belle Fourche

BELLE FOURCHE, S. D., April 10.—Contracts have been awarded for the construction of a \$6,300 grandstand at the Black Hills Round-Up grounds here. The new stand will be 102 feet long, 19 rows high, and seat 1,200 people. Part of the old bleachers will be torn down to make room for the construction.

## Fort Worth Seeks Buyer for Coliseum

FORT WORTH, April 10.—The city has offered its North Fort Worth Coliseum for sale. H. H. Morse, real estate dealer, has been asked to find a buyer. It is estimated the plant is worth between \$350,000 and \$500,000.

The Coliseum is privately leased for dances, concerts, wrestling matches and other events. For many years the rodeo and horse show of the Southwestern Exposition and Fat Stock Show were held in the Coliseum.

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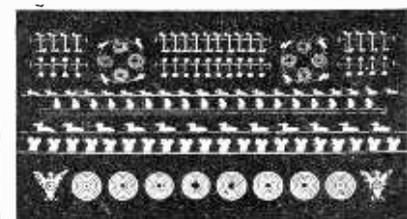


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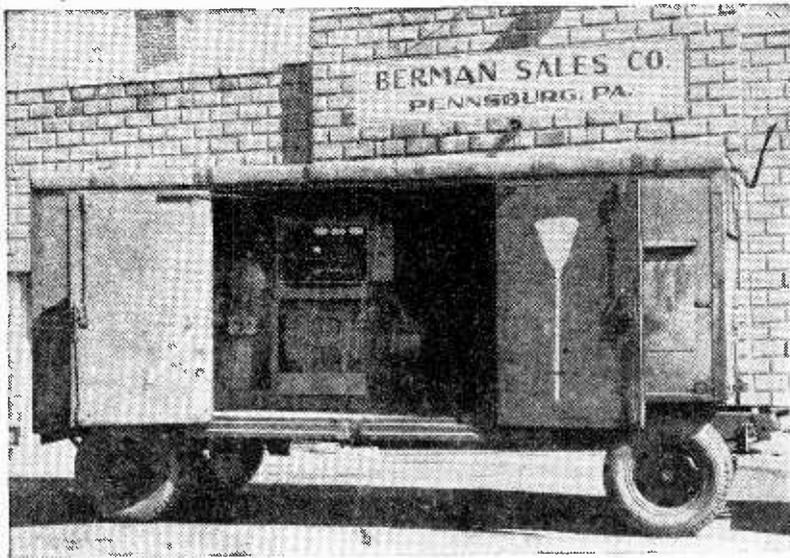
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## English Ride Men Exhibit, Eye Export Biz

LONDON, April 10. — London's three-day Amusement Trades Exhibition was aimed primarily at the export market because manufacturers are forced, by government regulations, to export the major portion of their output. This probably kept attendance down, for the number of registrations was considerably under last year. Largest attendance, about 1,200, was on opening day.

Ride operators and showmen from all sections of England, Scotland and Ireland visited the show. Largest foreign delegations came from France and Belgium, and there were also visitors from South Africa, Mexico, British Columbia and the Scandinavian countries.

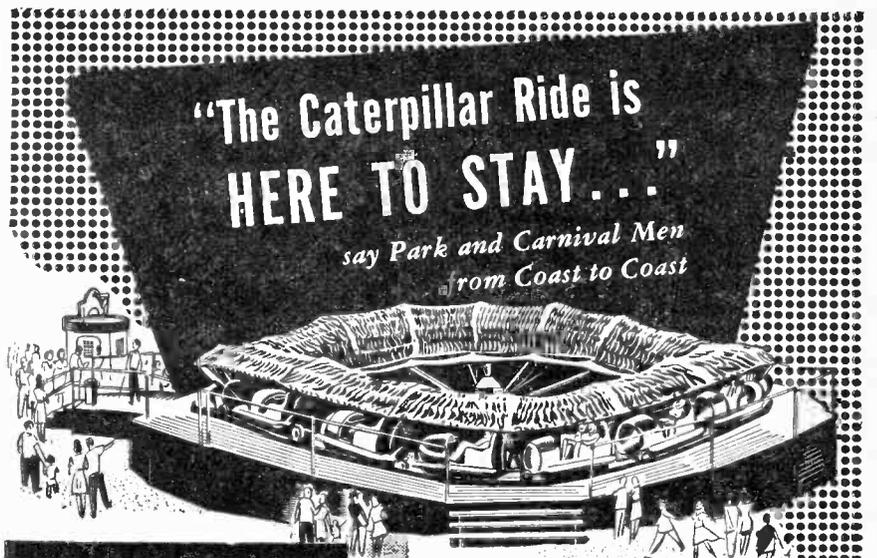
Exhibits included amusement park and carnival rides, equipment and merchandise. As usual, a large section was devoted to automatic coin machines and arcade equipment of all kinds. The only important ride actually on the floor was a flashy kiddie Merry-Go-Round built by the F. W. Coulsons firm.

British Motor Boat Manufacturing Company ran off colored movies of Norman Bartlett's Looper, which they are handling in England. New ride was a monorail electric railway, a miniature car carrying six persons on a single rail, built by Amusement Supplies Manufacturing, Ltd.

Because of the impossibility of importing articles from America several British firms are now turning out such items as juke boxes, sound movie, candy floss and ice cream machines. As a result of the shortage of materials there were smaller numbers of arcade machines on exhibit.

### Atwell Luncheon Club Moves

CHICAGO, April 10.—The Atwell Luncheon Club, which for years has been meeting daily in the Hotel Sherman Coffee Shop, has moved to the College Inn of the Sherman. Reason for the change is that the Coffee Shop is being remodeled and will be closed for three months. Upon completion of remodeling the club will move back to its former place, President Harry Atwell said.



"The Caterpillar Ride is HERE TO STAY..."

say Park and Carnival Men from Coast to Coast

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#### SOUTHERN VALLEY SHOWS

"I have seven major rides and it has topped any three combined in spring stock shows I'm playing."

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"One of the best rides . . . that we operated last season. The maintenance on this ride proved to be very inexpensive."

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"The ride is attractive, has tremendous capacity, packs a great thrill, easy to erect and dismantle. In the amusement industry, it is thoroughly agreed that the Caterpillar Ride is here to stay."

F. E. Gooding, March 1948

#### EASTWOOD COASTER CO.

"A 'must' ride for a park or carnival . . . a terrific attraction and a real flash especially when properly lit up at night."

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builds the Caterpillar. And what a ride it is! Rates with the time-honored carrousel in popularity . . . a record-breaker when it comes to earning capacity. Many owners have grossed over \$5000 in a single week with this flashy ride. New streamlining and illumination make it a focal point at any park or carnival. Has 18 gleaming stainless steel cars with new type resilient cushions.

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ALLAN HERSHELL COMPANY, Inc.  
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OCTOPUS ROLLOPLANE FLY-O-PLANE

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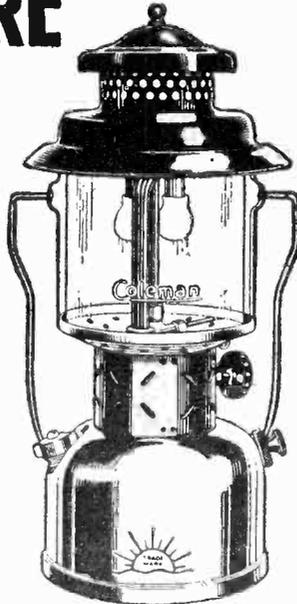
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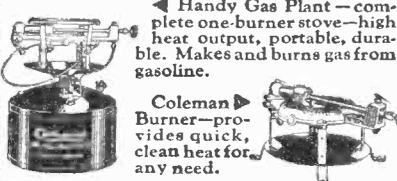


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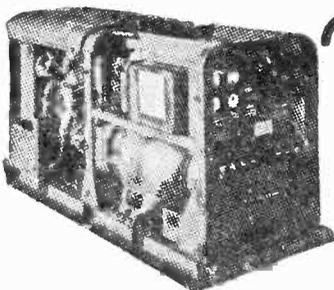
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We will allow you to purchase these reconditioned government surplus PE 95, 10 KW. Willys Jeep-Powered Gasoline Generators for the same price offered at the Chicago Convention.

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25% Deposit with order, balance C. O. D. (Subject to prior sale.)

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# Panic Averted by Bailey Execs as Bleachers Collapse

REDWOOD CITY, Calif., April 10.—Over 60 persons were injured seriously enough to require hospital treatment when a section of Bailey Bros. Circus's bleacher seats collapsed during a matinee performance here Tuesday (6). Circus management was credited with averting a major panic when the ringmaster used the circus microphone to urge patrons to remain orderly and the band continued playing. Some 1,800 spectators were watching an elephant act finale when the crash occurred. The elephants were led quickly from the tent. There was no panic.

The crash brought the charge by Fire Inspector Richard Drivon that the circus management had refused to stop the show a few minutes before the accident. He said he pointed out that the section was overloaded and slowly sinking but that a circus official told him he would wait until the act was over.

Henry (Hank) Carlile, circus manager, said he was given the fire inspector's permission to end the elephant act before closing the show. He blamed city authorities for failure to tell him the circus lot was on filled ground. He said the seats did not break, nor was there any mechanical failure.

An investigation disclosed the stands had been placed on ground softened by heavy week-end rains. One section of the stand started to sink and brought about the collapse. The fallen section was 180 feet long and eight tiers high. Show pulled stakes immediately after the accident, cancelling a scheduled evening performance. The show reportedly was given permission to continue its tour.

City authorities announced they had not determined what action, if any, would be taken against the circus management.

#### Show Insured

Anticipating scores of damage suits as a result of the collapse, insurance investigators have started an inquiry into cause of the accident. The circus is reported to be insured to the extent of \$100,000 for any single person and \$300,000 for any single accident.

Meanwhile, the show was permitted to play two scheduled performances in San Mateo, with police stopping the sale of tickets after 1,000 had been sold. The show then moved to Modesto.

Redwood City officials announced that no criminal action would be taken against the circus. While averting any criminal prosecution, the circus faces civil action on a number of fronts.

One such action, unrelated to the grandstand collapse, was filed in San Mateo County. It was a \$75,000 damage suit filed against Robert Stevens, Bailey Bros. owner, by William Moore, listed as manager of the Clyde Beatty Circus. Moore charged Stevens had threatened and slandered him and alleges Stevens had said he would "ruin the Beatty show." Moore asked for an injunction to prevent Stevens from carrying out the alleged threats.

## Speed Round-Up

(Continued from page 45)

URA champion, has not yet announced which group he will be allied with this season.

Thru their transfer, these drivers will move into competition here against such veteran BCRA drivers as Fred Agabashian, 1946 and 1947 champion; Jerry Piper, Woody Brown, Ed Normi, Norman Holtkamp, Johnny Soares, Frank Cavanaugh, Fred Friday, Eddie Bennett, Eddie Wendt, Johnny Smith and Marvin Burke.

#### Gordon Reid Scores

CULVER CITY, Calif. — Gordon Reid won the feature 100-lap midget auto race at the Speedway here Sunday (4) before 8,234 persons. Manuel Ayulo, Danny Oakes and Bob Pankratza trailed in that order.

#### Ward Saugus Winner

SAUGUS, Calif.—Roger Ward won the 50-lap midget auto race feature at Bonelli Stadium here Sunday (4) before 4,932 paid admissions. Gib Lilly and Bill Brereton finished second and third respectively. Burton Stickler whose car did a flip during the pre-qualifying warm-ups, was taken to the hospital with a possible skull fracture. Accident occurred during the main event. Semi-main went to Frank Brewer, while Doug Grove nabbed the trophy dash.

#### Gardena Results

GARDENA, Calif.—Jay Frank, local hot-rod driver, snared his first main event of the season Sunday (4) at Carrell Speedway here in the 25-lap roadster race. A paid attendance totaled 5,232. He was trailed to the wire by Lou Figaro and Don Freeland. Dempsey Wilson won the semi-main and Roy Prosser took the trophy dash. Heat winners were Bill Anderson, Puffy Puffer, Yam Oka and Leroy Nooks.

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Made in any length at the above rate per running foot.

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 Price Choo Choo Train: Three Cars, 18 passenger, \$1500.00; Four Cars, 24 passenger, \$1955.00;  
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 Merry-Go-Round (Beautiful)—takes 18 ft. trailer to haul.  
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## Larry Griswold Says Play Is Copied, Sues N. Kahler, Ed Jones

MINNEAPOLIS, April 10.—A \$5,000 damage suit against F. W. (Nick) Kahler, Northwest Sportsmen's Show operator, and Ed Jones, Chicago diver, has been started in Hennepin County District Court here by Larry Griswold, Cedar Rapids, Ia., diver and trampoline performer.

Griswold alleges his copyrighted one-act play, *Aqua Fool*, which he has presented here in the Aqua Follies during summer months and the sportsmen's show, is being emulated by Jones. Accompanying the complaint were copies of the Griswold play and a transcription of the Jones playlet, taken by a court reporter.

Griswold charged that there are only "slight verbal" alterations between the Jones' version and his own. Jones bills himself as the Clown Prince of Divers.

Griswold has appeared each summer for several years at the Aqua Follies, staged by Al Sheehan, Minneapolis producer. One year Griswold was on Kahler's Northwest Sportsmen's Shows bill in Minneapolis Auditorium.

## Milt Hinkle Rodeo Clicks in Savannah

SAVANNAH, Ga., April 10.—Milt Hinkle's Rodeo closed its local run under Savannah Police Department auspices, with attendance at the finale, the largest of the engagement. Crowd filled the Grayson Stadium grandstand and partly filled the bleachers.

From here the show moved to Cordele, Ga., for a three-day stand. Sponsors reported that the police recreation commission would net a fair sum for improvement of its recreation camp at Wilmington Island from the proceeds of the affair.

Jack Jackson sustained a spine injury in the final event, while Mrs. Dorene Morris, wife of announcer Chip Morris, injured a leg when her mount ran into a railing.

Rodeo staff includes Milt Hinkle, executive director; Radie Evans and Cherokee Hammons, arena directors; E. C. (Dick) Lehman, general counsel; George Murphy, promotion director; Jimmy Rose, public relations; Ethel Evans, arena secretary; Wyle Elliott, superintendent of stock, and Chip Morris, announcer.

## Sydney's Beach, Resort Biz Poorest in Years

SYDNEY, April 10.—Showbiz at beaches and summer resorts this year has been the poorest in years, according to reports from members of the Showman's Guild of Australia. During the summer, resorts stage big carnivals which are a source of considerable revenue to showmen, but this season chilly weather and rain have cut takes seriously.

Some showmen have already pulled out of their regular stands, and many believe that spending power is slackening. It is also evident that not as much money is being spent at agricultural shows this season, and showmen are beginning to wonder if this is the start of bad times.

## J. M. Dillon, Director Of Int'l Rodeo Assn., Dies

CALGARY, Alta., April 10.—Former arena director of the Calgary Stampede and a director of the International Rodeo Association, J. M. (Jack) Dillon, 65, died here March 15 after a lengthy illness.

Surviving are his widow; one son, J. M. Dillon Jr., and a daughter, Dorothy M. Dillon.



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 have the rest Beat a Mile!

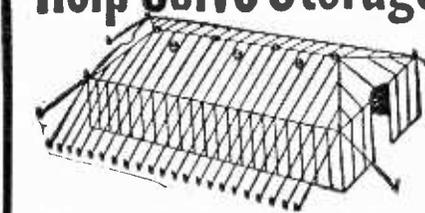
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 40' x 100' as low as \$295.00  
 Complete with stakes and poles

Send for free list of bargains  
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ALSO: BIG LINE OF NEW TENTS IN STOCK



Many other widths and lengths available. All tents reconditioned and serviceable.

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 "Tents With That New Look."  
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.  
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Let us supply all fireworks needed to make your celebration long remembered. Contact Rudy Nelson for free display program, selections, prices, delivery and installation.

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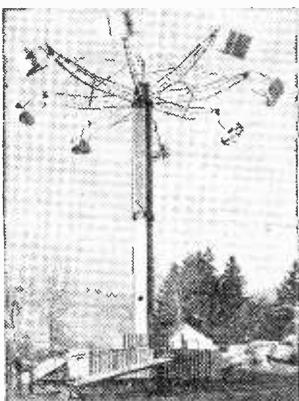
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**Close-Ups:**

**Traver Found His Inspiration In  
Sea Gulls, Money in Big Crowds**

(Continued from page 45)

that many people you got money, I made up my mind to go to Brussels for 1935 and '37," Harry said. This was the beginning of nearly five years in Europe during which Harry sweated out the depression in this country and made money to boot.

**Lloyd's Insures Take**

In 1937 Harry built a Coaster across the street from Napoleon's Tomb as part of the Paris Exposition. His arrival in Paris coincided with the advent of the sit-down strike. To guard against as many eventualities as possible, Harry says, "We got Lloyd's of London to guarantee that the Coaster would gross \$187,500. Because of strikes, the exposition couldn't open on schedule and we didn't get operating until June 20 instead of May 1 as planned. As a result we didn't get the gross and Lloyd's paid \$30,000 to make up the difference. The premium cost \$10,000.

"When we built a Coaster at the New York World's Fair, Lloyd's wanted to insure the gross of that ride, too, but they upped their premium to \$20,000. We decided against the insurance. If we hadn't, Lloyd's would have won, as we grossed \$256,000."

**Russian Parks Drab**

While in France Harry took time out for a jaunt to Russia. The experience forestalled any future possible leaning toward Communism. The funspots appropriated by the government were all called "the park of culture and rest." All park units were in place long before the revolution.

A former top customer on the Traver books was one Richard Meinhardt, owner-operator of Angol Park in Budapest, Hungary. A recent letter told of the Communists taking over both his park and home, leaving him nearly impoverished whereas he formerly had been well to do.

Harry resided in England, Belgium and France for long periods and traveled extensively thru Holland, Germany, Hungary and Czechoslovakia. American companions in Europe included Lew Dufour, Joe Rogers, Charlie Page, Walter K. Sibley and Doc Shean.

A big Coaster he built at Manchester, England, cost as much as it would in America. This was surprising to Harry, altho he soon reasoned the cause for much of the expense involved. He put it this way: "The Englishman has tea in bed, tea for breakfast, tea at 10 o'clock, tea at noon, tea at 4 p.m., tea at dinner and tea again before bed. Any time tea time conflicts with working hours it means a loss of at least a half hour to the employer. Translated in terms of dozens of workmen, it meant huge losses, even tho carpenters were paid only a shilling an hour."

**Foreign Market Dormant**

The foreign market still holds a full measure of allure for Harry. "But," he mildly complains, "the sale of units abroad today is not good because of the shortage of American dollars. Operators would like to buy but they can't without money."

It was while in Paris that Harry perpetrated a gag well remembered by those who attended the 1937 annual meeting in Chicago of the National Association of Amusement Parks, Pools and Beaches. He mailed a speech to the late Al Hodge who was then association secretary. An announcement was made that Traver would be heard via short-wave radio from Paris. Walter K. Sibley, a crony, now executive secretary of

the National Showmen's Association, was secreted in the balcony with a microphone and it was he who gave the talk. The illusion worked so well that R. S. Uzzell, a school mate of Travers, was convinced of its authenticity.

The New York World's Fair, like all other internationally famous expositions in his lifetime, attracted Harry and he built on the Flushing Meadows a Coaster, Midget Auto Ride, Laffland and Laff in the Dark. But the largest of all all fresco doing was, he remembers, "A little too big and a little too expensive."

**Elected President**

He was elected president of the concessionaires' association at the fair and was presented with an appropriately engraved pocket watch which he always carries.

The best ride he ever built was a double-track racing Coaster at the pier at Long Beach, Calif., Harry says. In 1946 the ride carried 1,400,000 passengers. The fare was 25 cents, with re-rides 20 cents and added up to a gross of more than \$300,000. This Harry termed a record all-time take for a Coaster. The net profits in 1946 added up to more than 100 per cent of the original cost in 1931.

The ride business is good, Harry reports. "I sold 34 rides in three months this year, many of them to people who didn't know me."

He has been concentrating on the sale of his Buggy Ride and the Lucas Sailboat Ride, both of which will greatly appeal to youngsters because of their realism, he says. He abandoned the building of big units following the war because of government restrictions.

**Praises Carnival Folk**

The mention of a mailing list containing 600 names, divided equally between park and carnival operators, prompted the remark that carnival people are "the best hearted people in the world, possibly because of the tough experiences many of them have been thru."

During the war Harry quit his business and associated himself with Columbia University designing secret weapons for the navy. For this contribution he received a gold medal from the navy and a bronze plaque from Columbia.

George A. Hamid, head of the New York booking office bearing his name, guaranteed the worthwhileness of a Traver unit, the Tumble Bug, purchased for \$12,000 in 1927. In 1946 the ride grossed \$16,000. The gross fell to \$12,000 last year but only because of the weather. That ride has paid for all of George Jr.'s education.

**Hard Work Success Key**

Harry says that whatever success he has had is due to working 25 hours a day and an eight-day week. When he translates it into 45 years he admits being a bit jealous of John D. Rockefeller who, he says, made a billion dollars in a similar period. Even with such a busy schedule he has acquired "one wife and four children, all boys, and the youngest of whom recently received an appointment to Annapolis."

Harry expects to live a long time. He has his tenure doped out this way. "My father lived to buy his first Ford at 84. If I can live 16 years longer I'll be 100."

Harry figures he can make it without too much trouble if he sticks to his rule of sitting down when tired and eating when hungry.

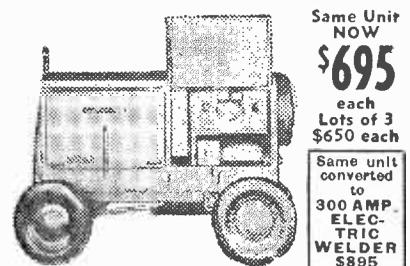
Reminiscing, Harry says: "If I hadn't seen the sea gulls, I don't know what I would have done in my lifetime. You see you have ambitions

—I guess we all do—but your life is juggled by circumstances.

"For 45 years I've been trying to give people thrills and laughs. Some park people once tried to figure how many persons have ridden my rides. It's just millions, I guess. But the numbers aren't important just as long as it adds up to healthful recreation."

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# IT'S SPRING--BIG TOPS GO UP

## Beatty Plays to Record Crowds During L. A. Stand

LOS ANGELES, April 10.—Continuing the winning streak in its Southern California tour, Clyde Beatty, who closes here tonight, set a record of four performances in a day Saturday (3). Three of the shows were turnaways. The Beatty org followed with a thumping turnout Sunday and gave three shows, all turnaways. Monday (5) brought a three-quarter matinee house and another turnaway of about 500 at night. This, too, constitutes some sort of record for Los Angeles, as veteran circus men declare they never before have experienced a Monday night turnaway here, especially when a rainstorm was impending. The storm broke after the performance started but subsided by the time the show was out.

Tuesday the crowds still came and it was necessary to give three shows again. The matinee was a turnaway. Two evening performances found a full big top at each show. Wednesday (7) matinee yielded another full house.

Only accident to occur happened Saturday when Frank Doyle, doing his heel-and-toe catch above the center ring, was hit on the head by a bar which came loose from the flying act rigging. Doyle made his way to the ground under his own power and was moved to the hospital where 13 stitches were taken in his scalp. He will be out of the act for about a week.

Much credit for success of the local stand is given to the press and radio departments which have been plugging away day after day. Radio and television coverage has been exceeded. See *Beatty Pulls in L. A. on page 93*

## H-M Sets New Records for Buffalo Date

BUFFALO, April 10.—All attendance and gross records were smashed by the Hamid-Morton Circus during its 14th annual appearance here ending Sunday (4). Col. Robert Morton, co-owner, reported that there were turnaways on each of the three final days and that the estimated attendance topped 130,000, including some 5,000 underprivileged children from 10 adjacent cities who were guested by the sponsoring Ismalia Shrine temple.

Morton also announced that his show had been granted the contract for 1949. Prompt inking of the contract was probably due in part to the show presented here, which was enthusiastically received by the press and public. Solid advance publicity, plus many new acts seen here for the first time, largely accounted for the success of the date. Ducats were priced at 50 cents to \$3.

Henry P. Bronkie was again director-general of the circus.

Roberto Zacchini, who broke his neck on opening night when he was shot from the twin cannon, is reported making good progress at Beacons Hospital here.

## H-B Laborer Accidentally Killed Near Florence, S. C.

FLORENCE, S. C., April 10.—Clifton William, 21, Negro employee of Ringling-Barnum, was accidentally killed near here Thursday (1) when he was crushed between a circus wagon and the side of a train flatcar in which he was riding and on which the wagon was being carried.

The mishap occurred about three miles south of here as the show was en route to New York.

## Barnes Bros. Chicago Show Deb's April 16

### Acts, Personnel Announced

CHICAGO, April 10.—Acts and key personnel in the Barnes Bros.' Circus, to be presented in the Chicago Stadium starting Friday (16) and continuing thru May 2, were announced here today by Sam J. Levy.

Edmundo Zacchini's double cannon act and Aida, the Girl in the Moon, will comprise the more spectacular features on the bill. The Zacchini act was not presented in the show here last year; Aida was.

Other acts will be the Great Arturo and Hedy, high-wire comedy; the Flying Valentines, Flying Romas, the Flying Zacchins, the Heerdincks, Johnson and Owen, and the Three D's, bar acts; the Loyal Repensky Troupe, riding act; Captain Heyer and Starless Night, high school horse; Terrell Jacobs, wild animal act; Three Barretts, aerial novelty; Elly Ardely, trapeze; Lynn and Lind, aerial dancing; Ethel D'Arcy, trapeze;

## R-B Blends Old With New; Bow Presages Garden Click

(Continued from page 47) available in this country. He holds one of the four solo spots in the show.

**Behees Win Big Hand**  
Old-timers Clayton and Rose Behee and Clayton's brother, Bob, appearing with the Comets, Brontes and Artony's in a flying act display, easily drew the most applause next to the Alzanas. Clayton did a breathtaking two and one-half to Bob, and on his return Rose soared over him in another spectacular leap. All aerialists wore yellow tights.

The feature spec, 'Twas the Night Before Christmas, was colorful, elaborate and lengthy and will assuredly win favor with young and old. The most elaborate float was one depicting Noah's Ark which contained animated figures. Scrooge, Tiny Tim, Louisa May Alcott's *Little Women* characters, a giant snow man and some improvised reindeer (ponies with prop antlers), plus Santa Claus, accounted for some authentic atmosphere. A paper snow fall was used here effectively. Girls wearing elegant head dresses resembling candela, complete with lighted bulbs,

## Davenport Grosses 18G at Sioux Falls

SIoux FALLS, S. D., April 10.—Orrin Davenport's Circus grossed an estimated \$18,000 in attracting 32,000 customers to the Sioux Falls Coliseum for El Riad Shrine Temple during the six-day stand here, March 29 to April 3.

This represented a 23 per cent increase over the 1947 attendance figure of 26,000. It was the seventh and most successful of the Shrine indoor shows here.

Show drew good local publicity. Civic clubs were hosts to several of the acts during the week.

## Wirth Draws 68,000 At Syracuse Stand

SYRACUSE, April 10.—Frank Wirth's Shrine Circus at the Jefferson Street Armory wound up its 10-day run Wednesday (7) night by playing to a straw house.

Boosting the gate for the final performance was the group attendance of a party of nearly 3,800 employees of the Carrier Corporation and members of their families. Total attendance for the run was 68,000.

Bill Buschbom's Liberty horses; Woolford's dachshunds, Loyal's dogs; Happy Harrison's Circus, dogs and ponies; Wong Troupe and Chee Hein Troupe, both acrobatic-contortionist acts; Regini, juggler; Lang Troupe, Seven Ervings and the Seven Brannocks, all teeterboard acts, and the Barnes Bros.' elephants.

Clown alley personnel will be Billy Rice, Happy Kellens, Hop Green, Van Wells, Snell Brothers, Lindsey Wilson, Roy Barrett, Whitey Harris, Joe Coyle, Al Ackerman, Ted Tosky, Percy Rademaker, Joe Ambrose, Lester Landrus and Company, and the Bakers.

formed one of the most striking parade groups. The playing of *Adeste Fidelis* struck an unusual but not discordant note.

The Monte Carlo Aerial Ballet, directed by Barrette, and featuring Chrysis De La Grange, was on a par with the fine group aerial displays originated by Barrette for the past several seasons. The approximately 36 girls were attired in attractive red and black costumes and performed on webs, revolving ladders and trapezes.

**Ringling Horses Displayed**  
The spec *Dixie* featured the Ringling thoroughbred horses, sparkling equipage and southern belles as well as the high school horses and a group of equestriennes riding side saddle.

The finale, *The Circus Ball*, featuring 18 performing bulls, attired in costumes resembling dress suits and gowns, in three rings and the entire herd on the track for the traditional long mount. Outstanding were Modoc and a baby waist-high pachyderm who was led around unceremoniously by his trunk. Three elephants carried girls simultaneously in their (See *Ringling Blends on page 93*)

## Four Operas Open This Wk.

### Dailey in 1,200-mile jump for bow at Paducah—Cole in 3-dayer at Louisville

CHICAGO, April 10.—In spring a young man's fancy turns to love and, they say, that's a sure sign of spring. The circus follower will tell you, however, that a surer sign of spring is when the circus hits the road.

If spring is ever to arrive, next week should be the time because no less than four shows, two of them railroad, raise their big tops skyward. A fifth, King Bros., opens today. True, the Greatest Show on Earth, Ringling Bros. and Barnum & Bailey, got its season off to a start this week when it opened in Madison Square Garden Wednesday (7) and the Clyde Beatty show already has made its bow for the season. They were the early birds, the gun jumpers, so to speak, but next week finds the real opening of the circus season.

Set for openings next week are two railroad shows, Dailey and Cole. Truck shows bowing include James M. Cole and Mills Bros.

Of those opening next week, the prize for the biggest jump from winter quarters goes to the Dailey org. Ben Davenport's opera jumps from Gonzales, Tex., to Paducah, Ky., for its opening Monday (12), a distance of 1,200 miles. With the railroad situation what it is, Davenport and his general agent, R. M. Harvey, started the show on its travel early. The show train left Gonzales Tuesday (6), traveling by Diesel over the Southern Pacific and Illinois Central.

The Dailey route, following the (See *BIG TOPS GO UP on page 55*)

## Columbus Draws 7,500 in 4 Days

### Don McCullough produces and stages Achbar Grotto Circus at fairgrounds

COLUMBUS, O., April 10.—The Achbar Grotto Circus, produced and staged by Don McCullough, which opened in the Coliseum at the State fairgrounds here Monday (5) and closes tonight, drew a total of 7,500 admissions thru Thursday night, according to William Fiel, chairman.

Staff, in addition to McCullough, includes George W. Pughe and Archie Gayer, promotional directors; Ray B. Dean, publicity director, and Frank Cervone, musical director. The program:

Display 1—Achbar Grotto Circus Band. Display 2—Elephants. Display 3—Joe Franklin and Company and LaSalle, gymnasts and acrobats. Display 4—Terrell Jacobs, wild animals. Display 5—The Downies, aerial. Display 6—Harrison Duo and the St. Clair Sisters and O'Day, cyclists. Display 7—Clowns. Display 8—Paul Nelson and his horses. Display 9—Miss Vilette, Eric the Great and Miss Yvonne, high act. Display 10—Clowns. Display 11—Seven International Brannocks, acrobats. Display 12—Paul Nelson, dogs and ponies. Display 13—Clowns. Display 14—George Lerch, tight wire; Joe and Esta, bounding net; Senor Velarde, slack wire. Display 15—Princess Musetta, trapeze. Display 16—Loyal Repensky Family, riding act. Display 17—Great Gastini, Alfonso and Mile, Jeanna, acrobats. Display 18—Star Dusters, aerial. Display 19—Senor Louis Velarde, bounding rope. Display 20—Clowns. Display 21—Elephants, presented by Ruth Nelson. Display 22—Clowns. Display 23—Flying Romas.

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## DRESSING ROOM GOSSIP

### Clyde Beatty

Television, klieg lights and a host of celebrities inaugurated our Los Angeles engagement to make it one of the finest openings any show ever has experienced at Washington and Hill streets. Among movie stars attending our premiere were Red Skelton, who even rode an elephant in spec; Kathy O'Donnell, who did likewise; Charles Coburn, William Bendix, Pat O'Brien, Eddie (Archie) Gardner, Joan Crawford, John Carroll, Don Ameche, Dick Foran, Charles Korvin, Florence Bates; Jimmy Fidler, Hollywood columnist; Van Heflin, Rod O'Conner, Art Linkletter, Spencer Tracy, Donna Reed, Jane Powell, Ella Raines, Greer Garson, King Vidor, Joseph Cotton, Nelson Pringle, Marjorie Main, Dana Andrews, Richard Conte, Melvyn Douglas, Dan Duryea, Paul Henreid, Charles LeMaire, Frank Whitbeck, Susan Peters, J. Carroll Naish, Ann Miller, Johnny Strong, Phil Harris and Harry James.

Seventeen members of the Clarke and Hanneford families congregated one evening to enjoy the performance of the George Hanneford Riding Act and also to celebrate birthday of George Sr. Ernestine and Parley Bear were hosts at a party in his honor at their North Hollywood home. Donna Cameron was among the guests.

Huey Curtiss and his clowns helped enlarge clown alley to 25 for L. A. Others are Art LaRue, Bernie Griggs and Carl Waddell. Jack Carson did his part, too, with an application of make-up by Mark Anthony. Junior Dix wishes to inform old man Reynolds that he is now a lieutenant of the junior fire department around these California parts.

Frank Doyle was hospitalized with (See **CLYDE BEATTY** on page 95)

Lawrence T. Steiber is establishing headquarters for the Tri-State Rodeo Company in Detroit.

### Garden Bros.

The gala opening of our big indoor circus at the Canadian National Exhibition arena in Toronto, 'mid green and red sawdust, proved a bigger success than the Garden brothers, Bill and Bob, and our sponsors, the Lions Club, even dared hoped. The press and radio went all out, giving us plenty of space and time.

The controversy of little Shirley's age and whether she should work on the high wire, plus the escape of Sheba, Gladys Gillum's lioness, at the opening performance, helped keep us on the front page and in the public eye the entire engagement.

The Lions Club, with Orval Wyckoff as chief host, royally entertained us thruout the week. Closing night a party to climax all parties was enjoyed by the entire personnel.

The three new acts just imported from Europe are really scoring. These are the Rollinis, with a clever equilibristic novelty act; Agab, the (See **GARDEN BROS.** on page 95)

### Davenport — Wright

The 15th week and the goose hangs high. Not exactly the Christmas variety but the goose that hangs high in the cookhouse of Cole Bros. A number of the boys and girls take off for Louisville, where, for the next 30 weeks or more, they will enjoy the delights of George Davis's cooking, with food furnished with the compliments of Zack Terrell.

Our indoor winter troupe will be minus 19 Cristianis, two Thomases, two Freemans, one Griebing, one Castle, one Bagonghi, one Comstock and one Fachini.

Down memory lane. Few folks realize that Edwardo Dominic Fachini, head groom and veterinarian of the Cristiani horses, was at one time conductor of symphonic orchestras in his native Italy. That Bagonghi, midget, is known officially on his birth certificate as Giovanni Baptisti Gallsolli Bagonghi. After a whirlwind finish in Sioux Falls, S. D., Orrin Davenport loaned his vaude troupe to Rink Wright, for his stand in Omaha and we found ourselves playing day and date with Stassen, Deway and Taft. Augmenting the Sioux Falls troupe in Omaha were Mr. and Mrs. Vern Orton and their (See **Davenport-Wright** on page 95)

### Polack Bros. Western

Otto Berosini celebrated his 21st birthday April 1. The occasion was celebrated by the entire personnel at a party given by the Berosini family. Count Ernie Wiswell also marked his birthday but we're positive it wasn't his 21st. Ed Raymond's "Rocket" brought the show into Indianapolis six hours late but in time to take part in a parade thru the city streets.

"What happened to the web sitters' clown suits?" is the question on the lips of Betty Bell, Mildred Keathley and Freida Wiswell who spent an entire day at the sewing machines making new ones. Vicky Berosini made her debut in the web number after the opening day.

Justus Edwards, publicity man, set a new record for the show with seven radio interviews in one day. Performers taking part were Jack Klein, Don Dorsey, Betty Bell, Harry Dann, Josephine Berosini, Dwight Moore and the writer. The following day Slivers Madison and the three MGM elephants were interviewed by the (See **Polack Bros.' West** on page 94)

Fred W. Schlotzauer, CFA member from Oquawka, Ill., is still confined in Mercy Hospital, Burlington, Ia., by a heart ailment. He is faced with a lengthy convalescence and would like to hear from friends.

### Polack Bros.' Eastern

The mountainous terrain between Madison, Wis., and Clarksburg, W. Va., discouraged many of the personnel from taking their trailers. The Malikovas reported visiting the other unit in Kalamazoo, Mich., while many of the other folks visited in Chicago during the layoff. The loss of topcoats is becoming a habit. Terry Peers is the latest to join the lost topcoat brigade. He lost his in Chicago restaurant.

Folks are still talking about that party Sverre Braathen, circus farmer gave in Madison. Another circus farmer on hand in Madison was Bob Zimmerman.

Lansing, Mich., was tough and Madison was no picnic but Clarksburg rang the bell. The auditorium was only 18 feet to the girders and all acts were ground acts there.

Bill Green is doing a socko job in the press department. He had practically the entire show on the air in Lansing. During the first night show there, Emil Pallenberg provided us with plenty of thrills when he and Fu staged a battle royal. During the (See **Polack Bros.' East** on page 95)

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# Ringling-Barnum '48 Program

Produced by John Ringling North, staged by John Murray Anderson, designed by Miles White. General director, Pat Valdo; choreography, Esther Junger; art director, Thomas Farrar; aerial director, Vander Barquette; musical director, Merle Evans; technical director, Robert Barnhart; assistant to White, Frank Thompson. Special music and arrangements, Henry Sullivan, assisted by Sammy Grossman.

### Acknowledgments

Costumes for production numbers and acts, hand props, animal coverings and horse trappings by Brooks Costume Company, New York. Uniforms for entire staff by Brooks Uniform Company, New York. Furs by David J. Cohen. Fabrics for costumes and draperies by Cohama, New York; Theatrical Fabrics Corporation, New York; Gladstone, New York; Dazian's, Inc., New York. Decor by I. Weiss & Sons, New York. Floats by Studio Alliance, New York. Shoes by Le Ray Boot Shop, New York. Stockings by Jesse Zimmer, New York. Gloves by Wear Right, New York. Wigs by Lerch, New York. Special horse trappings and harness by H. Rokker, of The Hague, Holland, and Hermes, Paris, France. Lighting effects by Century Light Company, New York.

### Program

Running order of the program rather confused on opening night due largely to the tremendous amount of new type of equipment, such as the steel-mesh animal cages being used this year for the first time, and also to the fact that rehearsals were retarded thru inability to take over the Madison Square Garden arena until after the hockey game Sunday (4) night. Running order has been tightened up since the premiere and is set for the New York run as follows:

#### Display 1

Cats and polar bears, highlighted by use of novel steel chain mesh cages which give the audience practically an unobstructed view of the animals. Rudolph Mathies's beautiful tigers occupy the center ring, while Damoo Dhotre's mixed cat group and Konzelman's polar bears, both holdovers, hold down the end rings. All three acts are okay, but most action is in Dhotre's cage.

#### Display 2

Natal in his novel "monkey" stunt, held over from last year and still going strong.

#### Display 3

Old-fashioned leapers. Mixed troupe, with one of the Cristianis and some of the Boginos boys, dubbed as the Ugos. Climax is leap over five elephants by Ugo Bogino.

#### Display 4

Medley. Joanides, two boys in neat juggling routines on slack wire and perch. Three Goetchis, good unicycle trio. Zavattas (Italian) (2), one of whom is a member of the Zoppe Riding Act in a bounding rope bit. Zavattas (Spanish), two men, two fems, in neat bike act. Lola Dobritch, holdover, in excellent tight-wire act.

#### Display 5

Clowns in rocket gag.

#### Display 6

Bareback riding, topped by the Justino Loyal Troupe in center ring. Loyal, assisted by Cristiani, is a standout, climaxing his riding by somersaulting from horse to horse thru a hoop with his ankles tied. Five girls with Loyal are also tops. The Riding Zoppes, two men, two fems and a pint-sized midget, billed as Cucciola, were imported from Italy. Riders do little and score principally thru corny comedy bits with the midget. The two Bostock boys and

Marion Seifert repeat their neat riding of last year.

#### Display 7

Aerial medley. Al Powell and Ira Millette are standouts despite no chance for rehearsals. Newcomers who clicked were the two Mandos Sisters in nicely presented novelty. Trisco, new, presented head balancing on trapeze but was jittery at opening. Miss Zoppe was billed but failed to show.

#### Display 8

Spec, *Night Before Christmas*, is not as spectacular as preceding feature specs but has some fine bits and clicks. Emmett Kelly and Natal play bits in this spec.

#### Display 9

Rose Gould, last year's aerial hit. Opening night she was unable to do her complete act as part of her rigging had been dislodged by a preceding act. Showed her usual good form and a bit of fiery temperament which was enjoyed by those who caught it.

#### Display 10

Clown walkaround.

#### Display 11

Juggling. Standout is an importation from Europe, Francis Brunn, who romps thru a medley of club, ball and hoop juggling at a dizzy pace, climaxed by getting 10 hoops in the air. Holdovers from last year are the Four Chiesas in good club juggling, and the Perezoffs and Rolando, three, in comedy juggling.

#### Display 12

Aerial spec, *Monte Carlo*. Vander Barquette deserves credit for hurdling innumerable obstacles in getting 36 girls set for rather complicated aerial ballet using webs, Roman rings, traps and revolving ladders. Chrysis De La Grange is spotted over center ring in a cloud swing.

#### Display 13

Clown walkaround.

#### Display 14

Liberty horses. Three new groups of beautiful horses which unfortunately were given practically no time for rehearsals at the Garden. Mroczkowski handles 11 horses, one out thru injury, in center ring while his wife, Gena Lipkowska, does a good job with 12 in one end ring and Louis Gautier and wife with 12 at the other end.

#### Display 15

Clown walkaround.

#### Display 16

Medley. Unus, imported from Europe, in novel balancing stunts, holds center ring. Los Onas, two men and a fem, in tricky perch act. Two Rosali Sisters, replacing the Reves, offer a neat and unusual perch act.

#### Display 17

Trained animals, all good, include Naitto's dogs, Guere's sea lions, Christian's dogs (not at opening but arrived from Europe in time to appear Friday (9) for first time), Eldridge's chimpanzees and Bostock's mules and dogs.

#### Display 18

Clown walkaround.

#### Display 19

Flying trapeze. Flying Behees (Clayton, Rose and Bob), in top form, were outstanding. Three of Art Concello's acts, the Flying Comets, Flying Bronts and Flying Artonys, were excellent.

#### Display 20

Clown walkaround.

#### Display 21

Equestrian spec, *Dixie* and high-school horses. Cilly Feindt arrived from Germany just in time to make

the opening. Has striking personality and a beautiful white horse. Claude Valois also is a good looker and rider. Jose Moeser spoils his number by corny make-up. Trio solve top billing problem by each taking a turn in the center ring.

#### Display 22

Alberty, imported and given a big build-up, presents a very modest swaying-pole bit.

#### Display 23

Tumbling—Rechellis, Robenis, Ming Sing Stars (imported), Asia Boys, Boginos and Romanis. All are standard acts with a few individual tumblers, impossible to single out, particularly good.

#### Display 24

Clown gag, *Westward Whoa*. A good idea which laid an egg, probably due to insufficient time for rehearsals.

#### Display 25

The Alzanas. Harold is more daring than ever on the high wire and showing improved showmanship. Working with wife and sister and still a showstop.

#### Display 26

Lou Jacobs in a definitely good miniature auto gag. He missed the opening night due to being spotted too soon after another clown number, which didn't allow sufficient time to get his buzz wagon warmed up.

#### Display 27

Finale. *The Circus Ball* is an outstanding spec with at least 18 elephants out of the 36, or more, actually being put thru good routines. Trainer Hugo Schmidt, his assistants and the girls working with the bulls rate bows.

### Clowns

Emmett Kelly, Paul Jung, Myron Orton, Prince Paul, Bob Nelson, Frank (Dutch) Luley, Paul Jerome, Lou Jacobs, Jack Le Claire, Toby Joris, Joe Gieger, Chesty Mortier, Felix Adler, Edwin Green; Arthur W. Cooksey, mail man; Louie Nagy, Marcelle Wolthing, Freddie Wolthing, Henry Bedow, Jimmie Armstrong, Eddie Buresh; Lulu (Louise Adams), British fem clown; Paul Wenzel, Johnny Tripp, Carl Stephan, Jackie Gerlich, Clayton Chase, Buzzie Potts, Harry Nelson, John Nelson, Sandor Roka, Arnie (Red) Honkola, John J. Reilly, Homer Goddard, George Wong, Frankie Saluto (Rabbit King), Charlie Bell, Bill Hanlon, Fred Hanlon, Rose Hanlon, Ernie Burch, Paul Hormys, Adolf Frohm, Bill Ballantine, Bob Kellogg, Arthur Burson, Jerry Bangs, Bruno Bogino, Fred Canestrelli, Renzo Rechelli, Danny Mee.

Credit band leader Merle Evans and his boys with a bang-up job on the strenuous musical score. Also rating a bow is Bill Tabbett, who did a swell job on the vocal numbers.

Anyone who witnessed the difficulties that seemed to pile up endlessly during the Garden rehearsals would agree that a special award for patience and show spirit is due everyone from Pat Valdo down.

Program will be down to 24 or 25 displays thru elimination of clown walkarounds, some of which have been shoved in until setting of some of the big numbers hits a faster tempo.

## BIG TOPS GO UP

(Continued from page 53)

one-day stand at Paducah, lines up like this: Hopkinsville, April 13; Central City, Ky., April 14; Springfield, Tenn., April 15; Clarksville, Tenn., April 16; Bowling Green, Ky., April 17, and Glasgow, Ky., April 18. Cole Bros., which winters at the fairgrounds in Louisville will bow before the home folks Thursday (15) at Louisville for a three-day stand before moving on.

Of the truck shows, King Bros. is the first to bow, opening at its winter-quarters town of Macon, Ga., today. Close on its heels for that distinction, however, is the James M.

## No Payments in 1948 For R-B Fire Victims

HARTFORD, Conn., April 10.—Attorney Robert P. Butler, speaking at the annual meeting of the Hartford County Bar Association Friday (2) which elected him president, declared that victims of the Hartford 1944 circus fire will not receive dividends this year. He said, "Net profits from the circus last year would not warrant a dividend for the claimants. Altho the circus did a big gross business, the increased cost of operation cut the net earnings."

Attorney Butler, reporting for the bar committee on the claims against the Ringling Bros. and Barnum & Bailey Circus, said that "the anticipated rollback in taxes, not yet received, will possibly enable the receiver to make payment to the claimants." He added that since last December unpaid claims have been drawing 4 per cent interest.

He said he was "hopeful" that within a year the circus may be able to borrow money at a lower interest rate.

## Stafford Joins Mills as P.A.

NEW YORK, April 10.—Fred Stafford resigned last week as sports editor of *The White Plains (N. Y.) Report Dispatch* to join the press staff of Mills Bros.' Circus. He is now in Indiana on the advance.

Cole org. Its opening is scheduled Monday (12) at Sunbury, Pa. Mills Bros. has set Saturday (17) as the date for its bow, with Circleville, O., its home base, as the site.

**GENERAL AGENT WANTED**  
Must be sober and worker. Will furnish car if necessary.

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Good proposition for right man. Can book good Half and Half with good wardrobe, Mitt Reader, Flea Circus, Man or Woman to handle Burro Ride, Fat Woman, Midget. Send photos. Want good Stock Man that can handle Animals. Will place Freak strong enough to feature.  
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## Citizens Seek Eastwood Ban

300 persons ask Detroit city council not to renew license of funspot

DETROIT, April 10. — Some 300 citizens attended the East Detroit City Council meeting here March 29 and requested that the council refuse to renew the license of Eastwood Park. Spot, located at Gratiot Avenue and Eight-Mile Road, is owned by Max B. Kerner and Henry Wagner.

The citizens who have been circulating petitions requesting the refusal of a license to Eastwood Park described the park as "a noisy nuisance and so insanitary that it breeds rats." They pointed out, too, that the park's owners have paid fines for permitting gambling.

After three hours of bickering, the meeting broke up with no action because the city council lacked a quorum. Mayor Harry W. McMillan promised the group no action would be taken on the license renewal prior to a special council meeting April 15.

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## Sitting 'Round the Table

(Editor's Note: The present question is "Do you believe a child nursery is a worth-while idea for your park?" Have you sent in your comments? If not, now is the time to get them in before another question is put into the hopper. Just address your communications to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

### A No Vote

I don't think a child nursery is worth-while for my park because we have only a small picnic area, dance hall and roller skating rink. If the park was bigger, with steady patronage thruout the week, I think a good, clean, well-run nursery would be worth-while and a very good accommodation for the public.—M. G. SIMONDS, Green Bay, Wis.

### Not Large Enough

I do not think our park is large enough to warrant the expense of a child nursery.—FRED W. SEARLE, Suburban Park, Manlius, N. Y.

### Another No Vote

Frankly, I do not think a child nursery would be a worth-while addition to the park business, because first of all it would only be an expense and profit nothing. Secondly, I don't believe many mothers would

leave their children while they were out amusing themselves.

Rather, I would say, let us make an addition of a lounge room, with plenty of room, where every mother could take her child to care for its various wants. This, I am sure, would be better than a small nursery.—CHIC BELL, Benton Harbor, Mich.

## Pleasure Beach Bow Slated for May 30; 30G in 2 New Rides

BRIDGEPORT, Conn., April 10.—Pleasure Beach Amusement Park, municipally operated, will open May 30. Two new rides, a Tilt-a-Whirl and Bubble Bounce, have been installed at a reported total cost of \$30,500.

The city-owned ferry boat, The Brinckerhoff, will again ply between Bridgeport and the park which can also be reached by bus and private car. Excursions also will be run from New York City by boats from either the Mesick or Wilson lines, with round trips costing \$2.50.

The ballroom again will feature name bands on holidays and Sundays and territorial bands during the week. A water carnival is planned. The Buster Crabbe show has been tentatively booked.

## Slusky's Place 100G Policy on Coaster

OMAHA, April 10.—Abe and Louis Slusky's Playland Park, located across the Missouri River in Council Bluffs, Ia., has overcome a preliminary legal snag.

As a result of a Council Bluffs city council fuss, the Sluskys posted a \$100,000 liability insurance policy on their Roller Coaster. The coaster is to start operation May 30.

A Council Bluffs attorney, Roy Smith, had urged the council to investigate the business ability and responsibility of the brothers. He told of accidents at Krug Park, once operated, he said, by the Sluskys. Abe Slusky, president of Playland, however, told the council that Louis Slusky had operated Krug Park in Omaha but that it was after the mishap which Smith was talking about.

## Status of Ocean Beach Concessions Undecided

NEW LONDON, Conn., April 10.—Edmund E. Eshenfelder, director of law, has declined to express an opinion on whether Joseph Y. Gloth, concessionaire at the municipally owned Ocean Beach Park, can operate at the park pending the outcome of his injunction suit against the beach board and this city. Suit, returnable March 2, will probably come up before the Superior Court sometime in April, according to Eshenfelder.

Gloth, accused by the beach board of falsifying last year's gross income reports, has been charged with being \$8,000 short in payments to the city. He obtained a temporary injunction restraining the board from meeting to consider canceling his contract.

Gloth holds that his contract entitled him first to a hearing by the board to determine whether he owes the city money and then a 24-hour period in which to pay up and redeem his contract if he is found to be indebted.

## Riverside Bow Indicates Big Season Ahead

SPRINGFIELD, Mass., April 10.—Riverside Park drew an estimated 25,000 for its first full day of operation Sunday (4). Park officially opens Saturday night (3) but the temperature was down to 30 degrees and attendance was small. Sunday, however, loomed clear and warm.

Owner Edward J. Carroll stated that early indications, based on week-end business, pointed to a good season. Park policy calls for week-end operation in April with movies, bowling and skating every night. Starting May 1 the park will be open nightly and about mid-June will go into full daily operation.

Another pre-opening newspaper advertising "teaser" campaign was used this year with exceptionally good results. Harry Storin, promotion-publicity chief, reported that the gag ad, containing scrambled letters which when unraveled would spell out "park opens April three," drew over 1,000 entries. The avalanche of replies resulted in the management's skedding a special day, Sunday (18), for announcing winners. The event is expected to hypo midway biz.

Local papers Sunday (3) gave a heavy play to the park's new stadium, work on which is already under way. Carroll expects to be able to preem the 7,000-seat arena in May. It will be used for midget auto racing and special events of all kinds, including fireworks. A new outdoor dance pavilion is being constructed to replace the dismantled ballroom.

Carroll's staff at top level remains the same as in previous years. Besides Storin it includes Vernon A. Trigger, superintendent; Thomas E. Morrissey, games manager, and William E. Stevenson, head cashier.

## Pop Ludwig Honored At Farewell Event

LONG BEACH, Calif., April 10.—Southern California park men, local city officials and business men turned out en masse March 31 to pay tribute to H. A. (Pop) Ludwig, retiring manager of Virginia Park here. Occasion was a testimonial farewell breakfast given in honor of Ludwig at the Wilton Hotel's Marine Room.

More than 100 city officials and amusement zone operators attended the event. Ludwig has been manager of the park for the past 11 years. He resigned, effective Thursday (1), and will take a prolonged vacation in Southern California desert resorts before getting back in harness. He is considering several park managerial offers, it is reported.

Ludwig's successor at Virginia Park will be Patrick Murphy, for 12 years manager of the Long Beach municipal auditorium.

Those present at the speakers' table at the breakfast included Mr. and Mrs. H. A. Ludwig, Mr. and Mrs. Patrick Murphy, Chief of Police Al Slaight, Mr. and Mrs. Glen Foster, Mr. Thomas Lowe, Mrs. Mabel J. Moore, Mr. C. A. H. Narlien and Doug Rhodes of *The Billboard*. Mrs. Moore was mistress of ceremonies.

Representatives of many city departments and several Southern California park operators were presented and gave short talks.

## Griffith Park Zoo Sees Best Season in History

HOLLYWOOD, Calif., April 10.—Griffith Park Zoo here is looking forward to what promises to be the heaviest season's attendance in its history, according to Charles H. Alle, superintendent.

"Our crowds this year will be heavy, we can already tell that," Allen said. Last year more than 1,720,000 people visited the zoo and we expect many more this year."

Peak attendance for a single day was attained last year when more than 14,000 visitors went thru the turnstiles in a single Sunday.

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**With the Zoos**

Sol A. Stephan, who served as superintendent of the Cincinnati Zoo for 62 years until his retirement in 1937, was the subject of an editorial in the April 3 edition of *The Cincinnati Enquirer* in observance of his 99th birthday. Sol's son, Joseph, is the present superintendent, while his grandson, Dr. Sol G. Stephan is the zoo veterinarian.

R. Marlin Perkins, director of Lincoln Park Zoo, Chicago, is off again on his annual snake hunt in Southern swamplands. Perkins, accompanied by Bert Chambers, head of the reptile house, and Arthur Goetz, park district chauffeur, will visit swamplands in Florida, Louisiana and Arkansas.

**Plan Minny Funspot  
Near Mount Clemens**

DETROIT, April 10.—Plans for a new miniature park this season are being made by Louis Popp, owner-manager of the Denmark Tavern, North River Road. Spot is four miles northeast of Mount Clemens, and 25 miles from Detroit, at the mouth of the Clinton River, on Lake St. Clair.

Location is in the heart of an important resort area and adjacent to the Selfridge Air Base.

**More Naturalistic Pools  
For Parks, Perkins Says**

MILES CITY, Mont., April 10.—Ralph N. Perkins, Omaha, consulting engineer, who is working on five old pools and two new ones for Salt Lake City, said here this week that more naturalistic pools are being built by amusement parks.

"Such pools as a rule are built by individuals to make money," he said. "They have more recreational appeal to a greater number of people and as a consequence are popular and money makers."

Perkins, who is consulting park and recreation commissioner in Omaha, also said that a million dollars is being spent on pools and allied recreational facilities there.

**Va. Beach Ups Restaurant,  
Coin Machine License Fees**

NORFOLK, April 10.—New licensing regulations adopted by the Virginia Beach town council Monday (5) slapped heavy fees on all restaurants and other eating places having cover charges and on amusement machines.

The restaurant license fee was set at \$500, as was the annual fee on amusement machines. In addition, a license fee of \$750 will be levied on persons servicing amusement and music machines plus an additional tax of \$35 for each machine over 40.

**Ocean View Operating  
Nightly and Week-Ends**

NORFOLK, April 10.—Jack Green-spoon's Ocean View Park is operating nightly from Mondays thru Fridays and afternoons and evenings over the week-ends until the regular summer season gets into full swing.

Weather has been favorable the past week and free gate and pre-season reduced prices on rides and attractions are hyping attendance.

Greyhound Enterprises, Inc., Coney Island, N. Y., makers and operators of the Greyhound Racers, recently opened a new location at Revere Beach, Mass. Other locations are planned at Rocky Point, R. I., and Asbury Park, N. J.

**Welch To Manage  
Spot at Salt Lake**

SALT LAKE CITY, April 10.—As Beehive Midways Park prepares for the May 29 opening of its second year of operation on Utah State Fairgrounds here President Ken Garff announced the appointment of Harold L. Welch, rodeo producer and sports impresario, as the new manager. The park operated last year in connection with the Utah Centennial Celebration.

Garff, who believes the park's proximity to Salt Lake City insures its growth, said long-range plans are being made for improvements. He expects 1948 to be a banner year with such attractions as the State fair, Gene Autry rodeo, *Water Follies*, Spike Jones and His City Slickers and an auto race meet set for the grounds.

For the past two years Welch was with the Ogden (Utah) Pioneer Days and he has promoted events built around Babe Ruth, Ty Cobb, Jack Dempsey and Max and Buddy Baer.

**Shriners Buck High Hotel  
Rates at Virginia Beach**

VIRGINIA BEACH, Va., April 10.—Because Shriners of the Mid-Atlantic and Southeastern Associations regard hotel rates offered as excessive, this resort may lose its biggest 1948 convention plum. The Shriners, scheduled to bring 10,000 delegates and guests here September 7-10, are opposed to the proposed \$10-\$14 rate per two-person room, European plan. They had offered to pay \$5-\$8 for accommodations.

Albin R. Mailhes, managing director of the local Chamber of Commerce, said the Shriners had scheduled their meetings too early. He charged that they wanted to use resort hotels at commercial rates at a time when sufficient tourists remained at the beach to warrant keeping prices at high summer charges. Winter rates do not start until October 1.

**New Rainbow Lagoon  
Planned at Long Beach**

LONG BEACH, Calif., April 10.—J. C. Berry, Los Angeles architect, at the request of Werner Ruchti, local planning director, has submitted detailed designs for a proposed new Rainbow Lagoon at the south end of the pike here. Under the new plans, a still-water recreation area will be created, among other features.

Also included in the designs are a footbridge, connecting Auditorium Park and the peninsula, a new band shell surrounded by water; a grandstand for aquatic events, three illuminated fountains, and parking space for 4,000 cars.

**Woodside Preems With  
Repeat Free Attraction**

PHILADELPHIA, April 10.—Norman S. Alexander's Woodside Park opened its 51st season today. All amusements will operate nights and week-ends until May 21 when the park goes into regular daily operation.

Jack Steck will again present his *Kiddies' Hour* in Sylvan Hall every Sunday afternoon. Free concerts will also be presented on Sundays and fireworks on Friday nights.

**Joyland Bows With New  
Rides at Wichita, Kan.**

WICHITA, Kan., April 10.—Joyland Amusement Park bowed for week-end operation here Sunday (4). Owners Herb and Hal Ottawa sprang with two new rides this year, one a Dodgem, brought in from Lawrence, Mass., and costing \$20,000 and a new steam train for kiddies.

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# WISCONSIN CENT. SHOOTS WAD

## 133G Allotted For Nite Show

200-mile auto race set—to offer lavish exhibits—new look for bldgs., grounds

(Continued from page 46)

for various periods. Morgan, for instance, is set for the first two nights, while Winninger will participate each night during the expo's first two weeks.

### Many Added Features

*Songs of a Century*, to run August 7-20, will offer a new, massive set, built for the occasion. It also will present a 24-voice chorus of all-Wisconsin fem singers and a 12-girl harp chorus, the last also an all-Wisconsin aggregation.

A 24-girl line, composed entirely of pro dancers recruited from within the State will be offered. In addition, the production will offer a large number of circus and stage acts. Ammon reported that he has closed with Sam J. Levy, president of the Barnes-Carruthers Theatrical Enterprises, Chicago, to supply these acts, with the budget for acts during the first two weeks set at \$30,000.

### Fireworks From Bleachers

To top the grandstand show, not only during the first two weeks but each night of the 23-day run, Ammon said that he has signed a \$30,000 fireworks contract with Thearle-Duffield Fireworks Company, Chicago. Show, Ammon said, will be presented from the top of the 50-foot high, steel supported bleachers on the opposite side of the track from the grandstand.

This innovation in presentation will enable the mounting of tracks upon the bleachers to permit unique moving, set pieces and also permit easier vision of the fireworks from thruout the grounds.

### Also Buy B-C Revue

The Barnes-Carruthers office, besides supplying \$30,000 in acts the first two weeks, will build that production, and also will supply its No. 1 fair revue for August 21-27, Ammon announced. A musical festival will comprise the grandstand night attraction the last two nights of the expo.

Dorothy Hild and Ainslee Lambert, of the B-C office, Ammon disclosed, will train the 24-gal dancing chorus for *Songs of a Century*. This show (See *Wisconsin Centennial*, page 78)

## May Day Festival Officials Look for Crowd of 100,000

LOS BANOS, Calif., April 10.—At least 100,000 people are expected to attend the annual May Day Festival held here April 29-May 2, according to fair officials who are making plans to accommodate a record crowd.

Feature this year will be three pageants telling the story of California during the past century and tying in with the State's centennial celebration program.

A livestock show and rodeo also will be a highlight. It will be presented Sunday (2) in the new arena.

### Fair Management:

## Location, Design of Entrance Vital in Setting Patron's Mood

By R. J. Pearse, Fair Designer

THE CORRECT location and design of the entrance or entrances to a fairgrounds is one of the most important units to design for an entire fair. A well-designed entrance gives the first impression of a fair, just as the entrance or doorway to a house, or the appearance of a person when first seen, is the most important part of an introduction. Some small defect in an entrance may cause the same amount of objection as the leaving off of a 50-cent black bow tie from a tuxedo outfit at a reception. The amount is small but the effect is tremendously important.

Some fair managers insist that their fairs must be located facing the heaviest traveled highways and that the main entrances must be on these highways. Most of the reasons for this decision are evident, but when one considers the congestion of traffic along a main highway when the fair is in operation and the conges-

tion that is sure to follow unless the entrance is located back some distance from the road, the decision becomes doubtful.

### Entrance Sets Mood

A main entrance on a side road a short distance from the main highway is worthy of much consideration. After the first impression is over and the patron is inside the grounds, then he gives no more immediate thought to the entrance. But if the patron is held up by a traffic jam or by needless operational bungling, then the patron definitely remembers what happened—and what he noted—at the entrance.

Naturally too many entrances cause the employment of needless personnel and the supervision of these same people. The size and number of entrances naturally depends upon the size of the fair and its attendance.

There are three types of paying guests at a fair. Pedestrian, bus and taxi, and auto traffic. On small fairs all of these may be combined in one or two entrances if the entrances are large enough, and there is no cross-

(See *Fair Management* on page 77)

## No-Pass Policy At Cedar Rapids

CEDAR RAPIDS, Ia., April 10.—All-Iowa Fair here this week announced a no-pass policy this year and at the same time disclosed plans for an expanded program.

Newspaper announcements maintained that all patrons paying the 25-cent general admission charge will be getting more for their money under the no-pass rule.

Expanded program includes the addition of both open class swine and sheep shows and an agricultural-horticulture department. A building program adopted March 30 calling for the construction of a new rural youth center and dormitory will provide space for the new departments.

The fair board is negotiating for the appearance of a helicopter as a special feature of the fair.

## D. Moines Eliminates Day of Racing; Subs With Thrill Show

DES MOINES, April 10.—The Iowa State Fair will present three days of horse racing and two thrill days, Secretary Lloyd Cunningham announces. The Jimmie Lynch Shows will be offered Saturday and Thursday, with horse races, both harness and runners, Monday, Tuesday and Wednesday, Cunningham said.

Last year the fair had a single thrill show performance and four days of horse races. A drop in attendance over 1946, when three days of horse races and two of thrill shows were held, caused the fair to return to two days of thrill shows, it was pointed out. The fair again will have auto races two Fridays and Sunday.

### Sask. Sponsors Pix Contest

SASKATOON, Sask., April 10.—Saskatoon Camera Club will sponsor a photo competition, with entries being featured in a display at the Saskatoon Exhibition.

## '47 Takes Up, Gates Down at N. Y. Annuals

ALBANY, April 10.—Forty-nine county and town fairs in New York drew a total of 1,219,274 paid admissions in 1947.

A report compiled by the State department of agriculture and markets, after receiving and auditing reports from all fair associations, places their receipts at \$2,343,396, not including \$457,400 appropriated by the 1947 Legislature to reimburse fairs for premiums.

Total receipts were ahead of the preceding year when they amounted to \$1,931,263, altho there were 50 fairs in 1946. Gate receipts in 1947 dropped off to \$530,832 from the 1946 figure of \$551,917, but grandstands took in more money, \$276,294 in 1947 and \$237,883 in 1946.

Income from midways, concessions and rentals was \$246,411 last year, about \$17,000 under 1946.

The State reimburses qualified fairs for all money paid out in premiums up to a maximum of \$10,000. Thirty-two fairs receive the maximum aid.

## Melvin Olson Named Meadville, Pa., Mgr.

MEADVILLE, Pa., April 10.—Melvin Olson, for the past five years a concessionaire with F. E. Gooding Amusement Company, has been named manager of Crawford County Fair here. He succeeds John Mead, Tyrone, Pa., who resigned recently after serving as fair manager since its inception two years ago. Olson, who lives here, has been in the outdoor amusement business for 25 years.

Plans are under way for use of the fairgrounds for other events besides the fair. Among these will be a horse show, May 29-31.

### Richmond Post to Hazelwood

RICHMOND, Va., April 10.—Robert M. Hazelwood was named general manager of the Atlantic Rural Exposition, which will be held here October 4-9. Hazelwood serves on the board of directors for the third annual five-State fair, along with the executive committee.

## That Ended It!

ST. PAUL, April 10.—“What about the comic strips in the newspapers?”

That question, tossed by Ray Lee, secretary of Minnesota State Fair here Tuesday (6), quashed a point raised not infrequently by newspapermen and others that fairs are “getting away from their original idea.”

Lee's query, made at the Minnesota short course on fair management during a discussion in which one of the participating Minnesota newsmen indicated that fairs were losing sight of their original education purpose, virtually closed the discussion.

After posing his question, Lee elaborated. He told newsmen that a fair must have a balance between educational and entertainment features.

## Minn. Short Course Pulls 2 Canadians, New Muskogee Mgr.

ST. PAUL, April 10.—Two Canadian fair men, W. Williams and George Wardrope, both of Canadian Lakehead Exhibition, Fort William, Ont., attended the short course on fair management here this week.

Included among the out-of-State registrants at the course Monday and Tuesday (5-6) at the Lowry Hotel were Frank Kingman, secretary of the International Association of Fairs and Expositions; M. E. Twedell, recently named manager of Oklahoma Free State Fair, Muskogee; G. A. Soderquist, Buena Vista County Fair, Alta, Ia.; Ross Baty and C. Appleby, Great Jones County Fair, Monticello, and Robert Buckman and Ray Wuestenberg, Union District Fair, West Liberty, Ia.

## Sydney Royal Again Breaks Million Mark

SYDNEY, April 10.—The Royal Easter Show, top Australian annual fair, chalked up a near-record attendance mark of 1,098,000 during its 10-day run, which has only been exceeded once. Last year, when this fair was revived after a lapse of six years, the attendance hit an all-time high of 1,232,413.

Figures are not yet available as to the total gate receipts for this year, but they are expected to be approximately \$325,000, against a total of \$400,000 taken in at last year's fair.

The demand for exhibit space this year was so great in all exhibit sections that the directors are seeking to acquire a large athletic field adjoining the fairgrounds to provide additional exhibit space.

# Minnesota Course Tops '47. Vote for Third One in 1949

By a Staff Correspondent

ST. PAUL, April 10.—Less academic than its predecessor, the second annual short course on fair management held Monday and Tuesday (5 and 6) at the Lowry Hotel here by the Minnesota Federation of County Fairs, with the co-operation of University of Minnesota, was branded a success by those attending. Consensus was this year's edition was more on the practical side than the initial school. This was due to the fact that speakers this year consisted, in the main, either of working fair men or of people directly associated or related with fair work, judging by the expressions voiced by the nearly 90 fair executives who attended.

### Vote for Third One

Reflecting the evaluations of the course by those in attendance, the group voted at the end of the sessions to hold a third course next year. It was agreed the course should be held about a month earlier and, perhaps, as the next step in development, that subjects of prime interest to a few departments be selected for those discussions, superintendents of those departments be invited to attend and actively participate.

One of the added features this year was a discussion period which spanned several hours. For this, a list of some 20-odd questions were prepared by a committee. Each question dealt with an important fair management subject. The discussion from the floor was marked by lively and wide participation, and it was believed this portion of the program contributed more specific information than any other section.

### Strong Is Speaker

Speakers on various subjects invited questions and stimulated discussions following their talks. Publicity and advertising had a large place on the program. Fred H. Strong, of Strong Publicity Service, St. Paul, speaking on *Publicity for County Fairs*, pointed out that year—(See *Minnesota Course on page 77*)

## \$1,184,265 Building Plan by 10 Calif. Annuals Approved

SACRAMENTO, April 10.—California Public Works Board has allocated \$1,184,265 to 10 county and district fairs thruout the State for construction and improvement of their plants.

At the same time the board denied or deferred action on requests totaling more than \$2,300,000 for the same purposes.

Money allocated will come out of the fairs and expositions fund, which is built up by the State's share in the pari-mutuel take at California race tracks.

The board denied an application for \$1,000,000 from the National Orange Show, San Bernardino, on the ground that a definite breakdown was lacking on purposes for which the money would be spent.

Action was deferred on a \$500,000 request from the 48th District Agricultural Association in Los Angeles because, the board held, the district was not yet ready to spend the money. The board denied an \$82,375 request from the 22d District in San Diego County for reimbursement of expenses of electrical installations.

## Grand National Jr. Livestock Expo Tops In Coast History

SAN FRANCISCO, April 10.—The 1948 Grand National Junior Livestock Exposition, which recently closed at the Cow Palace here, was the biggest livestock show for youngsters ever held on the Pacific Coast, Porter Sesnon, chairman of the Junior show committee, declared.

Event was staged by the No. 1-A District Agricultural Association, a State agency which sponsors the annual youth classic.

Sesnon reported there were 874 exhibitors from California, Nevada, Oregon and Utah. A total of 2,398 head of fine beef and dairy cattle, lambs and hogs were exhibited—more than twice the number ever shown here before.

Total sales brought \$65,000 above market prices. In addition, more than \$20,000 in premiums were paid and the youngsters won \$8,800 in scholarships as well as scores of other valuable trophies and prizes.

### Aussie Headaches

SYDNEY, April 10.—During the 10-day run of the Royal Easter Show, Australia's leading annual fair, aspirins were the No. 1 favorite of those attending, with 179,074 of the fair's visitors patronizing the aspirin kiosks on the grounds. Aussie headaches were apparently more abundant this year as only 130,000 aspirin guzzlers were counted at last year's fair.

## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 9. 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.

- COLORADO**  
Del Norte—San Luis Valley Livestock Fair. Oct. 21-23. Dean Hammond.  
Kremmling—Middle Park Fair Assn. Sept. 24-25. Mike H. Hinman.  
Sterling—Logan Co. Fair & Roundup. Aug. 12-14. H. E. McKenzie.
- IDAHO**  
Cambridge—Washington Co. Fair Assn. First week in Sept. Buck Howland.
- ILLINOIS**  
Aledo—Mercer Co. Agrl. Soc. Aug. 31-Sept. 3. John W. McHard.  
Princeton—Bureau Co. Fair. Aug. 24-27. Wayne Stutz.
- INDIANA**  
Bluffton—Bluffton Street Fair. Sept. 28-Oct. 2. Dwight F. Gallivan.  
Fort Wayne—Allen Co. Fair Assn. Aug. 16-21. Carl Suedhoff.  
Goshen—Elkhart Co. Fair. Sept. 13-18. Roy M. Amos.  
Huntingburg—Dubois Co. Fair. Aug. 9-13. Kermit Ruttkan.  
Rising Sun—Ohio Co. Fair. Aug. 24-28. Ralph E. Gossom.  
South Bend—St. Joseph Co. 4-H Fair. Aug. 11-14. Oscar Valentine.
- IOWA**  
Nevada—Story Co. 4-H Fair Assn. Aug. 16-19. Glenn Z. Randau, RFD 2, Ames, Ia.
- KANSAS**  
Auburn—Auburn Grange Fair. Oct. 1-2. Mrs. Ina Cellers.  
Gardner—Johnson Co. Free Fair. Sept. 1-4. Eldon E. Moore.  
Greensburg—Klowa Co. Free Fair Assn. Aug. 4-7. W. A. Stewart.  
Iola—Allen Co. Agrl. Soc. Aug. 30-Sept. 4. Northcott Aiken.
- KENTUCKY**  
Brothead—Brothead Fair. Aug. 11-14. W. O. Yadon.  
Kuttawa—Lyon Co. Fair. Sept. 3-4. Levi Oliver, Eddyville, Ky.  
Louisville—Jefferson Co. Fair Assn. Aug. 9-12. Tom Young.  
Shelbyville—Shelby Co. Agrl. Assn. Aug. 3-7. Phil W. Moesser.  
(See *FAIR DATES on page 78*)

### ATTENTION

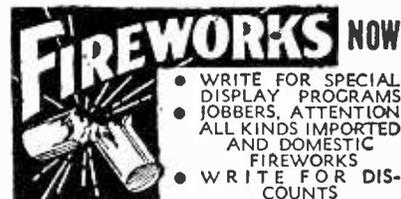
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## Amusement Corp. Contracts R.R. Shows Into 23 Fairs

CHICAGO, April 10.—Twenty-three fairs have been booked by the Amusement Corporation of America (ACA), which handles contracting for the Hennies Bros., Cavalcade of Amusements and Imperial Exposition, J. C. McCaffery, of the ACA, announced. In releasing the list of fairs already signed, McCaffery refrained from giving the show-by-show fair bookings. Fairs signed are Illinois State Fair, Springfield; Iowa State Fair, Des Moines; Nebraska State Fair, Lincoln; South Dakota State Fair, Huron; Missouri State Fair, Sedalia; Tennessee State Fair, Nashville; La Porte (Ind.) County Fair; Chattahoochee Valley A. & I. Fair, Columbus, Ga.; Tennessee Valley A. & I. Fair, Knoxville; Greater Mobile Gulf Coast Fair, Mobile, Ala.; Red River Valley Fair, Fargo, N. D.

Freeborn County Fair, Albert Lea, Minn.; All-Iowa Fair, Cedar Rapids; Eastern Illinois Fair, Danville; West Tennessee District Fair, Jackson; South Texas State Fair, Beaumont; Clay County Fair, Spencer, Ia.; South Mississippi Fair, Laurel; Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.; Central Mississippi Fair, Kosciusko; Madison County Fair and Tennessee Valley Exposition, Huntsville, Ala.; Northern Wisconsin District Fair, Chippewa Falls, and the Mississippi Fair and Dairy Show, Meridian.

Other events at which the railroad shows have been booked thru the Amusement Corporation of America are the State of Scott Celebration, to be held on the river front at Davenport, Ia.; the widely publicized annual Free Fish Fry Week at Beardstown, Ill., and the annual Knights of Columbus Barbecue at Springfield, Ill.

## Turner Signs Evelyn West

PETERSBURG, Ill., April 10.—Evelyn West, billed professionally as the Hubba-Hubba Girl, will be featured on Turner Bros.' Shows this season, it was announced here upon receipt of a signed contract from Miss West, currently appearing at the Riviera Dinner Club, Corpus Christi, Tex.

According to Turner officials, the West show will be a 45-minute revue with a cast of nine persons, including a four-piece orchestra. Turner Bros. have built a special semi that opens into a stage, complete with dressing rooms for Miss West, and a new 80-foot panel front with a new top.

Art Converse, side-show operator, advises that he has his Odditorium all set. Cast will include Aloha, the alligator boy; Happy Jack Dexter, fat man; Sealo, the seal boy, and Tiny White, midjet magician.

Vaughn Overman will have his *Hall of Science* under canvas for the first time this year. Prince Yogi phoned from Florida that he has his East India Mystery Show newly painted and ready to go.

Org's personnel for the season will include Ray and Cecil Turner, owners-managers; Dorothy Turner, secretary-treasurer; Marie Turner, concessions; J. C. (Jack) Price, general agent and personal representative; Beulah Price, mail and *The Billboard*, and R. V. Collins, mechanic.

Recent arrivals in quarters include Mr. and Mrs. Walter Fellis, concessions; W. F. (Bill) Johnson, bingo; Mr. and Mrs. Harry (Pretty Boy) Hopkins, concessions, and Mr. and Mrs. Bob Posey, jewelry.

Sam Spangle, popcorn op, is confined to Mercy Hospital, Champaign, Ill., but expects to be released in time to open with the shows.

Recent visitors: Mr. and Mrs. George Smith and daughter, Cecile May; Bill King, Fred Ayres, Jim Patsch, of the Armbruster Tent Company, and Mr. and Mrs. Harry Phillips.

## Marks Gets Good Business at Bow In Richmond, Va.

RICHMOND, Va., April 10.—John H. Marks Shows officially opened their 1948 season Monday (5) on their Petersburg Pike lot here, the scene of shows' numerous other seasons' bow-ins. Good weather and business prevailed on the eye-pleasing midway, which this year boasts all new light plant trailers and a number of new fronts, some of which will be set up at the org's next stand.

Official staff includes E. B. Braydon, business manager; Harry Parker, general agent; Henry Halder, secretary-treasurer; Bill Owens, advance; Walter Rowan and Tommy Heath, who are in charge of the Diesel light plants, and Eddie Lang, transportation superintendent.

Line-up also includes Slim Kelly's Side Show, Jimmy Simpson's *Colored Revue*; Johnny Arnella, revue and Posing Show; Joe Decker, cookhouse, and Jones' bingo, managed by Guy Markley.

Ray Mead has the Merry-Go-Round; Tex Leatherman, Caterpillar; George Dobbins, Twin Ferris Wheels; Ben Paul, Fly-o-Plane; Elmer Rhodes, Looper and Whip; Lee Savage, Flying Scooter, and S. B. Morgan, Octopus and Rolloplane. Paul Lane is in charge of concessions. Leo Hadley has the Laff in the Dark, and Johnny Ice the Life Show. Red Schultz is front gate host, with Glad Hand Palmer the No. 1 ticket seller.

Members of the World of Mirth, Majestic Greater and Penn Premier shows were on hand for the opening.

## Hannum Chalks Good Opener at Danville; Farmville Bow Okay

FARMVILLE, Va., April 10.—Morris Hannum Shows moved in here Monday (5) for a week's engagement following a successful season's opener in Danville, Va., March 26 under American Legion Post auspices. Business at the bow date was reported as good until late in the week when a flood mired the show lot and all equipment had to be bulldozed off the grounds. Early-week business here was good.

Move here was made in quick time and shows were open early Monday. Line-up includes Mr. and Mrs. Mazurkowitz, ball games and Rolloplane; Mrs. MacWethy, with an enlarged bingo; Billy Meyers, kiddie Whip; Mr. and Mrs. Jimmy Davidson, Robertson's French fries, Phil Cook's diggers; Mr. Arnold, cat rack; Mr. and Mrs. Moore, Curly and Jane Sinko, Mr. and Mrs. Cain, Mr. Yancy; Jake Hogan, electrician; Bill Fowler; Edna Sylva, cookhouse; Capt. Jack Perry, free attraction; Johnnie Riddick's Minstrels; Mr. and Mrs. Davis, concessions; Ray Stevens's Side Show; Jack and Dixie Pecaro, two girl shows; Mr. and Mrs. Grant, Monkeyland; Mr. Merrit, billposter, and Jack Martin.

## Some Pickin's

ST. JOHN, N. B., April 10.—John Sullivan, veteran tattoo artist with carnivals in the maritime provinces, apparently has the happy (that's a masterpiece of understatement) faculty of finding money.

Not so long ago, Sullivan was walking down the street and spied a \$1,000 bill at his feet. Shortly after he found a wallet containing \$700. With some detective work of his own, Sullivan found the owner, a St. John physician, who, until Sullivan contacted him, hadn't missed the wallet.

## Fayetteville Big Winner for Prell

FAYETTEVILLE, N. C., April 10.—Prell's Broadway Shows had a winning stand here for the week ending Saturday (10). Cold, rainy weather squelched much of the play during the early part of the week, but with clearing skies the natives and soldiers from near-by Fort Bragg came out in droves and spent freely.

The new Hi-Ball arrived and was put into operation here where it did near-capacity business. Most shows and rides earned plenty of folding money, with Bob White's *Scandals* topping the list. Ginger Rae's Posing Show and the Minstrel Show had big takes. High grossing rides included the Caterpillar and Twin Ferris Wheels.

Owner Sam Prell sprained his ankle here and was confined to his hotel for several days. His sons, Abe, Ben and Joe, took over managerial duties in his absence.

Bill Sylvester and his wife, Lillian, daughter of Sam Prell, are again operating Kiddieland. Mack Klien, electrician, is building a new transformer wagon to supplement the six Diesel plants.

## O. C. Buck Preps For Season's Bow April 22 at Troy

TROY, N. Y., April 10.—O. C. Buck Shows, which open here Thursday (22) at the Armory grounds on 15th Street under the auspices of the Company D Infantry Regiment and the Troy Tibbett Cadets, are ready to toss off the winter wraps. Only a few last-minute touches to the equipment remain.

Whitey Sutton and family arrived recently from the South, and Whitey is preparing his side show and Snake Show. O. I. Hagen, Motordrome operator, announced he will feature two women drivers.

Sid Goodwaldt, midway cafe operator, has reframed his stand and equipped it with stainless steel. John Dewitt, Barney Dunbar and Jack Burke are busy reframing and repainting their stores.

F. N. Beehler arrived from New Orleans to manage the Monkey Show and the Monkey Speedway. Mr. and Mrs. Jack Kerns returned from New York, where they purchased new wardrobe for the new Posing Show. Stainless steel semi-trailer bally platform and front for this unit is complete. A new blue and white top has been purchased for this show.

A new Tilt-a-Whirl arrived. James Sabia, transportation superintendent, was in Oregon to take delivery of a new Hi-Ball. New Diesel power plants and front gates have been delivered.

The Aerial Roneys have been contracted as the free act.

## Tampa Preem Of RAS Film Gets Build-Up

### Rand Show in Construction

TAMPA, April 10.—This city is being worked up into something of a lather over the local premiere of the Warner Bros.' motion picture short, *King of the Carnival*, built around Carl Sedlmayr Sr. and his show, the Royal American Shows, which winters here.

The premiere here is set for Thursday (15) at the State Theater.

Herb Pickard, press agent of the RAS, is pulling out all of the stops in building up the event. Program already set calls for Mayor Hixon to crown Sedlmayr as king of the carnival and Sally Rand as queen of the carnival. La Rand will be featured with the RAS org this year.

### Merchants Tie In

In connection with the picture build-up, Pickard has drummed up a merchants' tie-up. The stores are to break loose with a sale, advertised as "the spring carnival of values."

Papers here have praised the spring special cover of *The Billboard* which was devoted to a picture of the Royal American Shows and its owner. Sedlmayr, incidentally, disclosed he had received 157 telegrams of congratulations following the publication of that cover.

### Ready Rand Unit

While the premiere build-up is under way, work at the RAS winter quarters here is being pushed at top speed in preparation for the shows' departure for Memphis, where it will open May 8 at the Cotton Carnival.

No little money is being spent on the set-up for the Rand show. Artists and designers have been at work for some time, and Sedlmayr, while refraining from disclosing the details, predicted the tent show will set a new high mark in appearance, both inside and out. Rehearsal of the Rand unit begins Friday (16).

## Tinsley Opens Well In Greenville, S. C.

GREENVILLE, S. C., April 10.—Good weather, except for strong winds, resulted in a good opening here for the Johnny T. Tinsley Shows. Appearing under auspices of the fire department, org presented a spic and span look coming out of its winter quarters here.

Staff includes John T. Tinsley, owner; Mayo F. Tinsley, co-owner and secretary; H. S. Thompson, business manager; Gordon Crandall, ride superintendent; Robert Brockaway, electrical department; Frank Simms, front gate; John Major, transportation, and W. R. Smith, billposter.

The foremen are John Johnson, Merry-Go-Round; William Deen, assistant; Charles Fogarty, kiddie land; Ora Smith, Caterpillar; Frank McGee, two Ferris Wheels; Robert Strozier, Fly-o-Plane; John Greenway, Rolloplane; George Bennett, Funhouse; Curtiss Prosser, Motordrome, and Clyde Howey, Snake Show.

Al Trivoli has the cookhouse; Mrs. Clyde Howey, confections; Sam Justus, Donald Justus, J. R. Simpson, Bob LaRue, Herbert Gullimette, Homer Gullimette, L. C. Scott, George (Pinky) Edgar, Dewey Ruppert, Mack McCune and Frank McBride all have games.

### No Pressing?

WASHINGTON, April 10.—A new steam cleaning unit that will be used to clean wagon wheels, the train, show fronts and rides has been added to the James E. Strates Shows' equipment. The machine, only about three feet square, powered by the shows' Diesels, creates steam in a matter of minutes and is similar to those used to clean brick and stone buildings. The steam is ejected thru a nozzle under pressure and readily washes away mud, grease, etc.

### Two Opening Stands For Great Sutton Yield Poor Business

ABERDEEN, Miss., April 10.—Mud and rain on the Tupelo, Miss., lot delayed the Great Sutton Shows in tearing down and set back the opening here until Thursday night, March 25, when good business was registered in the face of a lack of advance advertising.

A downpour in the early evening hours the following night killed business, show closing at 8:30 p.m. Extremely cold weather turned Saturday, March 27, into a disappointment.

Two previous stands played prior to the engagement here netted poor business. Meridian, Miss., the opening engagement, was a blank, and the Tupelo lot was six miles from town.

Pat Brown, org's electrician, rejoined after a short stay in Memphis where he went thru a brief training period on the handling of light plants at the Lewis Diesel Company plant. The show recently purchased four KW GMC Diesel plants from Oscar Bloom, owner of the Gold Medal Shows.

Mr. and Mrs. Leo Allen now have their corn game in operation. Late arrival of new canvas delayed their opening. *Nude Dude Revue*, managed by Jimmie McWilliams, and featuring Dusty Rhodes, has been drawing high praise. Show flashes an 85-foot front. Jesse O'Dell's office-owned *Oddities on Revue*, with long banner line, has been topping the show grosses, with Chet Junking's Blackout Taxi pacing the rides.

### Erie, Pa., Closed 12 Years, Cracked by JJJ

ERIE, Pa., April 10.—Closed to carnivals for the past 12 years, this city has granted a permit to the Johnny J. Jones Exposition for a stand this summer. Billy Simpson Post, VFW, will sponsor the engagement, with the show to be spotted downtown at East Ash and 18th Street.

Ralph Lockett, general agent of the Jones org, represented the show in the negotiations with the city council and Chamber of Commerce, the set-up here requiring approval of both those groups.

### Accident Injuries Fatal To Frank (Stachso) Saenz

ARANSAS PASS, Tex., April 10.—Frank (Stachso) Saenz, 40, concessionaire and electrician of the Home State Shows, died here March 12 of injuries sustained in an automobile accident Christmas Eve, 1947.

Besides his widow, Shelma (Billy) Saenz, a sister, Mrs. Jesse Andrado, survives. Funeral services were held here March 14. In addition to Home State Shows, Saenz had been connected with orgs operated by Bill Hames, Jap George, Texas Kid and Bill Rogers.

### Lottridge Greeted With Good Business In Opening Stand

BESSEMER, Ala., April 10.—Formed by the purchase last year of the Pryor Shows and subsequent enlargement and remodeling in quarters, the Harry Lottridge Shows were unveiled auspiciously here Friday (2).

Spotted on a lot at 13th and 19th streets the org, owned and managed by Harry Lottridge, got away to good business. Operating with a paid gate with Sports Matthews, swaying pole, as the free attraction, show pulled good turnouts and the folks spent freely.

Opening stand was benefited by the strong co-operation of the Bessemer Junior Chamber of Commerce and a strong advance directed by J. C. Admire, the shows' publicity director, who snared much newspaper space and time over WTNB, local radio station. Admire stressed a merchants' tie-up, with a boy's and a girl's bicycle as giveaways on Kids' Day.

All new royal blue canvas was flashed at the opening. The rolling stock, which has been completely overhauled, was painted an attractive shade of scarlet. Shows, operated by Mr. and Mrs. Chavanne, veteran operators, bowed with new fronts, a double-deck banner line on the Side Show and some eye-catching light effects.

Office wagon, with J. L. Machamer, accountant, has been redecorated and refurnished, and a new system of accounting installed. Besides Lottridge, Machamer and Admire, other members of the staff are Bill Barton, contracting agent; Ned A. Myers, advertising agent; Pearl Machamer, front gate, and Julius (Crash) Watts, sound car operator. Show-owned bingo is managed by Don McDonald.

### Baker United Bows For Ind'polis Legion

INDIANAPOLIS, April 10.—Baker United Shows, owned and managed by Tom L. Baker, bowed for the season here today under auspices of the Garfield Post of the American Legion. Org set up at the city limits, 2600 Madison Avenue.

Staff: Tom L. Baker, owner-manager; Tom Mehl, formerly with Peppers All-State Shows, general manager; William Gemmill, secretary; Joe Deaver, ride superintendent; Chester Pierce, truck and ride mechanic; C. R. (Bud) Jackson, front gate and towers; Luther Tyra, billposter, and Bob Bush, electrician.

Ride foremen: Walter Johnson, Merry-Go-Round; W. H. Harding, Ferris Wheel; J. C. Snell, Octopus; Jack Scanlan, Tilt-a-Whirl; James Morton, Chairplane; Ed Reeves, Roto Whip, and Archie Enlow, kiddie auto. Lynn Huntington, with his kiddie train, and Harold Krentz, pony ride, are expected to join soon.

Org opened with a new Allan Herschell Merry-Go-Round and a 10-car kiddie ride. The kiddie ride is owned by Bud and Marion Jackson, who also own an interest in several other major rides.

Following the date here the show will take to the road for a route of spring dates, starting at Kokomo, Ind.

### Rains, Flood Threat Shift Opening Stand of Francis

ST. LOUIS, April 10.—Forced to cancel its opening stand at Madison, Ill., due to heavy rains and threatening Mississippi River flood waters, the John Francis Shows instead opened March 27 here at 2300 North Broadway.

From here the org went to Belleville, Ill., opening there Friday (9) and moving from there to Madison.

JOSEPH J. KIRKWOOD SHOWS

**KIRKWOOD**

AMERICA'S BEST ADVERTISED MIDWAY

**WANT FOR NEWBURGH, N. Y., WEEK APRIL 19;  
POUGHKEEPSIE, N. Y., WEEK APRIL 26,  
WITH BEST INDUSTRIAL CITIES IN  
NEW YORK STATE TO FOLLOW**

**RIDES:** Can place Hi Ball, Looper, Tilt-a-Whirl, or any new 1948 Ride, with or without transportation.

**SHOWS:** Man to take over Monkey Show. Good proposition to anyone with Stock. Motor Drome; this is real Drome territory. Illusion Show, or any new or novel Shows with or without own equipment.

**CONCESSIONS:** Photos, Jewelry, Novelties, Palmistry, Ball Games, Penny Pitch, Hoop-La, Long Range Gallery, Bowling Alley and all Hanky Panks. Rat Game and One Dice open. This is wonderful Concession Territory.

#### PENNY ARCADE

This Show will support an A-1 Arcade. Good proposition to right party.

**HELP:** Want Foremen for Flying Scooter and Ferris Wheel, Second Men for all Rides. Must drive. Useful Carnival People in all lines.

#### AUDITOR WHO UNDERSTANDS A CARNIVAL OFFICE

All address:

**RALPH DECKER, General Manager**

TRENTON, N. J., this week; then per route above.

### BOHN AND SONS UNITED SHOWS

#### HEADED FOR WHEAT BELT

Will book or lease Merry-Go-Round or Tilt, also one Kiddie Ride and Pony Ride. Must be neat. Can place sober Chairplane Foreman, also Second Man for Eli Wheel.

Will book any Show of merit with own outfit. Have complete Girl Show for capable Operator with Girls. Tiff Roberts, wire.

Will book one each only: Scales, Photo, Fish Pond and String Game. Can place Stock Store Agents. Will place capable Skillo Agents, two Count Store, also Line-Up Agents. Must stay sober. Good proposition to Special Agent with car. Contact:

#### CARL BOHN

WYNNE, ARK., this week; then as per route.

### BARKER & ERNIE'S MIDWAY ATTRACTIONS

Bona Fide Celebrations, featuring Parades and Special Attractions

Will book any Flat Ride not conflicting. Will book a few more Concessions; must be legitimate. Interested in booking Shows or Special Attractions. Fair Secretaries, Committees! A few dates open. Featuring Fischer & Graham Trio, "The Daring 3 of the Air." No gypsies, drunks, flatties or drifters need apply. Contact:

**Gerald Barker, Box 405, Sinclairville, New York, or  
Gerard Ernie Ernewein, 18 East Lake Ave., Bladell, New York**

### TOP GIRL SHOW OPENING

FOR CAPABLE MANAGER WITH TALENT  
THIS SHOW HAS CONTRACTS FOR 18 FAIRS AND CELEBRATIONS  
(List in BILLBOARD week March 9)

Glen Gibson wants to hear from FRANK ROONEY  
that was with him last year. CAN USE A FEW MORE WANTS  
STOCK CONCESSIONS AT. SHOW HELP

Wire: **20TH CENTURY SHOWS**

FT. SCOTT, KAN.; then as per route.

#### WANTED

### Ridemen, Concessioners, Showmen

Established beach and park has large open area for expansion. No other park within 30 miles. Need all types of RIDES, CONCESSIONS and ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write—let me know what you have.

**CHARLES SAFRANEK**

W. LANDIS AVE.

Phone 3850-J-1

VINELAND, NEW JERSEY

# MIDWAY CONFAB

Everybody loves troupers but not to the extent of renting them rooms.

Marvin Keys, a member of the Michigan Showmen's Association, returned to Detroit recently following a trip to Florida.

Eddie Crowell, cookhouse operator, recently returned to Philadelphia following a Florida vacation.

Mrs. Mabel Wells, Petersburg, Va., was house guest recently of Dottie Lewis, Philadelphia.

Frank (Peg) Imgram has booked his pitch-till-you-win with the Matthew J. Riley Shows.

Showbiz is at its crossroads, which is paved with big expectations but tough for sledding.

Concessionaires Jerry and Edna Gerard and James (Irish) Kelly joined Virginia Greater Shows at Suffolk, Va.

Eugene Sauls and Judy O'Dell recently left Camden, N. J., to join William Cowan on the John R. Ward Shows as concession agents.

Mrs. Tommy Wilson, of Cetlin & Wilson Shows, was the house guest recently of Mrs. Lucille McIntyre, Philadelphia.

Mike Ziegler reports his org is booked solid thru July in New Jersey spots, many of which he has played for the past 10 years.

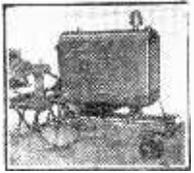
Jackie (Stella) Lynn has the side show annex on Marion Greater Shows, working for Jimmy and Helen Watts.

One good thing about cutting up a big jackpot is that it provides all the profits of a good season without grossing a dollar.

Thomas E. Platt, well known in outdoor show circles, who died recently at Oaknoll, U. S. Navy hospital at Oakland, Calif., was buried with full military services at Golden

## MORE "PEP"

A new D-140 Eli Power Unit will put "ZIPP" into your ride and make it pay bigger profits.



New Model D-140 Power Units are ready for immediate delivery.

25 Horse Power engine on truck weighs only 978 pounds. Dependable Power ready at all times increases Gross and Net Profits.

You'll make no mistake if you solve your power problem with the dependable V-belt ELI Power Unit. Write for information today.

### ELI BRIDGE COMPANY

Builders of Dependable Products  
800 Case Avenue Jacksonville, Illinois

## SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

### KIRBY'S PRODUCTS

15 Fike Avenue UNION, SOUTH CAROLINA

## IN NEW ENGLAND

### For Your POPCORN Requirements

Top quality at most competitive prices. Corn, Seasoning, Boxes, Salt, Machines.

### THEATRE CANDY CO., INC.

215 Stuart St. BOSTON, MASS.

## SIX CATS

Buckets, Skillets, everything else you need.

### BAKER'S GAME SHOP

8108 Desoto Phone: UN. 2-0464

## PERFECT AUXILIARY POPPER, \$12

Only geared 8-quart popper on market. All aluminum, closed gear housing. Ideal for auxiliary use during electrical failure. Also 12 & 35 qt. capacities. 25% with order — balance on delivery.

3916 Secor Rd. Toledo 6, Ohio

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y. Open all year round Want Freaks and Novelty Acts. State salary and all particulars in first letter.

## NOTICE, CONCESSIONAIRES

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

## POPCORN, IT POPS!

BUY DIRECT AND SAVE 20% THE OHIO POPCORN CO., INC. Greenville, Ohio

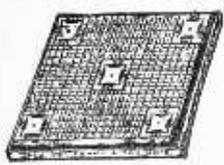
## WANTED

Ferris Wheel, Swings, Merry-Go-Round, or amusements of that nature for annual Trenton, Illinois, Homecoming, July 3 and 4. Contact:

D. L. SCHAEFFER, Chairman TRENTON, ILLINOIS

## FIFTEEN ACRE LOT AVAILABLE

For Carnivals and Shows. Central Location. 40 AND 8 P. O. Box 1 Texarkana, U. S. A.



## PENNY PITCH GAMES

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

## PARK SPECIAL WHEELS

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

## BINGO GAMES

75-Player Complete \$6.00  
100-Player Complete 8.00

1/3 Deposit on All Orders.

## SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

## ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported  
On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.  
Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each 1 1/2¢  
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢  
FORECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. 5¢  
Sample of each of the above 4 items for 25¢  
No. 1, 45 Pages. Assorted Color Covers 50¢

## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25¢  
PACK OF 79 EGYPTIAN F. T. CARDS, Answers' All Questions, Lucky Numbers, etc. 50¢  
Signa Cards, Illustrated. Pack of 30 15¢  
Graphology Charts, 9x17. 8am. 5¢. Per 1000 \$7.50  
MENTAL TELEPATHY, Booklet, 21 P. 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Sample postpaid prices. Orders are P.P. Extra.

## SIMMONS & CO.

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

## POP CORN

Hoosier Pride Brand Pop Corn is the GUARANTEED Pop Corn. It is guaranteed to give you and all your customers complete satisfaction. We offer you the three leading varieties:

- Hybrid Large Yellow
- Jap White Hulless
- Baby Golden Hulless

More and more operators are using the two hullless varieties. We specialize in growing the kind of pop corn people like. Write us for samples as well as prices on Bags, Cones, Coconut Oil, Popsit Plus Liquid, Boxes and Salt. Let us have your name for our mailing list.

## INDIANA POP CORN CO.

MUNCIE, IND.

Processors for 15 Years



## ECHOLS ICE SHAVING MACHINE

With Motor \$80.00  
With Stand \$65.00  
\$15.00 Deposit on C. O. D. orders.

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

## Frozen Custard Machines CONCESSION TRAILERS

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

Frank Thomas

## GENERAL EQUIPMENT SALES, INC.

814-824 South West Street Indianapolis 2, Indiana



THE MORRIS HANNUM SHOWS moved onto this lot at Danville, Va., March 26 for a seven-day stand but Old Man River changed their plans on April Fool's Day when the near-by river, flooded by heavy rains, inundated the grounds. Manager Hannum is shown talking with the bulldozer operator (center). Hannum remained on the lot until the last truck was loaded and pulled out. The pulling of the trucks off the flooded lot attracted many onlookers and netted two three-column photos in The Danville Register.

# POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

## CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER

231 N. Second St. Philadelphia 6, Pa.

HANK THEODORE

2908-14 Smallman St. Pittsburgh 1, Pa.

JOE MOSS

1261 E. Sixth St. Los Angeles 21, Cal.

## POPCORN CARTONS

SOCIAL HOUR No. 2 (10¢) 10M or more

\$7.40

Per M (Less than 10M \$7.50M)

OHIO SUPER YELLOW AND DWARF WHITE HULLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.

## BETTY ZANE CORN PRODUCTS, INC.

638 Bellefontaine Ave.

Betty Zane No. 2 (10¢) 10M or more

\$8.40

Per M (Less than 10M \$8.50M)

Marion, Ohio



One Color 4 3/4 x 2 x 7



Two Colors 4 3/4 x 2 x 7

**LIMITED PRODUCTION  
IN 1948!**

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

**MONEY MAKERS  
by EVANS!**

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

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT,  
GAMES, ETC.

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

Gate National Cemetery, San Bruno, Calif., his widow, Jeanne W. Platt, reports. Platt operated diggers for the late Floyd Carlson on Crafts 20 Big Shows in 1946 and last year was with Ferris Greater Shows where he worked the bingo stand for Joe Blasch until stricken seriously ill midway in the season.

Sam Tassell recently purchased three new kiddie rides which were added to his show in time for the Monday (5) opening at Lakewood, N. J.

George Harms, who operates a string of stores on the Cetlin & Wilson Shows, was in Philadelphia recently on a buying trip. He was accompanied by Claude Sechrest.

Mr. and Mrs. Sam Stone, of World of Pleasure Shows, are en route to shows' Detroit quarters from their winter home in Miami.

Booking still dates by mail is an ideal way to handle the job, especially since one agent thought of a way of speeding it up via air.

Sol (Kane) Knopman, who will operate scales and guess-your-age at Steel Pier, Atlantic City; on the Boardwalk, Wildwood, N. J., and with Endy Bros.' Shows, recently purchased three new scales.

Three carnivals will play the Silas Deane Highway lot in Weathersfield, Conn., this season. The American Legion, Exchange Club and Corpus Christi Church have applied for permits.

Vince McCabe is in Excelsior Springs, Mo., building a new bingo, which he will operate on Sunset Amusement Company along with four other concessions.

Scorn for a midway that opens before Easter is only matched by the return scorn for the showman who never opens before July 4.

Tommy Mazza, associated with Babe Montana in the *Silk Toppers Revue*, cards from Brooklyn that he is an uncle, a son having been born March 28 to Mr. and Mrs. Joseph Zidovsky in Brooklyn Hospital. The mother is Mazza's sister.

Robert K. Parker was in Richmond, Va., Tuesday (6), Washington Wednesday (7) and Wilmington, Del., Thursday (8) on his routine spring

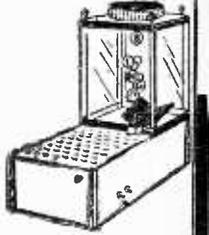
**NOW DELIVERING  
NEW  
1948**



**Apex 4 Star  
CARNIVAL  
WHEELS**

Complete Bingo Supplies.  
Also Amplifiers.  
SEND FOR FREE CATALOG

**MORRIS MANDELL, INC.**  
131 West 14th St. (Dept. B), New York 11, N. Y.  
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**Apex 5 Star  
BINGO  
BLOWERS**

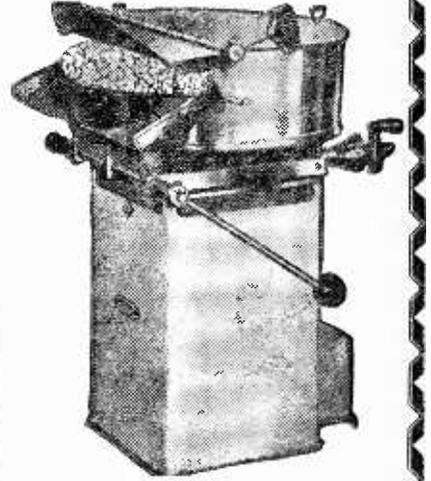
Heavy Duty  
Mounted  
BINGO  
CARDS

In Various Colors



**Popcorn Profits Doubled  
with CRETORS auxiliary  
GIANT MODEL 41**

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. Patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS  
FOR  
PURDUE HYBRID  
S. A. CORN

Immediate  
delivery on  
Cocoanut Oil,  
Peanut Oil,  
Salt, Boxes

**POPPERS BOY PRODUCTS CO.** 50 E. 13TH ST. CHICAGO 5

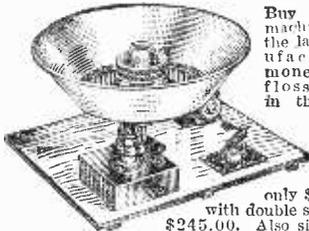
**FOR SALE  
SIDE SHOW  
BANNERS**

JUST USED FEW WEEKS

3 Sets, 1 Pictorial, 2 Sets Lettered; 1 Set Lettered SIDE SHOW, 8x10; 1 Set Lettered WONDERLAND, 10x11. The Side Show Set has 2 Double Decks 10x16, Door Piece 10x14 and 8 Lettered Banners 8x10. The Wonderland Set has 2 Double Decks 11x16, 1 Doorway 10x14, and 10 Lettered Banners 10x11. These Fronts are practically new and cost around \$700.00 for each Set. Will sell for \$200.00 each Set. The Set of Pictorials are well worth \$150.00 for the Set. All address:

**RAY MARSH BRYDON**  
CLARENDON BEACH HOTEL  
831 W. Wilson Ave., Chicago, Ill.

**Easy Way to Big Profits!**



Buy your floss machines from the largest manufacturer of money-making floss machines in the world. Make more money with Super Model #111 at only \$227.50— with double spinnerhead \$245.00. Also single hands and ribbons, \$5.00 each. Double bands, \$15.00 each. New floss Model 120 at \$275.00. Order shipped on 25% with order, bal. on delivery. Our motto: Better merchandise at lower cost!

**CONCESSION SUPPLY CO.** 3916 Secor Rd. Toledo 6, Ohio

**WANT WANT  
MERRY-GO-ROUND**

Will pay cash for same; must be in A-1 condition. Not interested in junk.

**JOHN QUINN**

3550 Cass Ave. Detroit 1, Mich.  
Tel.: TE 3-6822

**MAKE \$100.00 A DAY ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So. Nashville 4, Tenn.

**ACE SHARP AND STUNT RIFLEMAN**

Desires position with Circus or Show. Shoot two rifles in front, and one front other behind, and two across breast in opposite directions simultaneously, little finger only, shoot behind—no part of hand on trigger.

**J. C. PIERCE**  
Clarkston, N. C.

**SPITFIRE FOR SALE**

Practically new, late 1946 Model—NO Junk! Only reason for sale, death in family. \$2200.00 cash down, balance of \$4300.00 on 25% of gross. Contract at Sunland Park renewable; all-year-round action.

**LOISEL & SCHMIDT**  
P. O. Box 453 Sunland, So. Calif.

**BUS FORCED TO SELL  
32-PASSENGER WHITE BUS**

Specially built—for transporting baseball, carnival or show troupes. Must be seen to be appreciated. Will accept any reasonable offer. For inspection call

**MR. BRASS PH. 56819 GIRARD, OHIO**

**TEXAS SHOWS  
WANT**

For proven route in West Texas in the land of Honey and Money. Can place Photos. Floss Candy, Hoop-La, Penny Pitch, Corn Game, low privilege. Also place any small Grind Show with own outfit and transportation.

**TEXAS SHOWS, JOHN LOREN**

McCAMEY, TEXAS, THIS WEEK; THEN AS PER ROUTE.

**DELUXE LAND CRUISER  
(MOTORIZED HOME)  
FOR SALE!**

Custom-Built (Not a Converted Bus), Streamlined, Tubular All Steel Construction. Sleeps 4. Refrigerator, 4-Burner Range, Heater, Pressure Watertank, 2 Wardrobes, Venetian Blinds, 100-H.P. Mercury Motor in A-1 Shape, Hydraulic Air Brakes, All New 8-Ply Tires, 3 Spares.

COMPLETE DETAILS AND PHOTO ON REQUEST.  
**PRICED FOR QUICK SALE! \$5,200.00 (Terms)**

Originally Cost \$14,000.00 To Build. Write BDX D-277, c/o Billboard, Cincinnati 22, D.

**SUNSET AMUSEMENT COMPANY**

Opening Excelsior Springs, Mo., Thursday, April 22. Show moves onto lot Saturday, April 17.  
**FOR SALE**  
2000 Ft. Used Stranded #4, #0, #00 Light Cable, fair condition. Entire lot ..... \$125.00  
25x50 Khaki Top and Sidewall, 2 seasons to go ..... 100.00  
125 Ft. 8-Ft. Khaki Sidewall, fair condition ..... 30.00  
14x20 Khaki and Blue Marquee and Sidewall, good ..... 35.00  
12x18 Khaki and Blue Marquee, no Wall, good ..... 20.00  
10x10x7 High "Lean-To" Cookhouse Kitchen, 3 windows ..... 10.00  
**SUNSET AMUSEMENT COMPANY, EXCELSIOR SPRINGS, MO.**

**LAST CALL  
WANT DUE TO DISAPPOINTMENT**

Concessions, no racket, no gypsies, only one of a kind. Cheap privilege. No gate. Shows—Snake, Monkey, Wild Life. Good proposition for Eli Wheel and Merry-Go-Round. Open April 24th at Trenton, Ga. Will move on lot the 20th. All replies to

**GUY WHITE**

3614 Fagan St. Chattanooga, Tenn.

**Seazo**  
COCONUT OIL  
POPCORN SEASONING



... has that rich golden color that makes 'em buy more popcorn than ever before. Get bigger profits the easy way with SEAZO!

For those states where colored oil is not sold — use Simko brand.

By the makers of POPSIT PLUS!

**Seazo**

COCONUT OIL  
POPCORN  
SEASONING

Simonin of Philadelphia

check-up of Eastern shows. He was accompanied by Vaughn Richardson. Pat and Agnes Purcell hopping around ahead of *Hollywood on Ice*, bounced over the same territory at approximately the same time, but not simultaneously. Bucky Allen was the official greeter for all visitors in the lobby of the William Byrd Hotel, Richmond.

You'll never become a topnotch mid-way press agent if you're the type that apologizes to editors for being with a carnival.

Anyone knowing the whereabouts of Clarence Robbins is requested to have him contact his wife, Margaret Robbins, in Wyandotte, Mich. Mrs. Robbins advises that their child is seriously ill at their home there.

Walter K. Sibley, executive secretary of the National Showmen's Association, underwent a minor operation recently at Lenox Hill Hospital, New York, and is reported doing well. . . . Eddie Elkins infos that he is no longer with the B & V Shows.

English Jack, vet concessionaire, was tendered a birthday party at Austin, Tex., recently by members of Alamo Exposition Shows. Guests included P. G. Ruth, Martha Rodgers, Jackie French, Babe Ulcar, Bill French, Palooka Joe, and Legal Adjuster Albert Wright.

Estelline Pike and Hazel Hudgens, partners in the operation of bingo stands, are in Brookes General Hos-

pital, San Antonio, where Estelline is recovering from an appendectomy. Hazel, while at the bedside of her son, who sustained a broken back in an auto accident, was stricken ill and underwent an emergency operation. She also is reported to be recovering.

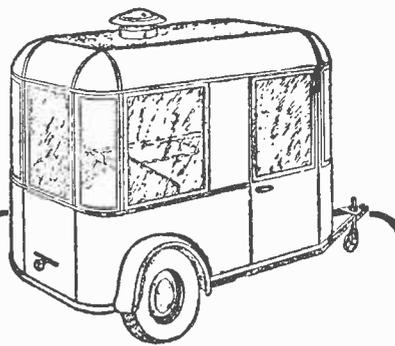
This being the time of the season for figuring percentages and odds, it's a safe bet to play to the townner who asks: "When is your show train scheduled to move?"

Concessionaires booked with Simon Krause's unit, which will play Philadelphia lots, include Benjamin Franklin, 2; Truly Warner, 2; Doug Youngblood, 2, and Alabama Thunderbolt, 3. Benny Welch has charge of building 10 concession frames.

Mrs. Al (Hattie) Wagner hosted 46 children of employees of the Cavalcade of Amusements at an Easter party Saturday, March 29, at Mobile, Ala. . . . Uncle Joe Early, veteran trouser, who makes his home in the private car of the Wagners, was knocked down recently by a wagon while waiting for a bus in downtown Mobile. He suffered only minor injuries.

According to the guy who sips coffee daily at the first table in the cookhouse, the boy, who sleeps under the office wagon with one ear to the floor, missed a lot of valuable info thru a bad cold.

Joe Cohen, veteran Halifax, N. S., concessionaire, and Naomi Rosenfeld, who were married recently, left on a month's honeymoon to New York and the West Indies. While in New York



The  
**Crystal Coach Jr.**  
1948 MODEL

4 JUNIOR MODELS  
AVAILABLE FOR  
IMMEDIATE DELIVERY

Equipped with poppers, exhaust fan, visible raw corn dispenser, stainless steel warming counter . . . Adaptable for dispensing ice cream, hot dogs, carmel corn, cotton candy, etc.

Orders taken now on our 2 large standard models . . . 2 weeks delivery.

THE CRYSTAL COACH SR.  
THE ROLL-O-MART

Available Through Our Distributors  
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The Calumet Coach Co.  
11575 S. WABASH AVE., CHICAGO 28

*Froste*

**MALTO-MILK SOLIDS**  
FOR  
**FROSTY MALTED MILKS**

FULLY PREPARED

● DELICIOUS ● CONVENIENT ● PROFITABLE

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

**THE DAYTON FOOD PRODUCTS CO.**

436 WAYNE AVENUE

DAYTON 10, OHIO

**WHO WANTS A PRIVATE RAILROAD CAR!**

One of the Outstanding Show Cars—Guaranteed to pass M. C. B. Inspection.  
86 Feet Long—All Steel

Has to be seen to be appreciated. Now located on Frisco Railroad at Caruthersville, Mo.

**MAX GOODMAN**  
BOX 37, CARUTHERSVILLE, MO.

• 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.

**THOMAS AMUSEMENT ENTERPRISES**

Opening Indianapolis, Ind., May 1st, Morris & Pennsylvania, 10 Days.  
WANT Ride Help for Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Octopus, Chairplane, 3 Kid Rides. Will book Tilt with or without transportation or any Ride not conflicting. Can use good Electrician. Have 12 Fairs booked and more pending. Have few Concessions open. Ride Men with me before given preference. Wilbur, can use you. No Gypsies or Flat Stores. Semi Drivers given preference. Can use 4th of July spot.

**CLIFF THOMAS, Owner and Manager**  
**CHAS. GREEN, Ride Foreman** **JAMES CAMPBELL, Secretary**  
Address: 2447 E. WASHINGTON ST., INDIANAPOLIS 1, IND.

**NEW FEATURES—PUNKS OR CATS**  
REAL MONEY MAKERS IN THE HANKY PANK  
29 Other Money Making Games

Stands 15 inches overall and has 4-inch wool sewed all around, hard wood bottom with extra binding on the sides and bottom to prevent wear. Faces are uniform—loud colors—yes—8 different colors used on these cats. Will not fade or wash out. Wool can be washed with mild soap without fading your paint job. Never use sawdust or shavings in your punk rack, as the wool will be sure to pick up these things. These punks are made to outlast your canvas. Will outflash anything you have ever seen.

Price, \$27.00 Per Dozen.

Write for Catalogue

**RAY OAKES & SONS**

BOX 106

BROOKFIELD, ILL.

**POPPING CORN**

Boxes • Coconut Oil  
Corn Syrup  
Seasoning • Cones  
Popcorn Machines

You Supply the Four Walls. We furnish popping corn and complete equipment — everything necessary to put you in business.

Contact us immediately for full information and prices.

**BRADSHAW CO.**  
INC.

QUICK, DEPENDABLE SERVICE

SALES OFFICE:  
1619 Broadway, New York 19  
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### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10c each.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75. Adv. Display Posters, Size 24x36. Each .10. Cardboard Strip Markers, 10 M for .75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00. Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 5/8ths Size \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON BLVD., Chicago 4, Illinois



### OPENING SATURDAY, APRIL 24TH, PETERSBURG, VA.

All Minstrel Show Performers address J. F. Judy. RAY DEAN, please acknowledge this call. Freaks and Side Show Attractions, address Al Tomaini.

WANT: Monkey Show and Animal Show Men and also good Ticket Sellers. All address Earl Chambers.

WANT: Two Caterpillar and four Rubber Mule Drivers. Can also place Polers, Chalkers and good Train Help.

CAN PLACE TRAINMASTER. SEGER, ANSWER.

Can place all Legitimate Merchandise Games.

All Address

P. O. Box 787

PETERSBURG, VA.

### CONCESSION AGENTS

WANTED

WANTED

#### SHOW OPENING APRIL 23, SAVANNAH, GA.

Agents for Blower, Alley, Cat Rack and Balloon Agents for head of stores. Opening for Pan Game and One-Dice Agents. One Wheel Agent and Help in all concession departments.

**JACK GILBERT**

c/o ENDY BROS.' SHOWS

4300 POST AVE.

MIAMI BEACH, FLA.

### Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD STREET

CINCINNATI 2, OHIO

### FOR SALE AT ANY FAIR OFFER LARGE CAPACITY PORTABLE FROZEN CUSTARD

OR FROSTI MALT MACHINE—BUILT INTO TWO-WHEEL CONCESSION TRAILER.

**ADVANCE SALES CO.**

1350 Howard St.

HEMlock 1-1750

San Francisco, Calif.

### WANT TO SPONSOR

A good first class carnival during June, July or August

Can draw from an area of 50,000 population. Must be clean, modern and legitimate. Reference: Endy Brothers. Write

**JOSEPH W. SOBANSKY, Commander**

V. F. W. Post 927, 127 North Main Street, Washington, Pa.

### WANTED RIDES BOOK OR LEASE CONCESSIONS

For New Kiddie Park, Charleston, W. Va. Open May 15th, Close Oct. 1st. Only amusement park in the coal field area, serving 200,000 people. Free gate. Want Kiddie Rides of all kinds, Custard, Fun House, Arcade. Special proposition to Merry-Go-Round. Address:

**E. J. GAYNOR, JR.**  
BOX 3002, CHARLESTON 31, W. VA.

### FOR SALE—DOUBLE LOOP

Double Loop—Painted, motor overhauled, ready to operate. 1947 Chevrolet Tractor, A-1 shape, 1948 tags. 22 Ft. Stake Side Factory Semi, good shape, 1948 tags. Ride loaded, ready to roll. Stored at Cuthbert, Ga. \$1250.00 cash for all.

**EDDIE LE MAY**  
GIBSONTON, FLORIDA

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## ONLY popsit plus!

LIQUID  
POPCORN  
SEASONING

gives  
your customers  
the  
**FLAVOR**

they  
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SEASONING SPECIALISTS  
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**Simonin of Philadelphia**

### A BARGAIN FOR POPCORN DEALERS

Increase your profits from popcorn by multiplying your points of sale with colorful manually operated counter warmers! Sell hot, crispy popcorn anywhere you are now selling cold, chewy popcorn.

Modern, efficient, attractive and made by a nationally known manufacturer, these counter warmers are offered at a real bargain price. Big profits from little space. Write for details.

Box D-278, The Billboard,  
Cincinnati 22, Ohio

### WANT FOREMEN

For Merry-Go-Round, Eli Wheel, Tilt-A-Whirl.

Also

### Superintendent of Rides

Who is capable keeping rides in repair and condition.

**C. D. MURRAY**

9500 Broadstreet Ave. Detroit, Mich.  
Phone: TYler 42026

### ATTENTION

Carnival Owners and Girl Show Operators

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

**American Theatrical Agency, Inc.**

Suite 1806

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

### OHIO VALLEY SHOWS

Opening Mansfield, Ohio, April 24

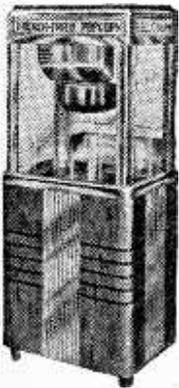
WANT

SHOWS—Wild Life, Monkey, Snake, Hillbilly or Fun House. CONCESSIONS—Coke Bottle, Fall Game, Balloon, Weight, Short Range, Dart. Will sell ex. on Custard and Jewelry. Will book Tilt, Octopus or Pony Ride. Can give you a good route with plenty of people and free gate.

**ROXIE HARRIS**

P. O. BOX 142 FINDLAY, OHIO

**BLEVINS' SPECIAL GET-STARTED OFFER NO. 3**  
(WATCH FOR OTHERS!)



A FULL-SIZE FLOOR MODEL  
POPCORN MACHINE

★ FOR ONLY \$247.50! ★

Now, get started in the popcorn business with a brand new STAR P-50 Popcorn Machine, and for the unheard-of price of \$247.50! Many, many new features—completely New Kettle, Chrome Upper Trim, Stainless Interior, New Automatic Connector, Roll-away Door, 10 Lbs. Raw Corn an Hour. Write for Complete Details. TERMS! (There is still time to take advantage of Blevins' Special Get-Started Offer No. 2 and receive, absolutely FREE, 1000 Two-Color Blevins Peanut Bags with an order for 5000. Orders must be received by midnight, April 17.)

CLIP THIS AD AND MAIL TODAY TO

**BLEVINS POPCORN CO., INC.**

IN POPCORN VILLAGE • 3098 CHARLOTTE AVE. • NASHVILLE, TENN.  
IN SOUTHEASTERN INDUSTRIAL DISTRICT • 650 MURPHY AVE., S.W. •  
BLDG. E, UNIT 5 • ATLANTA, GA.

Have You Tried Blevins' No. 1 Virginia Fancy PEANUTS?

Raw, 18c—Roasted, 21c  
F. O. B. Nashville Only

**H. B. ROSEN**  
AMUSEMENTS

WANT FOR WAVERLY, TENN., APRIL 19-24, DOWNTOWN LOCATION, THEN HEADING STRAIGHT NORTH WHERE THERE ARE PAY ROLLS WEEKLY.

**SHOWS:** Want reliable party to take complete charge of 10-in-1. (Will furnish 20x80 Top, 110-Ft. Banner Line, if you have something to put inside.) Opening for Motordrome. (Will give good proposition.) Will book up-to-date Penny Arcade at low Percentage.

**RIDE HELP:** Want Foremen and Second Men for Silver Streak and Flying Scooter. Will pay top wages and percentage to sober, reliable men.

**CONCESSIONS:** All Concessions open. Good opening for Long and Short Range Galleries, Guess Your Age and Scales.

**HAVE FOR SALE:** 2-ABREAST PARKER MERRY-GO-ROUND. Newly overhauled and painted, in A-1 shape, with new Top and Sidewall. PRICE: \$1,500.00.

First come, first served. Reason for selling: Replacing with new, larger Merry-Go-Round. All Concession People reply to

**FITZIE BROWN**

All others to

**H. B. ROSEN**

LAWRENCEBURG, TENN., this week; WAVERLY, TENN., next.

35 — RAILROAD CARS — 35

**Endy Bros. Shows**

OFFICIAL OPENING

Savannah, Ga. — Peanut Festival — April 23 to May 1st Inclusive

Can place Octopus, Skooter, Dark Ride, Glass House. Also man to Manage Snake Show and 2-Headed Baby Show. We have wagons for all above.

Can place Fly-o-Plane Foreman and Ride Help for all Rides. Scales, Age, Novelties and Ball Games open. All answer at once.

TRAIN LOADS OUT SUNDAY, APRIL 18TH.

**DAVID B. ENDY**

743 Seybold Bldg.

Miami, Fla.

NOW SHOWING

**Silver Slipper Shows**

LAST CALL LAST CALL

OPENING ROCKWOOD, TENN., SATURDAY, APRIL 24TH.

Downtown Location, Two Big Saturdays. All people contacted, acknowledge this ad. CONCESSIONS—Want Store Concessions of all kinds. Will give Ex on Diggers and Frozen Custard. HELP—Want Girls for Snake Show, Girls for Girl Revue, people for 5-in-1, also want A-1 Foreman for #12 Eli Wheel. All wires and replies to:

**WILLIAM O. HAMMONTREE**

1313 E. 30TH ST., CHATTANOOGA, TENN.

**Want—JOHN McKEE SHOWS—Want**

CONCESSIONS: Pitch-Till-You-Win, Watch-La, Hoop-La, String Game, Basket Ball, High Striker, Novelties, Darts, Duck Pond, Bowling Alley, Country Store and Custard.

SHOWS: Fun House and Snake Show. KIDDIE RIDES: Cars and Swings.

HELP: Foremen for Loop and Ferris Wheel, Second Men on other Rides, Mechanic to take care of trucks (must have tools), Cookhouse Help that can cook meals and work griddle if necessary.

WE ARE HEADING NORTH — COME ON

All address:

**JOHN McKEE, Mgr.**

Metropolis, Ill., this week.

the newlyweds were the guests of Mr. and Mrs. Morris Levi, he being a brother-in-law of the groom. Levi and Cohen have operated concessions on the Bill Lynch Shows for a number of years. Tarkey Morrison and Earl Goldberg emceed a stag party tendered Levi, and a reception was held in the bride's Halifax home following the wedding.

D. Wade, general representative of the W. G. Wade Shows, has returned to headquarters in Detroit following a business trip to Illinois, Indiana and Ohio.

George DePalma, of Greater Novelty Company, is pinch-hitting at United Novelty Company, Detroit, for owner Edward P. Womack, confined to his home with a cold.

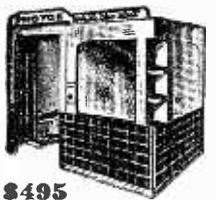
Edna Kaai, concessionaire at River-view Park, Chicago, cards from Miami, where she spent the winter, that she will be back at Riverview this summer.

Tillie and George Crable, Virginia and Jack Barnes, Clara and Ben Xander and Freddie Wells, of Twin City Shows, visited the 20th Century Shows opening night, April 3, at Pittsburg, Kan.

F. Percy Morency, secretary of the James E. Strates Shows, who suffered a heart attack March 25 and was a patient in Daniel Unit Hospital, Jacksonville, Fla., is recuperating in his trailer home, 5035 Main Street, Jacksonville.

Mr. and Mrs. John Obelecki, concession operators of Vincennes, Ind., who spent several weeks touring in the South, stopped off in Mobile, Ala., to visit Mr. and Mrs. Berney Smuckler, of the Alabama Amusement Company.

**Big Profits PHOTO MACHINES**  
New Street and Booth Models Ready!  
Shipped in 2 days!  
Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 6-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire.



\$495

**Federal Identification Co.**  
Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

**WANTED**

High Diver, Diving Girls and Clown for season's work. Blackie Holt, Paul Tyler, lost your address, get in touch with me at once. Want Photo Gallery, Ride Help, or any Legitimate Concession.

**JOHN KEELER**

**Modernistic Shows**

GEN. DELIVERY, FAYETTEVILLE, N. C.

**WANT—SIDE SHOW PEOPLE—WANT**

Good Feature Freak, Mental Act, Fire Act, Pin Cushion, fine route for Parlor Artist. Michigan all summer. Florida again all winter. I never close. Winter drunks and moochers caused this ad. Leo Palmer, Billy Eberhardt, Dolly Reagan, Billy Brundell, Sig Anderson, contact at once.

**JOE E. HILTON'S**

**Combined Side Shows**

BLUE GRASS SHOWS, CROSSVILLE, TENN. (Happyland Shows after May 1)

**GOLDEN GATE SHOWS**

Last call. Will open April 19, Pembroke, Ky. Want Bingo, Cook House, Cig. Gallery, Ball Games, Mug Gallery, Mitt Camp, Bumper, Fish Pond, Snow Balls, Candy Floss, any Stock Concession. Want Baby Rides, Grind Shows with your own outfit, Ride Help, Whittie, come on. Office wants Agents. **FRANK OWENS, Mgr., Golden Gate Shows** Box 653, Pembroke, Ky.

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$25.00 Life Size Figure Swallowing Sword.  
\$35.00 Seeburg Electric Piano With Pipes and Drums, needs repairs. Cost \$1200.00.  
\$9.50 Wax Head Child With Natural Hair. Bargain.  
\$12.50 Wax Study, male figure. Social hygiene.

**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

Advertising in the Billboard Since 1905

**ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE**

CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.00

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
1 ROLL.....\$1.00  
5 ROLLS.....@.....75c  
10 ROLLS.....@.....60c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**GULF COAST SHOWS**

WILL FURNISH OUTFIT FOR GIRL SHOW.

WILL SELL EXCLUSIVE ON CUSTARD AND GUESS YOUR WEIGHT.

WILL BOOK ROLL-O-PLANE, TILT, SPITFIRE.

VERY CHEAP IF YOU HAVE YOUR OWN TRANSPORTATION.

ADDRESS: Kennett, Mo., April 12-17; Poplar Bluff, Mo., April 19-24.

THIS SHOW STAYS IN MISSOURI AND ARKANSAS

**Harry Craig HEART of TEXAS Shows**

WANT TO BOOK

Octopus, Roll-o-Plane, Train, Caterpillar, Scooter or any Major Ride not conflicting. Need these rides for Anadarko Indian Exposition and ten bona fide fairs. We have 10 office-owned rides now. WANT Cookhouse, Agents for Bowling Alley, Age, Scales, String Game, Basketball, Lead Gallery, Hoop-La, High Striker, Huckley Buck, Photo Gallery. Good opening for Glass House or Fun House and Animal Show, Wild or Trained, Motor Drome. John Dukan wants Swinger and Count Store Agents. Want Bingo Operator. Ride Help that can drive, Eli Foreman, Truck Mechanic, Manager and Acts for Side Show. Mr. Butts, that had Kiddie Train booked with Madison Brown last year, will book you. Bill Bacon, would you be interested in booking here? Sensational 100-Ft. Aerial Act by Billie Geyer.

MONAHANS, TEXAS, THIS WEEK. PLEASE ASSEMBLE SUITABLY.

P.S.: Sam Epple wants Outside Help for Wheel. Slim Curtis wants Front Man for Athletic Show. Girls for Girl Show. Jack Mabry, Carl and Jenny Avey, wire or call Slim.

**MERRIAM & ROBINSON SHOWS**

OPEN MAY 3—BOONE, IA.

Will book Photo, Cook House, Stock Stores that don't conflict. Want Corn Game, Counter Men and Callers. Also Ride Help that can drive semi. Murray, answer this ad. Nickie Stevens wants Hula Dancers for Girl Show, salary every week. Gus Hanson wants Wrestlers and Boxers for Athletic Show, fifty dollars a week if you produce. Mitt Camp sold. Address:

**MERRIAM & ROBINSON SHOWS**, Alva Merriam, Ogden, Ia.; Concession Mgr., Bob Robinson, 30 1/2 1st, S. E., Mason City, Ia. Phone 1612-J.

**22 BIG WEEKS KING REID SHOWS 7 GREAT FAIRS**

**OPENING MONDAY, MAY 3, SOUTH GLENS FALLS, NEW YORK**

We will present for our 1948 tour, 12 great Rides, 10 real Shows, 35 thoroughly Legitimate Concessions, 5 giant Light Towers, 4 mammoth Searchlights, all transported on our new fleet of 30 Ford trucks and trailers. A few Concessions still open. Ex sold on Bingo, all refreshments, Ball Games, P.C. Can place high class Novelty and Jewelry Stand.

- WANT: Live wire man to operate Walk-Thru Fun House.
- WANT: Capable Talker-Manager for magnificent Walk-Thru Grind Show mounted on trailer. Cost \$3,500.00. Big grosser. Fine deal for man and wife.
- WANT: Girl Show Operator with Organized Unit of 3 or 4 Girls. Must be experienced, capable, and well prepared to handle a magnificent new outfit. We have everything.
- WANT: A-1 Billposter or Lithographer. With own car preferred. Top salary for the right man.

**FRIDAY PATRICK AND CHARLES SNYDER, PLEASE SEND YOUR ADDRESS**

**KING REID SHOWS, Manchester Center, Vermont**



- Shows—Snake or Geek Show, Monkey Show, small Animal Show; will furnish outfits. Fun House, any Grind Show not conflicting.
- Rides—Pretzel or Dark Ride, Kiddie Train, Pony Ride.
- Help—Colored Musicians and Chorus Girls; salary sure. Useful People for Side Show. Experienced man for Kiddie Rides; must be Truck Driver. General Ride Help that drive Semi Trailers.
- Concessions—Age, Scale, Novelties, Short Range Gallery, other Stock Concessions open.
- For Sale—Big Six Wheel Top and Frame, Office Trailer.
- Notice—Shows in this territory, DeLuxe Plaster for sale at 3123 N. 28th Place, North Birmingham, Ala. All replies.

**L. J. HETH SHOWS, North Birmingham, Ala.**

**JOHNNY J. DENTON SHOWS, #2 UNIT**

- WANTS** For Morristown, Tenn., this week; followed by 30 weeks of proved Still Dates and bona fide Fairs.
- CONCESSIONS**—Penny Arcade, Short Range Gallery, Jewelry, Novelties and all Stock Concessions.
- Want one Mitt Camp.** SHOWS—Have 20x30 Girl Show Top, Banner and P.A. Set. Want Man to take over. Must have at least three girls and wardrobe. Louie Duchene, come on. Also have 30x60 Top. What have you to put in it? Will give good proposition to any Grind Shows with own equipment. Especially want well-framed 10-in-1 and Motordrome. Chick Williams and Jimmie Calder want three Count Store Agents, Skillo Agents and Agent and Outside for Wheel. Working every week. Carl Moore, answer at once.
- WANTS**
- WANTS**

**HARRISON GREATER SHOWS PRESENTING "THE SHOWS OF SHOWS"**

**WANT FOR LENOIR, N. C., APRIL 19-24**

First one in. Can place Concessions of all kind. Good opening for Frozen Custard to join on wire. Good proposition for Roll-o-Plane with or without transportation. Have complete outfit for organized Minstrel Show. Lich-ting, get in touch; have show for you. Have complete Girl Show for right party with three or more Girls. Want Ferris Wheel and Chairplane Foreman to join on wire. Top salary if you can produce. All mail and wires to **FRANK HARRISON, Owner and Manager** SPINDALE, N. C. THIS WEEK: THEN AS PER ROUTE.

**Groves Greater Shows AMERICA'S CLEANEST MIDWAY**

**WANT** Chairplane Operator, salary \$50 per week; must drive semi. Manager for Cook House. Manager office-owned Snake Show. Can place Frozen Custard, High Striker. Want Agents for Red and Black, Milk Bottle, Hit or Miss Ball Game, Clothes Pins, first class mechanically. Replies: **ED GROVES, Manager, Abbeville, La., April 12-18**

**FOR SALE**

Mechanical Farm Show, mounted on a 1937 Chev. Truck with a special built body with living quarters in the front. Show and Truck just overhauled and ready to go. **First \$1,800.00 takes the outfit.** Want to book clean Cook House or Grab Outfit. Opening date, May 15th. **CURL AMUSEMENT CO.** 411 A St. South, Sioux City, Neb.

**BROWNIE AMUSEMENTS**

**WANT** RIDES: First and Second Men on all Rides—Swing, Mix-Up, Wheel, Kiddie Rides. **CONCESSIONS:** Man and wife for Bingo, also man and wife for Cookhouse. Agents for Ball Games and Stock Concessions. Can place all kinds of Merchandise Concessions for the best spring route in Oklahoma. We are booked solid from now on—16 Fairs and Celebrations. All address: **BROWNIE AMUSEMENTS, Beggs, Okla., until April 17.**

**THE YEAR'S BIGGEST DATE!**  
Alexandria, Va., 12 Days, April 26 to May 8  
St. Mary's Boys' Club 4th Annual Spring Festival



**CAN PLACE Penny Arcade.**  
**CAN PLACE One More Good Novel Show.**

Concessions that will and can work for Merchandise. Can place Novelties. This is your natural. **WANT GRIND STORES OF ALL KINDS.**

Ride Men, Foremen, Second Men and Third Men who can drive semis. Ridee-O Foreman wanted. Best proposition on the road.

**SELDEN — The Stratosphere Man**  
**Our Free Attraction**

Write, wire or phone  
**SAM E. PRELL, Hotel Alamance, Burlington, N. C.**

**LAWRENCE GREATER SHOWS AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW**

**WILL BOOK**

MONKEY SHOW and MOTOR DROME, also ORGANIZED MINSTREL SHOW  
Russell Judy and "Yellow" Jimmy Savage, wire quick.  
**CONCESSIONS WANTED**—Penny Arcade, Photo Gallery, Guess Your Age and Weight, High Striker, Short Range Lead Gallery, Cork Gallery, Fish Pond, Duck Pond, Jewelry, American Palmistry and String Game.  
**STAFF HELP**—Sober, reliable BILLPOSTER who can drive; ELECTRICIAN for Caterpillar Diesels who can light a CARNIVAL MIDWAY, also TRUCK MECHANIC with tools.  
**RIDE HELP**—Second Men who can drive; will place your wives on Tickets or Concessions. We will always place Useful and Capable Show People.  
**LAWRENCE GREATER SHOWS**  
CULPEPER, VA., this week; HAGERSTOWN, MD., April 19th to 24th.

**W. E. KAUS SHOWS AMERICA'S FINEST ATTRACTIONS**

**NOW ON THEIR 19TH ANNUAL TOUR**

Offer a Solid Route of 32 Weeks which includes 7 Outstanding Celebrations and 12 Fairs. We Feature **SID ALCIDOS' SKYROCKETS.**

**WANT**

SHOWS: Motordrome, Wild Life, Monkey Show or Monkey Speedway, Fun House or Glass House. RIDES: Caterpillar, Tilt, Spitfire, Kiddie Auto; good opportunity here for Pretzel Ride. **CONCESSIONS:** Ball Games, Fish Pond, Bowling Alley, Coke Bottles, High Striker, String, Country Store, and any other 10¢ Games working for Stock. Will sell Exclusive on Novelties, Penny Arcade, Age and Scales, and American Palmistry. Positively no gypsies. **HELP:** Four Percentage Agents, must be sober, capable and thoroughly experienced. We welcome Useful People at all times. Write or wire: **RUSS OWENS, Gen. Mgr.** Lexington, N. C., April 12 to 17.

**Crystal EXPOSITION SHOWS WORLD'S CLEANEST MIDWAY**

**Griffin, Ga., American Legion Festival**

Want Legitimate Concessions of all kinds (Hanky Panks). Can place Grind Shows, have good proposition for Side Show. Will book two Mitt Camps and sell Ex to one party. Want Agent for Six Cat and Grind Stores. Have opening for Ride Foreman.

Address all mail:

**W. E. BUNTS, Griffin, Ga.**

**SKERBECK'S CARNIVAL COMPANY**

**WANTS** Grind Shows, Fat Girl, Illusion, Miniature, Walk Thru, Snake, etc. Will finance and transport any Show of merit. **WILL BOOK** one Ride, such as Spitfire, Moon Rocket, Roll-o-Plane, etc. Have opening for a few more legitimate Concessions. Booked solid in Michigan and Wisconsin. Open May 8th Escanaba, Mich. All reply:

**EUGENE W. SKERBECK**  
Dorchester, Wis., until April 19; then Escanaba, Mich.

**CHARLIE A. GRIGGS**

**Business Manager J. J. Page Shows**

Wants Grindstone Agents for Skillo, Count Store, Blower and Pin Store. I give you action if it can be had. I worked 34 straight weeks last year. The following people wire, no time to write, opening Saturday, April 24th, at Johnson City, Tenn.: Jimmy Morgan, Charlie Houston, Candy Adams, Bill Poole, Mickey Cooper, Bob Murray, Frenchie Fay, Joe Anscher and all other Agents I know. All wires care Western Union. P.S.: A. M. (Red) Keltner, will give you head blower. All my stores are new from the ground up, as I lost everything in a fire February 26th.

**AGENTS WANTED**

For Percentage Games, Stock Wheels (strictly merchandise), and COUNTERMEN for Corn Game

Also **STOCK MAN**

Who can Up and Down Joints. Must be a capable Semi Driver.

**RUFUS WOODARD and LOUISE CORBY,**  
Please contact me

**HARRY MAMAS**

c/o W. G. Wade Shows  
C. P. O. Box 1488  
Detroit 31, Mich.

Show opens Pontiac, Mich.,  
Tuesday, April 27

**MUST SELL**

My super-flashed 14-foot Glassware Bumper, 2 cars, 18 fluorescent lights, plenty flash; poor canvas. Super Special Cig. Shoot, 5 good guns, extra parts; canvas fair. Photos: 10x18 flameproof canvas, very good, wood floor, 6x6 cabinet, enlarger, dryer, circulating water, display case, neon sign; Butter Dish Penny Pitch, single B, new pan colors, all new frames and paint. Hit-Miss Wheshie Bat, plenty plaster, glass, slum, flash. Also 200 boats, tank, 10x12 frame. All loads on 1937 1 1/2 ton Chev., in good shape and rubber, and a 7x14 Freight Trailer, electric brakes, plus a 500-W., 60-Cycle Light Plant. Plenty extra flash, lamps, fluorescent. Cost \$4,400.00; sell, \$2,210.00. Can be seen at Clinton, La., until April 19, or write Box 89, Mer Rouge, La.

**CABLE & SONS AMUSEMENTS**

**MIDWAY SHOWS**

Opening in St. Paul May 8th.  
Entire season booked solid.

Can use more Stock Concessions and Side Shows. What have you? Want Men on all Rides, some semi-drivers. Top salary. Call or contact now.

**ROCCO & SON**

Como Sta., Rt. 5, St. Paul 8, Minn.

**PALACE AMUSEMENTS**

**WILL BOOK**

Rides and Concessions of all kinds. Agents wanted. Foremen for Loop and Mix-Up.

Wister and Red Oak, Okla., this week.

**KENNETH or RUTH THOMPSON**

**FOR SALE**

Band new Kiddie Ride. 14-Passenger Trolley Car, complete with track. Made by Ewart Co., Long Beach, Calif. Cost \$1,540.00 delivered. Will take \$1,000.00. Never used.

**PHIL JACOBS**

Chippewa Lake Park, Chippewa Lake, Ohio  
Phone 2351

**FOR SALE**

Making room for new ride. Offer Lindy Loop, good condition, new lighting system, 15 Horse Power motor, immediate delivery, \$2,500.00.

**CASINO PARK**

VIRGINIA BEACH, VA.

**FOR SALE**

Due to poor health, I will sell my 1947 Eight-Car Portable Flying Scooter, 24 Ft. Trailmobile Trailer, 2-Room Superior House Car. All in excellent condition. Can be seen at

**H. C. SCHUTZ**

801 East 5th St. Greenville, Ohio

**WANTED—READERS**

For well-framed American Palmistry. Booked for season in good Mitt Territory. Wire

**MRS. CECIL SPEER**

John Marks Shows, Newport News, Va.

**WANT**

Legitimate Shows and Concessions not conflicting. Also Ride Help for Octopus, Wheel and Merry-Go-Round. Opening May 1. Buy or book Fun House.

**RAPP'S RIDES AND AMUSEMENTS**

4245 S. Broadway ENGLEWOOD, COLO.

**FROM THE LOTS****Don Franklin**

ANGLETON, Tex., April 10.—Org, which wintered at Brazoria County Fairgrounds here, opened down town on the streets between the old and new courthouses. Cool and damp weather the first few days caused patrons to leave early. Commanding much attention were the light plants and the giant searchlight.

Roster includes Don Franklin, owner-manager; Glenn L. Hyder, business manager; Katherine Franklin, secretary; A. S. Dove, ride superintendent; Frank Hendley, electrician; Norman Dillman, Rolloplane foreman; Johnnie Blunck, Tilt-a-Whirl foreman, Jo West, tickets; Louie Maxwell, Ferris Wheel foreman, Katherine Harral, tickets; Buddy Jurden, Spitfire foreman; Vic Harral, Merry-Go-Round foreman; George West, second man; Ida Mae Clay, tickets; Clifford Perrette, train foreman; Dutch Bowden, kiddie airplane; W. H. Muller, Mix-Up, and Mrs. Miller, tickets.

Concessionaires include Mr. and Mrs. Ken Davis, assisted by Ralph Brockley, bingo; Ken Davis, with Ralph McPherson, agent, watch-la; Mr. and Mrs. W. J. Moore, with Wilbur Armstrong, waiter, cookhouse; Mr. and Mrs. J. C. Campbell, long and short range gallery; Mr. and Mrs. J. Barton, popcorn, peanuts and candy apples, and Fran Patterson, candy floss; Colleen Dillman, snow cones; J. O. McManus, with J. H. McManus and Kay Kaiser, agents, fish-pond and soft drinks; Dutch and Ada Bowden, with Mr. and Mrs. Arbuckle and Paul Corl, agents, clothespin, bumper and spindle; Tillie Stanley, mitt camp; Rena Kaiser, penny pitch; Frank Sullivan, pea pool; Helen Dove, pan game; C. T. Buchanan, Hollywood studio; Milan Anderson, dark room; George Stanley, hi-striker; C. T. Buchanan, with Leon Warner and Jane Stubbs, agents, ball game; Diana Stanley, cork game; Gus Stanley, photos; Yokie Stanley, glass pitch; Johnny Clay, advertising and Fun-house; Lee Turner, ball games, and Fred Hyder, front gate tickets.—GLENN HYDER.

**Hill's Greater**

ARANSAS PASS, Tex., April 10.—Org opened here under auspices of the Business Women's Club.

Visitors included Mr. and Mrs. Joe Ulear and daughter, Betty Jo; Mr. and Mrs. Dave Chisholm, Mr. and Mrs. Slim Griffiths; Jimmie Byers, Otis Cannon, Mr. and Mrs. Allen Byers, Mr. and Mrs. Harry Hunter, and Mrs. Cecil Goree and sons.

Shows came out of quarters with three new semi-trucks and a new 30-foot office semi-trailer, also four new fluorescent light towers.

After the successful local stand the org moved to Seguin, Tex., where business was fair.

**Wallace & Murray**

VALDOSTA, Ga., April 10.—Org bowed for the season March 27. Rides set up for the opening included Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane, Octopus, small autos and kiddie swings. Shows working at opening were the Motor-drome and the two-headed cow. Others joined April 1. Melvin Bennett will furnish one of the free acts.

Concessionaires on hand were Esther Wallace, cookhouse and popcorn; Tom Hale, bingo, rat race, guess-your-age and one other p.c.; Richard Chaney, diggers; Nina Scott, snow cone; Jimmy Searles, 5; Reid McDonald, who also will be legal adjuster, pan game.

Visitors here included Mr. and Mrs.

**L. B. Lamb**

LAUREL, Miss., April 10.—Org made the run from Hattiesburg, Miss., in record time and was ready to go well in advance of the opening. However, rain in the early evening turned the night into a total loss.

Whitie Richards has a new Pretzel, Ross Sinderson two new kiddie rides, and George Peterson a Spitfire. L. B. (Barney) Lamb has five rides, all of which look good in their new paint.

Tex Yates has the Side Show and a Snake Show under construction. Dale Parish, Girl Show op, will head both shows. Bob Grull has his Monkey Show in operation.

Concessionaires include Leonard Higgs, custard; George Peterson, 4; Tex Roberts, who now has 8 in operation and plans to open 4 more; Andy Allen, diggers; the Barrs, 3; Stanley Schmidt, 2; Ross Sinderson, 2; Mauri Brod, 1; Russell (Zipper) Anders, apples and snow; B. J. Millard, long range gallery; Frank Aschy, 11; Don Couthren, 2; Al Masters, cookhouse, and Bernice Jackson, popcorn, bingo and 3 stores.

Besides Owner Barney Lamb, staff includes Frank Vasulka, general representative; Imo Lamb, secretary; Whitey Gavitt, electrician; Russell Lowe, builder, and the writer, who handles the lot and publicity—ERNE MURRAY.

**Harrison Greater**

LAURENS, S. C., April 10.—Show opened here March 30 to a good crowd despite chilly weather. Move here from Newberry, S. C., where the show had a big week under auspices of the VFW, was made without mishap.

Another free act, the Siegrist Troupe, joined in Newberry.

"Diamond-Tooth" Billy Arnte's Carolina Follies is getting top money among the shows. Featured on the show is Julia Thomas, blues singer; James Sisters; Jim Davis, comedian; George Eisler and his seven-piece band, featuring Bubble Meyer at the piano, and a chorus.

Mr. and Mrs. Frank Harrison and Mr. and Mrs. Tony Pomporeni were hosts at an Easter wedding supper to the new bride and groom, Bobby Cooper and Mary Tate. The groom's mother and grandfather were in attendance.

Bill Pinskton joined with six concessions.

**Bee's Old Reliable**

DALLAS, Ga., April 10.—Staff includes the following: M. N. Vanhooser, ride superintendent, pea pool, mailman and *The Billboard* agent; John Huls, electrician and high striker; Raymond Huls, secretary; Howard H. Dawson, legal adjuster and concession manager; Kenneth Holt, stock man and assistant concession manager, and Charles E. Britton, lot man and shooting gallery.

Also H. L. Archer, concessions; Herb Crager, over-and-under; Sol Sheftall, rat joint and penny pitch; Mrs. Sol Sheltall, beat-the-dealer; Mrs. H. L. Archer, pan joint; R. G. Baker, fish pond; Bill Carey, set joint, and Vincent Bellamo, glass pitch.

Ride staff includes Ferris Wheel, Troy Scruggs, foreman; Cecil Parker, second. Merry-Go-Round, Hoover Hatmaker, foreman. Octopus, Jimmy Wallace, foreman; Jimmy Wilson, second; and Chairplane, William Stone, foreman.—RAYMOND C. HULS.

Sam Housner, Mrs. Walter Langford and daughter; Mrs. Speedy Babb and son; Melvin Bennett, and Howard Ingram, of the Florida Amusement Company.—DOLLY WISE.

**FOR SALE  
MOBILE LUNCH UNIT**

25-Ft. Transit Bus converted into modern, attractive restaurant unit. Ideal for traveling to fairs and celebrations or locate on large lot and specialize by "car service." Five months' work last summer paid for unit (3 months city location and 2 months Michigan fair circuit, including State Fairs). Equipment includes 7 Cu. Ft. Refrigerator, 18"x36" Hamburger Grill, two Commercial Patako French Fryers, Exhaust Fan, Fluorescent Lights, Water Tank and Sink, Counter and Cabinets, Portable Work Table, 20-Ft. Outside Counter and Stools, Awning on three sides. Tires and motor excellent. Interior painted white and outside aluminum.

**DONALD L. STANTON**

426 W. Washington St. Ionia, Michigan  
Phone 880-R

**CLOSING OUT**

10,000 FT. #8-2 WIRE TYPE "S"

PORTABLE RUBBER CABLE

Suitable for Carnival, Circus and Side

Shows, etc. BIG SAVING.

Write for sample.

**MIGDOL-GALLANT  
ELECTRIC CO.**

30 Hoeltzer St. Rochester 5, N. Y.

**FOR SALE**

30-Seat Travis Chairplane, gasoline motor, ticket box, fence, and entrance arch, 36" V-8 (new motor) with 20-ft. trailer. Good rubber on all. A-1 shape. Ready for operation. \$1,000.00 cash. Wire deposit or come and get it. Two 5-11 P. single phase motors, 1750 R.P.M., 115 or 230 volts, same as new, \$100.00 each; 1 Cat Rack, 10x12, new hood, plenty Cats, complete except Balls; 1 10x12 String Game, new Canvas. Pin Hinge Frame, 264 Slum Strings, boxed, \$50.00 each. Wire M.O., will ship. One-PLY Wood Pea Ball Table, Peas and Bottle, \$10.00. No propositions; am selling out for cash. W. C. ARMSTRONG, A & P AMUSEMENT, Highway 70 East, Brinkley, Ark.

**DUE TO DISAPPOINTMENT  
WANT**

Merry-Go-Round and Shows with own equipment and transportation. Agents for Swinging Ball and Bingo Caller. Opening for Guess Your Age and Weight, Penny Pitch and other Hinky Panics not conflicting. Frank Wilson, contact at once.

**JOE STARR SHOWS**

IDABEL, OKLA., week of April 12th.

**RIDE HELP WANTED**

First and Second Man for Ferris Wheel. Capable Agents for Legitimate Concessions. Will book two Side Shows. This show plays Montana and Idaho spots. We are opening May 5 in Chubbuck, North Pocatello. Winter Quarters open for all Help. Notice: Committees in Montana and Idaho, I have a few dates open. Write or contact ALEX HOLYK, Box 141, Pocatello, or SAM THIROIS, 234 N. Main, Pocatello, Idaho.

**IDAMONT SHOWS**

**RAYNELL WANTS**

**BOSS CANVASMAN**

For Posing Show. Must be sober, reliable, fast. Those with me before, write.

Rehearsal Call to all, April 17.

**RAYNELL GOLDEN**

c/o CETLIN-WILSON SHOWS  
Petersburg, Va.

**FOR SALE**

Complete American Stamp Portable Photo Machine, 2 1/2 x 2 1/2 pictures; Star Pop Corn Machine, Electric, Table Model; 10x12 Top and Frame with Balloon Board and Jacks for side flash, Beat-the-Dealer Table and Fly, Penny Pitch Frame and Board, 2 new Coleman Burners, 1 18"x24" Stainless Steel Griddle.

**R. J. FRANZ**

632 Brooklyn Ave., Dayton 7, Ohio

**FOR SALE**

**MINIATURE STREAMLINE TRAIN**

All aluminum, enclosed coaches; capacity, 40; 400 ft. track. Now operating. Priced right for quick sale.

**TOMMIE GRIFFIN**

241 East Ave. 40, Los Angeles 31, Calif.  
Phone: Capitol 1-3606

**We Assure It's All True**

A full size, floor model machine at \$247.50. Pop yourself a fortune.

**P. K. SALES**

507-509 Wheeling Ave. Cambridge, O.

**NOW—FOR SALE—NOW**

New Kiddie Airplane Rides, center drive, split tower and flashy crests, \$1,250.00 to \$1,500.00. New Auto Rides, 10 large cars of heavy aluminum, fluid drive, \$2,250.00 to \$2,750.00. For demonstration visit our new factory at 113 N.W. 16th St., Grand Prairie, Tex., or write for details to:

**C. C. HAWKINS**

P. O. Box 1014, Grand Prairie, Tex.

**CARNIVAL WANTED**

For one week stand between Aug. 23 and Sept. 20 in connection with Exhibitors' Fair.

Also want 100 Exhibitors' Booths. Big Top and Wiring for same.

Contact Immediately

**SECRETARY, JUNIOR CHAMBER OF COMMERCE**

1300 Walnut St. E. St. Louis, Ill.

**FOR SALE**

- 1 8 Car Kiddie Ride . . . . . \$600.00
- 1 Kiddie Plane Ride . . . . . 750.00
- 1 7 1/2 KW. Motor Generator. 450.00 (Like New)

**LUCAS KIDDIELAND**

2521 Riverside Dr., Los Angeles 26, Calif.

**FOR SALE**

Going into another business. All concession equipment, such as stands with and without tops, games, wheels, lot of good merchandise whole or part. Must be sold in the next 30 days.

**HENRY LePORIS**

2352 Langdon Farm Rd., Cincinnati 12, Ohio, or call Melrose 7040 for appointment

**HARRY W. LAMON**

**WANTS**

FOR ALL SEASON'S WORK

We play Smoke Stacks, where the money is. Three Slum Skillo Agents, one to take head of Store; 1 Wheel Man. Bob Murray, wire. Grind Store Agents.

CORSICANA, TEXAS, all this week.

**FOR SALE**

**1947 OCTOPUS**

WITH 1947 TRANSPORTATION. A-1 condition. Complete, ready to go.

**M. T. GORDEN**

4314 N. Sherman Blvd. Milwaukee, Wis.

**WANTED**

**DROME RIDERS**

Men and Women, Trick, Straight and Criss-Cross Riders. Also General Drome Help.

Contact:

**DEL CROUCH**

ENDY SHOWS, MIAMI, FLA.

**WANTED**

BINGO HELP COUNTER MAN AND CALLER Sober, Experienced.

Wire:

**BILL STACY**

c/o BULLOCK SHOWS Badin, N. C.

**Golden Rule**

BISHOPVILLE, S. C., April 10.—Org opened the season here in the heart of the town under Junior Chamber of Commerce auspices. Ride and show fronts were flashy, reflecting credit upon Don L. Cramer, scenic artist.

Much new neon was in evidence and the midway was brightly illuminated thru the use of two new power plants. Show tops, all new, are of forest green. Rolling stock is painted in red, black and silver.

The Chickrelli Troupe, free act, was well received. Turnout was good, the weather being ideal. Shows, rides and concessions all received their share. After making one stand in North Carolina, shows will head into Maryland, where they will play the Eastern Shore area before moving into their established territory in New Jersey, Pennsylvania and New York.

Roster includes Andrew and Alvin Blackmon, owners; Leo Riley, general representative and business manager; George H. Kane, special agent and billposter; Jack A. Montague, public relations; Fred James, superintendent of Diesels and neon; Blackie O'Brien, lot transportation superintendent, and John Hill, mailman and The Billboard sales agent.

Ride personnel has Evert Peterson, Bob Thomas and Evelyn Thomas as cashiers; Merry-Go-Round, John Benzich, Ed Keitchel and Mary Johnson, cashier; Octopus, Ed Decker, William Joyner and June Clair, cashier; Tilt-a-Whirl, Jim Sorenson, Hal Stokes and Grace Lee, cashier; Chairplane, Ralph Ott, Jimmie Meyers and Doris Costello, cashier.

Show personnel includes side show, T. Scanlon, manager; Marty White, talker; Noah White and Joe Hanson, tickets, with Allie May Jordan, annex attraction; Midget Show, Doc Horne, manager, with the Horne family; Monkey Circus, Al Zellers, manager, with Marie Zellers, trainer; Snake Show, Duke Graham, manager and talker; Funhouse; Roy Bennett, manager, and Alex Bowen, clown.

Concessions are Mr. and Mrs. Tony Balzoni, cookhouse; Art Lockwood, grab; Karl Vandergrift, French fries; Mrs. Leo Riley, apple, taffy, popcorn and snow balls; Mr. and Mrs. Wunder, cotton candy; Leo Riley, 6; Mr. and Mrs. Minton, 4; Mazie Montague, 4; Frank Henshaw, 3; Ruth and George Barton, 2; F. Munson, 3; Joe Deininger, 1, and Hazel Moran, 2.

Visitors included Mayor and Mrs. Pickeral and Chief of Police Farrell, all of Whiteville, N. C., and William Riley.—JACK A. MONTAGUE.

**Pleasureland**

COCHRAN, Ga., April 10.—Shows moved in here from Ashburn, Ga., in good time and everything was ready for the opening. Ashburn was fair despite several days of rain. Saturday matinee and night play was exceptionally good. Fenley (Deafy) Clark added a number of concessions.

J. Smith visited here. Purchasing Agent Coffman returned with a Diesel light plant and new transformer. He also bought another tractor and trailer for the shows.

Co-Owner H. G. Hockett returned and reported he had inked several more celebrations in Ohio. Women members on the shows tendered Dena Welch, Kiddieland foreman, a surprise party March 19. Mrs. Dorothy Raterink provided the buffet lunch, and Mrs. Welch was presented with a number of gifts. Guests included Mary Clark, Sally Poole, Addie Wills, Evelyn Cowgill, Ethel Reese, Mary Mitchell, Helen Wherry, Mary Loomis, Boots Wilson and Carol Scott. Bill Reese left to join Jim McCall's show.—JACK RATERINK.



No. 1: Hawaiian Show presentation that sells entertainment. Must be high type or don't answer. Wire.

No. 2: Georgia Sothern Night on Broadway, want young, good-looking chorus girls who can do specialties for highest type musical revue on road. Emsee who can sell show of this type.

No. 3: Experienced show Pullman car porters. Boss canvasman who is capable of securing results.

Wilmington, Del.

April 12 to 17

Chester, Pa.

April 19 to 24

**WANT—DE LUXE SHOWS—WANT**

**RIDE SUPERINTENDENT**

Have splendid opening for sober, experienced Ride Superintendent who can qualify. We require dependability, co-operation and a desire to do an honest day's work. Salary equivalent or better than paid by Railroad shows.

Also want capable, sober, reliable Foremen for Octopus, Rolloplane and Ferris Wheel. Salary the best. All foremen must know their rides. If you misrepresent, you will not last. Hop-scotchers, chasers and drunks, stay away.

Have opening for an A-1 Electrician. Also man who understands searchlights. Useful carnival people, can always place you. Address all communications

**DE LUXE SHOWS**

162 West Main St.

ROCKVILLE, CONN.

**VIVONA BROS.' AMUSEMENT SHOWS**

OPENING APRIL 19 THRU 24, WESTVILLE, N. J.

**Big Firemen's Celebration**

10 RIDES — 35 CONCESSIONS

FEATURING THE FOUR ALBANIS FREE ACT

WILL BOOK: Concessions, Photo, French Fries, Short and Long Range Gallery, Penny Arcade and Shows with own outfits. WANT: Glass House, Fat, Wild Life, Motordrome, 5-in-1 and Monkey Shows. Will book Bingo for this location. HELP WANTED: Chairplane Foreman and Second and Third Men for all Rides; Semi Drivers preferred. All replies to:

**MORRIS OR JOHN VIVONA**

PLAZA HOTEL, CAMDEN, N. J.

**MICKEY MANSION WANTS**

**SIDE SHOW ACTS**

OPENING WITH GEM CITY SHOWS, APRIL 24, AT EL DORADO, ARK.

Good proposition to Outstanding Freak, Knife Act (Tex Yates, will place you), Tattooed Man, Sword Swallower, Fire Act (Curley and Norma Lewis, answer), Inside Lecturer that does Act, A-1 Talker, any suitable Act for first-class Show. Need Ticket Sellers for Side Show and Monkey Show State all. All letters answered.

**MICKEY MANSION**

CIBSONTON, FLA., until April 15; then EL DORADO, ARK.

**MID-WESTERN EXPOSITION**

"AMERICA'S SHO' BEAUTIFUL"

**CAN PLACE**

RIDES—Tilt, Octopus, Roll-o-Plane, another Wheel, Kid Autos, Pony Track. SHOWS—Animal, Five-in-One, Athletic, Life, Lung. Need Producer and Girls for new Girl Show, also Operator for new Snake Show—complete—office owned. CONCESSIONS—Popcorn, Custard, Arcade, Photos, Age and Weight, Grab, Cork Gallery, Ball Games, String, Jewelry, Snow, Floss, Grind Stores, Skillos, Bowling Alley, Wheels. HELP—Foreman for new Mix-Up, Agents for Percentage and Slum Stores, General Help. This Show now has 18 Celebrations and 12 Fairs, all bona fide, thru Iowa, Nebraska, Kansas, Missouri, Oklahoma, Arkansas and Louisiana. Long season. All replies to OCTAVIO PEDERO, TED WOODWARD, Owner and Gen. Mgr. GEORGE HANLON, Gen. Representative De Queen, Ark., now—Downtown—City Park Public Relations FIRST IN—"A MIDWAY OF FUN FOR EVERYONE"—FREE GATE Do Queen, Ark., this week, with Van Buren, Wagoner and Bartlesville, Okla., to follow.

**EDDIE'S EXPOSITION SHOWS**

Opening Ford City, Pa., May 1

WANT—Jewelry Stand, Coke Bottle, Cigarette Pitch and Dart Store. One good Grind Show.

**EDDIE DIETZ**

165 North Monroe Street

BUTLER, PA.

PLASTER NOVELTIES — SLUM — OAK BALLOONS — BEACON BLANKETS — LAMPS — BINGO MDSE — SNOW CONE SUPPLIES

ALL ORDERS SHIPPED SAME DAY RECEIVED. WRITE FOR LIST.

**M. G. NOVELTY CO.**

19 S. WALKER ST.

OKLAHOMA CITY 4, OKLA.

## HENRY AND FLOYD HETH WANT AGENTS

For Grind Stores and Wheels. Steamer.  
H. Bill Haines, Bill McIntyre, Gene Bass,  
answer.

NORTH BIRMINGHAM, ALA.  
(Last week in Birmingham)

## Want Drome Riders

Palisades Amusement Park. Roy Woods,  
come in or contact immediately. Want  
Second Man for Looper Ride. Contact

### EARL PURTLE

1025 Palisades Ave., Palisade, N. J.

## Charlie Bailey Wants

Sober and capable Razzle Dazzle Agents.  
Dutch Simmons, Brownie Cole, call or  
wire me.

Care HEART OF TEXAS SHOWS  
Monahans, Texas

### OWING TO DISAPPOINTMENT

## MRS. CHET. DUNN

### WANTS AGENTS

For Slum Stores. Bobby Bobbitt, wire; also  
L. M. Berry, get in touch with me at once,  
have good proposition for you.

MRS. CHET. DUNN  
543 N.E. 72nd St., Miami, Florida.  
Telephone 77869

## BILLPOSTER WANTED

I will furnish Panel Truck in A-1 condition.  
You must know your business, and be sober  
and reliable.

Lloyd Reese, John Rogers and  
H. J. Young, join on wire.

### PEPPERS ALL-STATES SHOWS

Greenville, S. C., this week.

## R. W. ROCCO

### WANTS AGENTS

#### GOLD BOND SHOWS

#### OPENING APRIL 17, MONMOUTH, ILL.

Featuring Fearless Gregg, Super Cannon Act  
Agents for Razzle Dazzle, Roll Down and Head  
for Bowling Alley. (Fred Gifford, can use you,  
contact at once.) All wires:

R. W. ROCCO  
Gold Bond Shows, Monmouth, Ill.

## FOR SALE—USED BUSES

Several, Rebuilt, Guaranteed

### UNIVERSAL AUTO BODY CO.

900 N. 64th St. St. Louis 5, Mo.  
(Phone: Cabany 2531)

### WANT

Independent Rides of all kinds, Shows, Legitimate  
Concessions, Eat Stands for two mammoth July 4th  
Celebrations, Portia, Ark., July 2-3; Corning, Ark.,  
July 3-4-5-6. Other good Fairs and Celebrations.  
Want Cookhouse to join now.

### OMAR THOMPSON

Box 33, Portia, Ark., or Corning, Ark.  
P.S.: Want Rodeo or small Circus.

### FOR SALE

## MECHANICAL SHOW

Mounted on 2-Wheel Trailer. A full Walk-a-Round.  
Beautiful flash. Come and see it and give me an offer.  
Howerton, Box 25, Eureka, Mo.

## AGENTS WANTED

Coke Bottles, Ball Game, Penny Pitch, Age and Pop-  
corn. Also man for Dark Room. Have Units on 2  
Shows playing the cream of spots.  
Leaving here April 22. Report at once.

E. L. WINROD  
Box 182, Pacific, Mo.

## Here Is the Machine

For your location. Floor model, full size standard.  
Guaranteed to please you or full cash refund. Wire  
us for yours right now.

### P. K. SALES

507-508 Wheeling Ave. Cambridge, O.

## FROM THE LOTS

### Mid-Western Expo

NASHVILLE, Ark., April 10.—Org  
was greeted with ideal weather dur-  
ing the early days of its stand here  
on the Reese showgrounds under aus-  
pices of the city council. It is the  
fourth year council, which turns pro-  
ceeds over to the playground com-  
mission, has sponsored the shows' ap-  
pearance here.

Town was well papered and the  
local daily provided good support.  
Crowds increased nightly.

New arrivals here included Lee  
Moss with two sets of diggers; W. D.  
Miller, long range and knife rack, and  
Princess Whitecloud with a new Wild  
West Show. Bayliss's bingo sports  
new canvas.

The new streamlined train and  
Skyride have been topping ride  
grosses, with *Gay New Yorkers* pac-  
ing the shows. George Hufford, gen-  
eral superintendent, is carrying  
scratches received from a chimp on  
the Animal Show.

Lennie Dickerson has the show  
well lighted. The trucks are in top  
shape for a trek thru the Ozarks. The  
new sound truck packs plenty of  
power.

Visitors included Tom and Pearl  
Fleming; Dr. Franks, Texarkana;  
Alex Tanner and family, and Kokomo  
Kid, former athletic show operator.

Mrs. Mabel Munson, mother of  
Winona Woodward, was in from  
Yuma, Ariz., for a visit. Smoky  
Cole left the show because of illness.  
—OCTAVIO PEDERO.

### Palmetto Exposition

GREENVILLE, S. C., April 10.—  
Inclement weather resulted in spotty  
business on the winter tour of South  
Carolina.

Milton McNece, owner-manager,  
has returned from a booking trip and  
reported that the shows are well set  
for the season. Mrs. McNece, who  
is waiting delivery of a new house  
trailer, had her sister, Mary Niel  
Garrison, as an Easter guest. Mrs.  
William Reid and Sara Fuller have  
been on the sick list.

Mr. and Mrs. Frank Hooper and  
William Reid added concessions. Al-  
fred Brooks is handling the electric  
department. Newcomers include John  
C. Trent, Joey Carell, Mr. and Mrs.  
Robert Sorensen, Karen and Glenda  
Hulin, Curly Carroll, Mr. and Mrs.  
Harry Rittley, Mr. and Mrs. Angelo  
Pingetar and Lewis Pingetar. Nathan  
Roberson is in charge of the three  
rides.

Visitors included personnel from  
the Tinsley Shows.—L. W. PEOPLES.

### Wolfe Amusement

ROYSTON, Ga., April 10.—Run in  
here from Toccoa, Ga., was made in  
good time and everything was up by  
Sunday night (4). Toccoa stand was  
marred by rain, but a pick-up at the  
week's end raised business and all  
reported a fair business for the en-  
gagement.

Mrs. Roy Halstead was hospitalized  
at Toccoa, but she is back on the lot,  
recuperating. The Halsteads, inci-  
dentally, observed their 28th wedding  
anniversary Friday (2). Roy's birth-  
day also fell on the same day, and the  
two events were observed jointly.  
Mrs. Halstead received many flowers  
from the shows' personnel while she  
was hospitalized.

Visitors at Toccoa included John  
Tinsley, Homer Scott and Blackie  
Gillman, all show owners, whose orgs  
were playing in the vicinity at the  
time.

Pete Johnson's trailer is the main  
rendezvous for male personnel. The  
femmes gather at Al's and Lee's.—  
ERNEST SYLVESTER.

### Page Bros.

SPRINGFIELD, Tenn., April 10.—  
Everything was ready for the opening  
here today. Jessie Johnson had all  
electrical equipment set. Johnson also  
has charge of the sound truck this  
year. Mr. and Mrs. Dave Curtiss ar-  
rived. Curtiss will be special agent.  
Johnnie Butler, sign painter, had  
everything in his department in readi-  
ness. Mrs. Florence Page, mother of  
Manager W. E. Page, has entered a  
Madison, Tenn., hospital for treat-  
ment.

Concession line-up: Abe Frank,  
Mrs. Jessie Johnson, Gwen Land, Cur-  
ley Francis, Jack Peeler, Patrick  
Monahan and Lubie Wyatt, each 1;  
Louie Cutler, 8; Paul Pittman, 10;  
Duke Kirby, 2; Frank Simms, 3, and  
Harry Morris and Roy Little, each 2.

Ride foremen include Johnnie But-  
ler, Ferris Wheel; Rondall Cashion,  
Merry-Go-Round; Frank Hunter,  
Chairplane; James Mofield, Loop; Roy  
Hilderbrand, Octopus; Buck Lopez,  
kiddie train, and Earl Hagland, kid-  
die airplane.

Shows will include Captain Har-  
rell's Animal Show; Charles Britt,  
Jig Show; Eddie Woods, Side Show;  
Red McCasland, Funhouse; C. T.  
Conklin, Monkey Show, and Bert  
Thompson, Wax Show.

### Bright Lights

LYNCHBURG, Va., April 10.—Late  
arrivals include Tom and Billie Shin-  
gledecker, Harry Meyers, Paul Bart-  
low and Joseph Lancaster.

A new panel billposting truck has  
arrived and is in the paint shop. A  
new semi for the Merry-Go-Round  
has been ordered. Two new ball  
games have been built. Rebuilt were  
the Monkey, Animal and Side shows.  
Clark Queer's Funhouse and all trac-  
tor-trailers are being refurbished.

Managers John Gecoma and L. C.  
Heck were in Richmond on a buying  
trip. Several tops have been received  
from the Anchor Supply Company.  
M. Mammox, his son, Mickey Vagell,  
and his wife, Margaret, were in New  
York over Easter. Dan Donini is  
readying his concessions.

John Bittner, who had the candy  
floss, is reported hospitalized and will  
not be able to make the opening.

Visitors included Mr. Sanders, Nor-  
folk Tent & Awning Company, A. R.  
Till and Samuel Okley.—F. A. NOR-  
TON.

### Marion Greater

SALUDA, S. C., April 10.—The org  
was hit by a tornado here this week  
and considerable damage was done.  
All tops were blown down, with  
minstrel top destroyed. There were  
no injuries. Show is covered by in-  
surance. Manager Jimmie Watts of  
the side show will use a smaller top,  
letting the Minstrel Show have the  
kid show top temporarily. Marion H.  
Spiller has bought a new tractor-  
trailer which will be converted into  
office and living quarters. A bear  
and lion were purchased in Leesville,  
S. C., as an added attraction to the  
Animal Show.

### Orange Blossom

JASPER, Ga., April 10.—Stand for  
the week ended April 3 was marred  
thruout by rain and cold. Org, owned  
by Art Hinnant and Bill Myers, has  
been out five weeks, during which  
time it has battled the elements al-  
most every step of the way. Show is  
heading into Tennessee. It also is  
routed to play Kentucky and Indiana.  
Katie and Shorty Lowe joined.  
Mrs. Lowe has the penny pitch.  
Shorty handles the mail, *The Bill-  
board* and the front gate and also  
does some painting. Mrs. Hinnant is  
the shows' secretary. —SHORTY  
LOWE.

## FOR SALE

Kiddie Automobile Ride complete, 8 cars, also  
extra car, 2 Fire Engines, 1 Locomotive, 1 Aero-  
plane, 1 2-Seated Racing Car, 1 Packard Auto, 2  
regular Automobile Cars; new Top, never out of  
bag; Electric Motor, V Belt drive, all in good  
shape. First \$750.00 takes it. Have new Ride  
is reason for selling bargain. Will ship anywhere.

Write or wire

EDDIE MORAN, Southern Valley Shows  
Bossler City, La., April 12-17.

## WANTED

BINGO CALLER  
COUNTER MEN  
CONCESSION HELP  
Flashiest Bingo on the road, playing New  
York, Vermont and New Hampshire.  
OPENING APRIL 22ND, WITH  
CONTINENTAL SHOWS  
Address:  
DANNY DORSO  
36 20TH AVE. PATERSON, N. J.

## FOR SALE

18-Ft. Tandem Wheel Popcorn Trailer, light  
enough to be pulled behind a car, but plenty of  
room for everything; 7.0-18 8-ply tires, like new,  
double Electric Poppers, Warming Units, Place  
to put Candy Apple Kettle, etc. Formerly with  
Royal American Shows; stored in Tampa, Fla.  
Contact:

ALTON PIERSON  
9438 N.W. 2nd Court Miami, Fla.

## Paul's Amusement Co.

Needs few more Legitimate Concessions. Can use  
Scales, Age, Coke Bottle, String, Bowling Alley,  
Ballon Dart, Pitch-Till-You-Win, Hoop-La,  
Watch-La, Shiv Rack, Huckle Buck, Slum Spin-  
dle, High Striker and Bumper. Agents and worth  
while Show People in all departments. Special  
proposition for Cookhouse and Shows with own  
outfits. Will furnish tops for worth while at-  
tractions. Six office owned Rides and one of the  
best routes in this territory. No gyrs or racket.  
All replies to P. A. SCRIMAGER, Charleston,  
Ark., April 12-17; Waldron, Ark., to follow.

## AGENTS WANTED

COUNT STORE AND SWINGER  
All Agents who know me who are at liberty;  
all others considered who are sober, reliable  
and willing to work as told. Bill Marshbank,  
call me after 7:00 p.m., telephone 23823.

CLIFF MYERS  
IDE HOUR PARK  
Phenix City, Ala.

## GEORGE BEARDSLEY

OR ANYONE KNOWING WHEREABOUTS

Contact:

### DICK BEST

c/o CAVALCADE OF AMUSEMENTS

Mobile, Ala., this week

P.S.: Irish McCormack has Unborn Show.

## MARKS & FULLER CABINET CAMERA

2 1/2 x 3 1/2 complete, \$75.00; 12x10 Anchor Top and  
Frame, slightly used, \$85.00; 1 Tin Type Camera  
complete, \$30.00; Comic Boards, \$5.00 single,  
\$10.00 double; Plate Holders, 5x7, \$3.00 each.

### A. SOMERS

1834 Green St., Philadelphia, Pa.

## RIDES WANTED

Merry-Go-Round, Tilt-a-Whirl, Whip,  
etc., for Church Carnival.

July 16 to August 1. Contact:

### Reverend E. M. Long

St. Dionysius Parish  
4860 W. 29th St. Cicero 50, Illinois

## DANNY NEWMAN WANTS

Agents for Razzles, Nail Outfit and Swinger.

CULPEPER, VIRGINIA, this week

## FIRST CALL FIRST CALL

## JOHN BISHOP WANTS

Shows, Rides, non-conflicting Concessions.

Reasonable rates.

### GRAND VALLEY AMUSEMENT

602 E. 3rd St., Pueblo, Colo.

## JACK RENFRO WANTS

Razzle and Skillo Agents. (Jimmie Langston and  
Howard, get in touch with me.)

Opening April 24th.

J. J. PAGE SHOWS, Johnston City, Tenn.

## RIDES WANTED

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

TIME: September 11, 1948

PLACE: Illinois State Fair Grounds

Communicate with **WARD M. JOHNSON**, Personnel Manager

## WANTED CARNIVAL

**STRUTHERS VETS' HOMECOMING**  
WEEK AUG. 16-21, INCLUSIVE  
WANT RIDES—CLEAN SHOWS

Biggest Celebration in Ohio this year  
Four miles east of Youngstown

**BILL GOLD**

84 Bridge St., Struthers, Ohio

## RIDES AND CONCESSIONS WANTED CENTENNIAL CELEBRATION

July 15, 16, 17, 18. Contact

**DUANE S. McCALL**

Oconto, Wisconsin Phone 43 or 367-W

## WANTED

SHOWS OF ALL KINDS  
FOR ANNUAL LEGION CELEBRATION

JUNE 6-12, both dates inclusive.

American Legion Park, New Bethlehem, Pa.

Contact

**B. T. HARRISON, Chairman**  
MAYPORT, PA.

## WANTED A CARNIVAL

For July 3rd and 4th Celebration, sponsored by the American Legion. Can use about 9 Rides and 30 Concessions. Write to

**VERL W. HENSLEY**

Grant City, Mo.

## WANT

Four good Rides, Bingo and other Concessions for the Firemen's 6th Annual Carnival and County Conventions to be held in Nunda July 21st thru 24th. Write all communications to

**Earl Keysau, Gen. Chrm.**

BOX 28, NUNDA, N. Y.

## WANTED SMALL CARNIVAL OR RIDES LEGION PARK

HARDIN, ILLINOIS, JULY 3, 4, 5

AMERICAN LEGION

**ARTHUR F. KAMP, Adjt.**

## WANTED RODEO, CIRCUS, CARNIVALS

and other outside entertainment for summer season.

**FLEMING COUNTY FAIR CO., INC.**

H. J. Steinkamp, Promotion Manager

Flemingsburg, Ky.

## FEMALE DROME RIDER

Who can race or straight ride. Amusement Park. Good wages. Write

BOX 168, The Billboard, Chicago

## Gold Bond

MOUNT STERLING, Ill., April 10.—Much progress is being made at fairground quarters as shows prep for their third annual tour. Some new equipment has been received and repainting and overhauling work is nearing completion. Shows are slated to open in Monmouth, Ill., April 17 with Ferris Wheel, Merry-Go-Round, Double Loop-o-Plane, Chairplane, Octopus, Tilt-a-Whirl and kiddie auto and aeroplane and miniature train.

Shows include Funhouse, Side Show, Monkey Show, Animal Show and two grind shows. Concessions booked to date total 24 and include popcorn, watch-la, bingo, darts, custard, grab stand, spill the milk, long and short-range shooting galleries, fishpond, basketball, ball game, photo gallery and pitch till you win.

Line-up includes Mickey Stark, owner-manager; Mary Stark, office wagon; Mickey Rankin, special agent; Ray Balzer, concessions; Jewel Balzer, concessions; Fearless Gregg, free act; Melvin Miller, mechanic, assisted by Johnnie Lewis; Robert Head, builder and blacksmith, assisted by Rex Miles; Phil Kulac, painter and decorator, assisted by Dick Smith; Phillip and Gloria Mason, Funhouse; Swede Gunderson, Side Show, assisted by Zillian; Tom Franklin, Hayes Nido, Electria Moore, Pinhead Jones, M. Hughes, Mack Hobart, Rocco's concessions and Manning's concessions.

Shows were enlarged over last year and a new marquee has been added along with new neon, searchlights, several semis and tractors and sound truck.—**MICKEY S. RANKIN.**

## Crystal Exposition

WADLEY, Ga., April 10.—Business the initial four days was good despite rain. Weather cleared in time for pay day, Thursday, and it proved a winner. Art Carver's bingo continues to go over.

Billie Shaeffer, free act performer, purchased a new truck to haul his rigging. His brother, Jimmy, left here with his free attraction and headed for Virginia.

Shows are carrying 8 rides, 4 shows and 35 concessions. Doyle's Snake Show and Helen Golden's Side Show have been top money getters thus far. Harold Roberts, cookhouse manager, was called to Miami because of the sudden death of his father.—**ALTA MAE ROBERTS.**

## Virginia Greater

SUFFOLK, Va., April 10.—All units were moved from the Tidewater fairgrounds, winter quarters, to the opening lot here in parade fashion. Show trucks were newly painted bright red with orange and blue trimming. The local paper and radio station gave considerable publicity to the doings. Herbert Morris, publicity chairman for the sponsoring American Legion, did a good job. Manager Rocco Masucci decided on the move, a week before the opening, so that final touches could be given equipment in more advantageous surroundings.

Work in quarters was under the direction of Raleigh Gibson. In quarters with him were Arthur and Lewis Gibson, Red Stevens and Jimmy Munro. Kate and Louis Augustino are back with their wild animal, side show and life show. Kate again has concessions. A goat and monkey act has been added to the animal show.

Marion and Herman Leamon have contracted to take over the *Miss America* and *Parisian Revue* shows. Cynthia Speight took over the *Cotton Club* revue. Bill Penny joined with his concessions. Jimmy Winters, who has frozen custard and chocolate dip, arrived. Ted Miner has joined with three concessions. Arthur Gibson, electrician, has the department in shape.

Mrs. Rocco Masucci reported, ar-  
(See From the Lots on page 74)

## OPENING

## SHRINE CELEBRATION

ZANESVILLE, OHIO, WEEK OF APRIL 26TH

WANT—Merchandise Concessions and Grind Shows, Penny Arcade, Frozen Custard, Photo Gallery. Want Free Act.

FOR SALE—40-Ft. Herschell-Spillman Merry-Go-Round, Smith & Smith Chairplane.

## HAPPY ATTRACTIONS

COSHOCTON, OHIO

## TURNER BROS. Shows

LAST CALL LAST CALL LAST CALL

Show opens Apr. 20th, WHITE CITY PARK, SPRINGFIELD, ILLINOIS

All Shows and Concessions contracted, report on lot April 18th.

On account of misrepresentation, can place FUN HOUSE and PENNY ARCADE. Ride Help that drive semis.

Can place Dancing Girls for EVELYN WEST'S HUBBA HUBBA REVUE. All replies: Petersburg, Ill.

## PIONEER SHOWS

high class midway attractions

Opening WAVERLY, N. Y., April 24

Want Long Range Gallery, Photo Gallery, High Striker, Hoop-La, Dart Balloon, S. T. Win, Pitch-Till-You-Win, String Game, Fish Pond and Penny Arcade; any legitimate Concessions. Shows of all kinds, Fun House, Tea Pool Dealer, Electrician, Lot Man. Will book or buy Roll-o-Plane. For Sale—Miniature Train; come and get it, priced low. Sensational Free Act, state lowest price. Positively New York and Pennsylvania. Outstanding events now contracted, including Fairs, Centennials, Conventions and Old Home Weeks.

Write or Wire **MICKEY PERCELL**

FACTORY & OFFICE: WAVERLY, N. Y.

## W. S. CURL SHOWS

Open London, O., May 1-8

WANT

Legitimate Concessions of all kinds—Pitch-Till-You-Win, Darts, Ball Games, Guess Your Weight, High Striker, Candy Apples, also Penny Arcade. Bingo, Fish Pond, Duck Pond, Cotton Candy, Popcorn, Photos, Lead Gallery, Snow Balls already booked. Will book Octopus or Roll-o-Plane. Want Foremen for Chairplane and Kiddie Auto Ride, Second Men for Tilt-a-Whirl, Merry-Go-Round and Ferris Wheel, and all around Ride Help. Want Shows—Monkey and Glass House with own transportation. On account of disappointment, will book Sound Truck; must be first class; prefer man with Concession. Address:

**W. S. CURL**

Box 27, London, Ohio

LAST CALL!

Everyone contracted, please acknowledge

LAST CALL!

## JOLLYTIME SHOWS

OPENING APRIL 23RD, BERWICK, PENNA., MULBERRY & 10TH ST.

Move on Lot April 19th. Lights and Water available.

DUE TO DISAPPOINTMENT CAN PLACE FOR SEASON—Girl and Posing Shows, Five or Ten-in-One, Snake, Illusion, Unicorn, Wild Life, all with own transportation and equipment. WANT AGENTS FOR SHORT RANGE GALLERY AND PENNY PITCH. Can place Age-Scales, High Striker, String Game, NO F.E.A.T.S. P.C. or GYPSIES.

SPECIAL NOTICE—Will place CUSTARD for season; very interesting proposition for quick answer. NOTICE—Will the following please contact Mitch: ACE NICHOLS, JIMMY CUNNINGHAM, WHITEY (from Rockingham, N. C.), CHARLIE HALLER, JACKIE BOST, MRS. EARLY, and J. E. "CRIP" SHEW? All replies to:

W. R. "WES" PRICE, Owner-Manager, Box 105, or G. C. "MITCH" MITCHELL, General Agent, Tel. 239-J, BERWICK, PENNA.

P.S.—WANT TO BOOK, BUY OR LEASE: Merry-Go-Round, Octopus, any other Flat Ride with transportation; also 50 KVA Transformer.

## VETERANS UNITED SHOWS

WANT

1120 E. 9TH AVE., WORTHINGTON, MINN.

OPENING MAY 3RD, WORTHINGTON, MINN.

WANT

CONCESSIONS—Short and Long Range Shooting Gallery, Ice Cream, Custard, Jewelry. Agents for Ball Games, Tea Pool, Fan Game, Over and Under, Gus and Billy Pappas want Agents for Pins and Blower; Toy Hensen and Sammy Reese, contact.

SHOWS—We have Hawaiian, Athletic and Fun House booked. Will place Mechanical, Snake, Fat, Midget, or what have you? Need Show Electrician; Frenchy and Les Wachter, get in touch with us.

FOR SALE—Single Loop-o-Plane, motor newly reconditioned, with or without transportation. No reasonable offer refused; come and get it.

FIVE RIDES

## J. & B. SHOWS

FREE ACT

Can place Rotary, Cork Gallery, Guess Your Age, Weight. Want Agents for Ball Games, Stock Stores. Place one or two small Grind Shows only.

Interested in buying two small Light Towers for midway. All replies to J. & B. SHOWS, Clarksville, Va., this week; week April 19th, South Boston, Va.

## UNITED AMUSEMENT SHOWS, INC.

Last Call—Opening April 19 thru 24, Pawtucket, R. I.

Can place at once Cat Rack, Lead Gallery, Pitch-Till-You-Win, Dart Store. Wonderful opportunity for Stock Wheels. Exclusive on all stores. \$20.00. Come on! No racket or gypsies, please. What have you? Rides—We have 4, but will place a Flat Ride or Spitfire, or any Ride not conflicting.

**ARTHUR J. APRIL**

200 COURTNEY AVENUE

PAWTUCKET, RHODE ISLAND

**GIRLS GIRLS**

FOR GIRL SHOW AND POSING SHOW  
SALARY, \$50.00 WEEK AND UP

Hula, Rhumba, Fan, Strip Dancers, etc. Want Lady M.C., also want Feature Stripper; state age. Can place two Men Ticket Sellers, Canvas Man and good Girl Show Talker.

Show opens April 27th with W. C. Wade Shows. Write or wire now.

**F. W. MILLER**  
Gen. Del., Pontiac, Mich.

**FOR SALE**

One Scotch-American type oil burner miniature STEAM LOCOMOTIVE, with stainless steel covering on boiler, No. 1075, one tender, 3 all-steel 14-ft. open coaches and approximately 1/3 mile of double track, 40 children or 20 adult capacity. Good condition—\$7,000.00 or your best offer. International Tractor, motor in good condition; Fruehauf Trailer with a general aluminum van type 24-ft. body—\$1,800.00. Will separate.

**DON R. GALLI AMUSEMENT DEVICES**  
Office: 3948 W. Chicago Ave., Chicago 51, Ill.  
Phone: Dickens 8777

**WALLACE UNITED SHOWS**

Book, Lease, Buy Rides that don't conflict. Sober Ride Help, come on. Open for Electrician, no amateurs. Showman with own Outfit, wire. Concessions, all kinds. Open. Address:

COLLINWOOD, TENN.

**Florida Amusement Co.  
WANTS**

Join at once: Cook House or Grab, Slum Concessions, Shows of any kind. Winchester, Tenn., this week; Lebanon follows. Good proposition, Shows.

**ON ACCOUNT OF DISAPPOINTMENT  
CAN PLACE**

Bingo for season. Ken Davis, get in touch with John Hanson. Can also place Diggers for season. Will book, buy or lease Roll-o-Plane with transportation.

**WALLACE AND MURRAY SHOWS**  
Augusta, Georgia, this week; Anderson, South Carolina, next week.

**PLASTER**

LARGE PLASTER—\$15.00 PER 100  
Will Pack and Ship Anyplace.

**HOWERTON NOVELTY PLASTER**  
EUREKA, MO.

**MERRY-GO-ROUND**

For Sale—A 30 Ft. Two-Abreast. New Tent, Horses, Organ, Motor; also an extra Band Organ. See in operation.

**A. D. SHARPE**  
Cooper Arms Apt., Long Beach, Calif.

**Night Watchman Wanted**

For all season's work.

**PEPPERS ALL-STATES SHOWS**  
Greenville, S. C., this week.

**WANTED**

CONCESSIONS OF ALL KINDS, 2 OR 3 NICE SHOWS for two big Fourth of July Street Celebrations, Memphis, Mo., and Carthage, Ill., and route of Good Fairs and Celebrations.

**MOUND CITY SHOWS**  
1417 Grattan St., St. Louis 4, Mo.

**Another P. K. Star First**

Capitalize on this wonderful floor model popcorn machine at \$247.50. Wire

**P. K. SALES**  
1507-509 Wheeling Ave., Cambridge, O.

**Johnny J. Denton #2 Shows**

Want clean Cookhouse that caters to show people. Want Bingo. Must be well flashed. Join on wire.

Morristown, Tenn., this week.

**Lucky Jennings Wants**

Help for two zoos, good locations. Wire at once. People I know, contact at once.

CLUB AVALON, Basile, La.

**WINTER QUARTERS****Piedmont Exposition**

FAYETTEVILLE, N. C., April 10.—Everything was ready today for the move to St. Pauls, N. C., where shows open the season, Monday (12), under Civitan Club auspices. Scenic Artist Bourdeau finished his paint work in time and all rolling stock was in first-class shape for the move.

General Manager Rumley returned from a trip to Winston Salem, N. C., where he placed an order for more new canvas and a new front door with the Dize Tent Company. He also purchased two new trailers and tractors.

Bill Butler will have charge of all concessions and percentage. General Agent G. C. Norris returned from a trip around the State. Mrs. Putney joined her husband, Earl, who is superintendent of electrical construction. Putney also will handle the Ferris Wheel. Late arrivals in quarters were Mr. and Mrs. Jim Doby and son, Tommy. Lot Superintendent Joe Williams has all canvas in shape. J. W. Blanton booked his concessions as did Frank Wagner. Latter also will have a giant bingo with the shows. Joe Parenteau will have the cookhouse, and Ken McGlone the side show. Harry Dixtler booked his kiddie and pony ride. Garland Norris, who has the *Oriental Girl Revue*, purchased new costumes and scenery. He reports the show will operate for the first part of the season with only three girls. Roy Tilman will have the Hillbilly Show.—DEACON THOMPSON.

**Veterans' United**

WORTHINGTON, Minn., April 10.—A full crew is at work repairing and painting equipment in preparation for the May 3 opening here. Co-Owners Charles Carroll and John McDonald have received new Vagabond house trailers and await delivery of a Smith & Smith Kiddie Airplane and an Addison miniature train.

Mr. and Mrs. Paul Ebersole will be back with their Octopus and bingo. Others indicating their intention of rejoining the show include Mr. and Mrs. Howard Truax, popcorn; Mr. and Mrs. Ben Elsen, Funhouse, root beer and hot dogs; Bob Evans, diggers; Mr. and Mrs. Pat Coalter, photos and cigarette gallery; Pop and Ma Kumalae, Hawaiian Show, novelties, fish pond and ball game; Gus Pappas, pin store; Florence and Red Cundiff, who report they have rebuilt and enlarged their cafe; Neva Lanky, penny pitch, and Gertie Yaer, Chairplane and two concessions.—STUBBY MONTANA.

**Midway Shows**

ST. PAUL, April 10.—Shows are pushing preparations for their opening here May 8, and Owner-Manager Rocco Schiavone announces bookings are about completed for the season.

Fronts and arches have been refurbished and rolling stock overhauled and remodeled. Two new semi-trailers are being built for the Tilt-a-Whirl.

Rocco Schiavone Jr., assistant manager, said the org will carry a Side Show and that a 30-foot semi is being converted to transport it.

**Alabama Amusement**

THEODORE, Ala., April 10.—Bernie and Marie Smuckler, owners, are busy here in quarters getting things ready for the season's opener. Before taking to the road, the org plans to play several lots in Mobile. Recently purchased is a \$6,500 Diesel-operated kiddie ride. George Desak is in charge of work here.

**Coleman Bros.**

MIDDLETOWN, Conn., April 10.—Satisfactory progress is being made in local quarters despite unfavorable weather. Owner Richard J. Coleman announces that shows will open here Thursday (15). Org will be routed thru New England and New York.

A new streamlined train, light towers and new Caterpillar Diesels will be added this season. Paul Smith expects to have his new Rock-O-Wheel ride ready for opening. Three new fronts are being constructed under supervision of Clarence Church. They include a new side show front for Wendell Kuntz and monkey and girl show fronts for Walter McCracken.

Shows have eight fairs booked starting at Middletown, N. Y., the second week in August and closing at Belchertown, Mass., October 12. Rides were overhauled and repainted under the supervision of John Pesecki. Dave Altman left local quarters to visit friends in Oneonta, N. Y. Dave Altman will start his 30th year on the Merry-Go-Round this season. Bill Storey will be back with his cookhouse and four stores. Leonard Ross will have the bingo and two stores. The Harrisons will have 4 stores; Bill Robinson, 3; Tim Coleman, 6; Whitey Beardsley, 3; Jimmie O'Connor, 2; Morris Gurthov, 2; Tom Williams, 1; Elsie Taylor, 1; Tom Woods, 1; Harry Harrison, 2; Louis Miller, 2; and Bill Brooks, 2.

Richard J. Coleman is owner; Francis J. Coleman, manager; Betty Coleman, secretary; Mrs. Richard Coleman, treasurer; John Pesecki, ride superintendent, and Bill Burger, electrician.

**Sunset Amusement**

EXCELSIOR SPRINGS, Mo., April 10.—Show is skedded to open its ninth straight year on a downtown lot here Thursday (22) under American Legion Post auspices. Quarters' crew, now numbering 20, is readying equipment.

A new C-Cruise ride has been added. Three Ferris Wheels and a Dodgem also will be featured. Five new trucks have been added.

Org is using a sound truck for exploitation and A. J. Duffy, billposter, has a new line of paper. Mr. and Mrs. Woody Gaither are readying their concessions. Gaither again will have charge of all percentages.

Org's fair route will take it thru Missouri, Illinois, Iowa and Minnesota, Owner K. H. Garman announced.

Ethel Flora again will handle newspaper publicity and program advertising. Margaret Martin and Mrs. Mace are in charge of the cookhouse.

Recent visitors include Mr. and Mrs. C. I. Levin and Mr. and Mrs. Edward (Slim) Johnson, of Midwest Merchandise Company; W. Ross Bealer, Whiteside County Fair, and Ross Baty, of the Great Jones County Fair, Iowa.

**Playtime Amusement**

QUINCY, Mass., April 10.—With opening set for April 15, work in quarters is about completed. Shows' 10 rides and rolling stock has been overhauled and repainted.

E. W. Burr, treasurer and manager, reported that a new Merry-Go-Round will be delivered June 1 when shows' No. 2 Unit opens under direction of John R. Burr. Shows plan to use Capt. D. Farlie, high dive, and Gangler Bros.' Circus as free attractions this year.

Red Fuller has arrived in quarters and has his crew busy getting shows and the Kiddieland in top shape. The writer again will handle the publicity and will be in charge of the billposting crew.—HARRY PEAVEY JR.

**MODEL SHOWS, INC.****WANTS**

Ride Help, Octopus and Roll-o-Plane Foreman. Second Men on all rides that can drive. Man and wife take charge ball game. Agent Penny Pitch. For sale: Evans Devil Bowling Alley, 20x40 Top. Address: Sapulpa, Okla., this week.

**CHARLES ELDER  
WANTS**

SLUM STORE AGENTS for Penny Pitch, Hoop-La, Slum Cork Gallery, Basket Ball and Ball Game, or will build to suit capable Agents. BOOKED WITH INTERNATIONAL SHOWS. Fairs and Celebrations starting middle of June in Minnesota. Rex Allen and Paul, write. FRANK BENNETT, Concession Mgr. Address: CHARLES ELDER, c/o International Shows, Bristow, Okla., this week.

**GIRLS--WANT--GIRLS**

FOR GIRL SHOW  
Experience not necessary. Top salary.  
Ticket if I know you.

**RAY AYERS**

World of Today Shows  
Ft. Smith, Ark., this week

**WANTED**

MAN TO HANDLE DARK RIDE. Must understand Ride and drive semi. Will pay \$75.00 per week and bonus. Slim Griffith or Brother, answer. No drunks will be tolerated. Sickness the cause of this ad.

**JACK WILKERSON**  
c/o SNAPP GREATER SHOWS  
Nevada, Mo., this week; Coffeyville, Kans., next week.

**WANT****Capable General Agent**

Prefer man who knows Southern States.

**W. E. BUNTS**

CRYSTAL EXPOSITION SHOWS  
Griffin, Ga.

**SPITFIRE FOREMAN****WANTED**

For Independent Ride with the Lawrence Greater Shows. Will pay the best wages to reliable party. Must drive semi. Wire or call:

**CASEY SENS**  
c/o LAWRENCE GREATER SHOWS  
Culpeper, Va., this week

**Midway of Mirth Shows****WANT**

PENNY ARCADE, FROZEN CUSTARD BUMPER, HEART SHAPE PITCH. Address: Murphysboro, Ill., this week; Madison, Ill., next week.

**WANTED**

CARNIVAL, RIDES, CONCESSIONS, FREE ACTS for the 12th Annual  
**BUCKLIN HOMECOMING, August 12, 13 and 14**  
ARNOLD B. STANLEY, Secy.  
Chamber of Commerce Bucklin, Missouri

**WANTED**

Merry-Go-Round and Kiddie Ride for United Implement Exposition.  
MAY 3-5, FAIRBURY, NEB.  
**F. W. SHIPMAN**

**LOU PEASE WANTS**

Girls, Ticket Sellers for two Girl Shows; Girl Show. Blackie, come on.  
C. A. STEPHENS SHOWS  
Maryville, Tenn., 12 to 17

**GEO. ANSHER**

WANTS ONE COUNT STORE MAN.  
Only one on show.  
**CARE CAPITAL CITY SHOWS**  
Franklin, Ky., this week; then as per route.

**Mad Cody Fleming**

HICKOX, Ga., April 10.—Work here has been stepped up, with Jack McCarty upping the working day by two hours. Concessionaires continue to arrive. Some have their booths ready.

George Mitchell wired he was en route. Judge Dowdy has his stands all set. C. D. Dean is prepping 10 stands. Frankie Shelton has her stand ready.

Whitie Hardman and Dutch Schilling have been working a few weeks with another show. Mr. and Mrs. Mad Cody Fleming recently made a trip to Ohio to see Mrs. Fleming's mother. On the trip they were in a wreck and their Lincoln car was badly damaged.

C. B. Ludwig is taking a crack at advance work. Most of the ride boys are here. The season will open Saturday (24) at Waycross, Ga. Preacher Legget already has started billing.

**Thompson Bros.**

JOHNSTOWN, Pa., April 10.—Work is moving along at a fast pace and shows recently took delivery on a new Ferris Wheel and Kiddie Auto, and Ferd Thompson is building a new Funhouse for the No. 2 Unit. Four new tractors also have been delivered.

Lee Runk is getting the trucks in shape. Management reports a number of new dates have been inked for the summer. The writer and his father again will have candy apples on both units and a photo gallery on the No. 1 Unit.—BUD WIEGAND.

**Frear's United**

EMPORIA, Kan., April 10.—Much rebuilding has been done in spite of unfavorable weather.

Owner and Mrs. Frear were hosts to quarters personnel at a turkey dinner on Easter Sunday.

A new transformer and workshop have been completed on a 24-foot semi. Papa Ryan has everything repainted. Monroe Groll has completed his new Funhouse and new show fronts have been constructed.

**George Clyde Smith**

CUMBERLAND, Md., April 10.—Clyde McDaniels, ride superintendent, and John Roberts, mechanic, arrived in quarters here recently. Rides and shows are practically ready for the Wednesday (28) opening. Manager George Clyde Smith returned recently from a booking tour thru Western Pennsylvania.—JIMMY FAY.

**Eastman Amusement**

SALAMANCA, N. Y., April 10.—Work in local quarters is progressing and all equipment, trucks and semis are being repainted. A new Merry-Go-Round is expected about May 1. Shows plan to open in Limestone, N. Y., May 11, with Merry-Go-Round, Ferris Wheel, Chairplane, miniature train and Octopus.

Personnel includes Lloyd H. Eastman, owner; Edson Trinlay, electrician; Eugene Ferris, ride superintendent, and Charles Stewart, transportation superintendent.

**Imperial**

ASHLAND, Ill., April 10.—Work is progressing satisfactorily here. A new Ferris Wheel, delivered by the Eli Bridge Company, gives the org twin wheels and raises the total rides to 10.

Recent visitors included Mr. and Mrs. Richard O'Laughlin, who this year will go out with novelties and merchandise concessions on the show for the third straight year. Frank and Lelia Hopper have been visiting their daughter and son-in-law, Mr. and Mrs. Wendell Pierce, here.

**World of Pleasure**

WAYNE, Mich., April 10.—O. B. Bauer and Sam Gregory recently finished building the second new truck, made of sheet metal.

Recent visitors have been Ken Yeager, Blackie Warr, Stuff Carlin and Smokey Hammond.

Mrs. Bauer is confined to her bed with a heart condition. The Bauer's daughter, Judy, is going to school in Potomac, Ill.—ANNA BAUER.

**Mespelt Buys Out Hedrick Interest in Peerless Org**

GREENWOOD, S. C., April 10.—William J. Mespelt, who with Fred Hedrick operated the Peerless Celebration Amusements, announced from winter quarters here that he has purchased his partner's interest in the organization.

Held up because of bad weather and negotiations involving the change in ownership, reconditioning of equipment is now in an advanced stage for the show's opening in late April. Tractors and trailers are about ready to roll, said Mespelt. The show will play its usual territory thru Virginia, West Virginia, Maryland and Pennsylvania.

**Ohio Valley Shows Bow April 24 at Mansfield, O.**

FINDLAY, O., April 10.—Ohio Valley Shows will move out of local quarters (Monday (19) for Mansfield, O., whose opening is set for Saturday (24).

Concessionaires include Bob Chism, cookhouse; Bertha Kent, popcorn; Mrs. Roy Nelson, photos; Nip Harris, hoop-la; Bob Harris, 1; Bill Harris, 1; Ace Ross, 4; Mrs. Preice, 3; Donald Jameson, 1; Gordon Milles, 2; Ralph Wolfe, 2; William Melnick, 2; Baughie, diggers and jewelry, and Bill Wolcott, pennyland and three others.

**Laurens, S. C., Festival Inked for Harrison Greater**

LAURENS, S. C., April 10.—Stanley Reed, general agent, Harrison Greater Shows, this week inked the fall festival here for his org. The doings, which will be staged late in September or early October, will feature daily thrill events. Site is the Laurens-Clinton Speedway.

President Maxie Abercrombie, of the festival, said the event will be staged annually and will be backed by heavy promotion.



# CARAVELLA AMUSEMENTS

★ AMERICA'S FASTEST GROWING AMUSEMENT ORGANIZATION ★

—SENSATIONAL FREE ATTRACTIONS—

**WANT — WANT — WANT**

**FOR SEASON 1948**

**CONCESSIONS**—Shooting Range, Novelties, French Fries, String Game, Darts, Photo, Penny Arcade or any other legitimate Concessions.

**AGENTS** on all Stores—office owned. **SHOWS**—Will book Motordrome and any new Novel Show. **TALKERS** for Fun House and Grind Shows. **RIDE HELP**—A few openings for First and Second Men. Can use a good Merry-Go-Round and Roll-o-Plane Foreman.

**WILL BOOK OR BUY WHIP OR ANY GOOD FLAT RIDE.** Must be in A-1 condition. What have you?

**GIRLS**—Performers, Dancers for office-owned Show. **COLORED PERFORMERS**—Pop Turner wants Musicians, also 2 Chorus Girls and A-1 Comic. Salary out of office. No drunks. Joe Brantley, wire.

Wire or write Danville, Va., this week, or as per route Billboard.

<b>FRANK CARAVELLA</b>	<b>ROY DE LANO</b>	<b>BENNIE HERMAN</b>	<b>JOHN WATKINS</b>
Manager	Secy.-Treas.	Bus. Manager	Lot Supp.

## FOR SALE—PRETZEL RIDE

**7 Cars, Track, all in tip-top condition, complete with stunts. Price, \$6,500.00.**

**CELORON REALTY CORP., Jamestown, N. Y.**

## WANT TO BUY BINGO

Cash for good, used Bingo outfit. Must be in good condition and ready to operate. Send full details and photo.

### KING BROTHERS

82 ORCHARD STREET MT. CLEMENS, MICH.

## MEEKER'S SHOWS WANT

Opening, Seattle, April 19th; closing, Central Washington Fair, Yakima, Wash., Oct. 3rd. **RIDE HELP:** Octopus, Fly-o-Plane, Hi-Ball, Roll-o-Plane, Merry-Go-Round. **SHOWS:** Bud Smith, Mgr., wants strong Freaks or any Side Show Attractions, Grinders and Talkers, office salaries, bonus Fairs and Celebrations. Address:

**RALPH MEEKER**  
830 RUSH BLDG., TACOMA, WASH.

WANT

## C. A. STEPHENS SHOWS

Concessionaires that work for stock, such as Photos, Age, Weight, Glass Pitch, Mitt Camp, High Striker, Hoop-La, Rides—Any Ride not conflicting. Help on Kiddie Auto, Second Man on Swings and General Help. Shows—Any Show with own equipment not conflicting with Girl Show, Side Show, Mirror Maze and Snake Show. Want Man with people to take over Side Show. Floyd Bailey Family, can place you; also Legal Adjuster; get in touch with

**JOHNNY GREENE** MARYVILLE, TENN., APRIL 12-17

## KARL W. BILL SHOWS

**KARL W. BILL, Owner & Mgr. — FLORAL M. BILL, Sec. & Treas.**

**WANT CONCESSIONS OF ALL KINDS** Will Book, Lease or Buy No. 5 Eli Wheel and a 2 or 3-Abreast Merry-Go-Round

Write to:  
**Karl W. Bill Shows**  
Wayland, N. Y.

## FREAR UNITED SHOWS

WANT

Manager for new framed Side Show, also Snake, Monkey Show. Manager for Girl Show. Agents for Stock Concessions. Want Dish Washer in Cookhouse. Want Ride Help; come on; top wages. Moree Goree wants Counter Men for Bingo, also Talker and Ticket Seller for new Fun House.

**ROY FREAR**  
EMPORIA, KAN., ALL WEEK.

## THE ROANOKE RAPIDS LIONS' CLUB

Wants Rides for a week's celebration about the last week in September. The location will be on the ball field beside the high school in uptown Roanoke Rapids, North Carolina. For further information contact

**J. E. KNOTT, JR., Box 108, Roanoke Rapids, N. C.**

## LONE STAR SHOWS

Want Ride Help for ten Rides, top wages paid. Foremen for all Rides, Merry-Go-Round, No. 5 Wheel, Octopus, Tilt-a-Whirl, Roll-o-Plane, Chair-o-Plane, late model Speedway Ride, Kiddie Auto, Kiddie Airplane, New Caterpillar and Looper to be added to show after May 15th. Ride Help for all Rides. First and Second Men, come on; we can place you. Want Side Shows, low percentage. Want Concessions of all kinds; no Platters, Percentage and Hanyk Panks only. Cliff Trantom, Ray Smith, Perry Cochran, get in contact with me at once. Bradenton, Fla., until April 12th; then Pine Bluff, Ark., 15th-16th, c/o Western Union; then Salem, Ill., 18th. After that all mail and wires to Centerville, Ind.

**JOHN R. (DICK) McSPADEN**

### SUNFLOWER STATE SHOWS

**WANT FOR NORTHWEST KANSAS**

Two Largest Street Celebrations, starting **GOODLAND, APRIL 19; COLBY, APRIL 26.**

**SHOWS—KID RIDES—STOCK CONCESSIONS**

Roy Edsall wants Count Store Agent, Clothes Pin, Set Joint. Dick Hamilton, Johnnie Sleepy Graham, Bill Bradley, Buddie Wall, Swinger Agent, wire.

**C. A. COREE, Mgr., Liberal, Kansas**

### WANTED

Bingo Counter Man. Must be experienced, one who can stand good treatment. top wages.

**ED DEIBERT**  
c/o F. M. Sutton's Gulf Coast Shows  
Kennett, Mo., this week;  
Poplar Bluff, Mo., next week.

### CARNIVAL WANTED

**FOR HOMECOMING PICNIC AND SOLDIERS MEMORIAL DEDICATION**

**JULY 3, 4, 5—In City Park**  
**GREENVILLE, MO.**  
Address: **Greenville Sun, Greenville, Mo.**

# MAD CODY FLEMING

SOME BIGGER • NONE BETTER

**Opening WAYCROSS, GEORGIA (downtown), April 24**  
TWO SATURDAYS

WANT RIDE HELP. You get it in full each week.

**CONCESSIONS**—Stock, \$20.00, one cut in, total \$21.00 a week; Bingo, \$40.00 and 10% of gross.

If you are playing blanks or playing a guess route, get in touch with us. We know our opening date, also our closing. No guesswork here. Booked by a capable agent, managed by an experienced showman, with plenty late model rides and ample capital.

Hickox, Georgia, until April 21, then Waycross, Georgia.

29<sup>th</sup> ANNUAL TOUR 29<sup>th</sup> ANNUAL TOUR

## H.C. SWISHER'S PARADA SHOWS

AMERICA'S FINEST MIDWAY

**OPENING DOWNTOWN PAOLA, KANSAS, APRIL 17**

Two Saturdays. Five Celebrations month of July, including the Big 4th of July, Pittsburg, Kansas; El Dorado Springs, Mo., Big Reunion. All Fairs and Celebrations till Nov. 11. Only five Still Dates. Can place Stock Concessions, Photo, Glass, Penny Pitch, Cork Gallery, Coke Bottles, Darts or any other. \$25.00 week. Come on. WANT Bingo Caller and Counter Men who can drive semi. WANT SHOWS—Snake, Mechanical, Unborn, must set on streets. What have you? Can place a few Second Men on Rides. All address:

**H. C. SWISHER**

BOX 125, TILL APRIL 14, CANEY, KANSAS

PHONE 468-W

## Stafford United Shows

OPEN INDIANAPOLIS, INDIANA, APRIL 23

**BOOKING CONCESSIONS OF ALL KINDS**

All show people with me last year contact at once. First men on all rides.

All kinds of concessions that work for stock. Will book all kinds of shows.

**STAFFORD UNITED SHOWS**

343 La Clede Street

Indianapolis, Ind.

## GEORGE CLYDE SMITH SHOWS

**OPENING APRIL 29, JOHNSTOWN, PA.**

WANTED—Pitch-Till-You-Win, Penny Pitch, Age and Scales, Bowling Alley, String Game, Cigarette Shooting Gallery, Hoop-La, Six Cats, Swinger, Basket Ball, Darts, Fish Pond, Duck Pond, Monkey Show, Wild Life, Snake Show, Mechanical Show, Penny Arcade. WANTED—General Ride Help and Truck Drivers. All people holding contracts, please report. All replies to GEORGE CLYDE SMITH SHOWS, P. O. Box 521, Cumberland, Maryland.

## SILVER STATES SHOWS

WANT FOR UNIT #2—NOW OPEN

Good proposition for Bingo; Carl Ferguson, answer. Scale, Photo, Fish Pond, Darts, Hoop-La, Glass, Arcade, Pop Corn, Apples, Lead Gallery, Coke Bottles, Country Store, Pitch-Till-U-Win, String, or other late 1947. Louie Kaplan wants Roll Down Agents; Whiskey Bob, answer. Fletcher Tetts wants Fun Store Agents. Reply: **HARRY RICHMAN, Albany, Texas.**

WANT FOR UNIT #1—OPENS NEBRASKA, MAY 1

Good proposition for Cook House or Sit Down Grab. All other Concessions open except Pop Corn, Floss, Bingo. Need Merry-Go-Round Foreman and Second, Octopus Foreman and Second, other Ride Men that drive. Winter quarters open at Waterloo, Nebr.

RIDE OWNERS—GOOD PROPOSITION FOR TWO MAJORS.

Reply: **JAMES D. CARPENTER, 119 S. 73RD ST., OMAHA, NEBR.**

## TIVOLI EXPOSITION SHOWS

WANT CONCESSIONS OF ALL KINDS

Fish Pond, Balloon Dart, Ball Games, Penny Pitch, Country Store, Hoop-La, Snake Show, Side Show, Penny Arcade.

This week, Joplin, Mo.; next week, Alton, Ill.  
H. V. PETERSEN, BOX 742, JOPLIN, MO.

## D & B SHOWS

Can place Stock Concessions of all kind. One more Ride that doesn't conflict. Will furnish complete outfit for Five or Ten-in-One, Snake or Girl Show. Come on or wire. Those joining now will have preference at the big Strawberry Festival. Willie Bill and Johnnie, of Belton Show, answer. Bethune, S. C., 12th to 17th.

**FRANK DICKERSON and EVERETT BRYANT**

## FROM THE LOTS

### Virginia Greater

(Continued from page 71)

iving from her Montclair, N. J., home. Ed Curtin is painting his concessions. Joe Conley is on his way from Florida. Bob Milligan has the motorized equipment in shape. Dad Nixon, painter, completed his chores.

Leo Matina, of the Matina midget troupe, has been filling in as chef. Mike and Ike Matina again are the side show feature with their magic.

New arrivals include Mr. and Mrs. Bob Coleman with their bingo; Mr. and Mrs. Tommy Delph with grab joint; Mr. and Mrs. Harry Harrison, palmistry; Mr. and Mrs. R. V. (Kid) Bagby, long range, candy apples and popcorn, and Marion Leamon, who will take over two girl shows. Bill Penny cards that he will arrive soon with his concessions. Happy Arnold and Joe Conley are expected soon.

Visitors included Harry P. Taylor; Dr. L. C. Holland, who presented the midget troupe with a trained duck; Larry Briggs, Jack Pinner and Herb Shive.

Mr. and Mrs. Masucci, accompanied by Mr. and Mrs. Ed Curtin, returned to Montclair, N. J., to attend the wedding of their nephew.

Fletcher Gibson has joined the ride staff. Bob and June Coleman spent several days in Washington. Arthur Gibson is completing electrical installations. All wagon show fronts have been repainted under the supervision of the writer. Jimmy Wilson has the frozen custard and chocolate dip. Walter Walters joined Louis Augustino's Wild Animal Show.—W. C. (BILL) MURRAY.

### Alamo Expo

POTEET, Tex., April 10.—Week of March 29-April 5 at Riverside Park, Austin, Tex., pulled excellent turnouts. Org opened here Wednesday (7), preliminary to the Strawberry Festival, April 9 and 10.

Back on the show this year are Mr. and Mrs. Joe Rosen, Mr. and Mrs. Joe Stegal with their kid rides, Snippy Kolb and his wife and Captain Mac and his two nieces. Terry Martin is back as 24-hour man.

Lillian Murphy, wife of Joe (French Casino) Murphy burned up the skating rinks at Austin. Eileen Helfan has been put on the front ticket gate.

Rolling stock has been put in shape by J. C. Davis, truck superintendent. Benny and Bobby Hyman are sporting a new '48 Buick.

Bill and Jackie French were among those visiting Freddie Moran's recently opened Show Time club in Austin. Sammy Sapson has been giving away strawberry preserves he and his mother made, explaining that he put lids on the jars.

Austin visitors included Punk and Thelma Hill, who spent much of their time with Joe and Babe Ulcar. Babe has been on the sick list but is coming along okay.

### Prell's Broadway

FAYETTEVILLE, N. C., April 10.—Shows made the 200-mile jump here from Charleston, S. C., without incident. Joe Prell has inaugurated a new system in the office wagon which eliminates a lot of paper work. Stacey Knott joined here as assistant to Abe Prell. Don Crown, scenic artist, finished the Tunnel of Love canopy.

Snap Wyatt, Tampa, painted the Fat Show banners. Clark is handling the Hi-Ball. The new Caterpillar is being handled by Morgan, who joined this season.—ALLAN A. TRAVERS.

### Majestic Greater

RICHMOND, Va., April 10.—Show opened on the Church Hill lot March 26. Cold weather hurt attendance and biz the first two days. Business improved with the weather and a ladies' night packed them in.

Visitors included Al Huband, former trouper, who is now city ride inspector; John Marks, Willie Lewis, Mr. and Mrs. Lloyd Serfass, Mack Maxwell, Carl Holzapfel, Walter Rowan, Al and Hank Palmer, Joe Decker, Art Eule, Paul Lane, Slim Kelly, Dorso and Goodman, J. A. Mitchell, I. V. Hulme, Maxie Glynn and Glen Porter.

Leonard Gould sold his bingo equipment and rolling stock to Dorso and Goodman and they booked it with this org. Sam Solof is doing okay with his concession. Owner Sam Goldstein made a plane trip to Detroit to visit his wife who is ill. The writer's brother, Phil, joined to handle the front gate. Mr. and Mrs. Whitey Sutton and daughter, Kathy, joined. The sponsoring Legion committee, headed by Kenneth Heine, co-operated. Specks Moore and his Rocket crew set another record. They were down and loaded in one hour and 55 minutes.—HARRY E. WILSON.

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., April 10.—The information bulletin has been mailed to the membership, together with 1948 membership certificates and copies of the 1947 annual report.

Leonard Traube, former editor in chief of *The Billboard*, has submitted a series of six stories built around the Merry-Go-Round, which we understand is to be made available on a subscription basis to shows.

The War Assets Administration has revised two of its rules regarding disposal of war surplus goods. Copies of the revised rules are on file.

Washington information indicates the demand for gasoline may exceed the supply. The situation may grow worse during the coming months. Also building materials are expected to be scarce, information is that the lumber supply will be adequate.

Information on the subject of traveling expenses as a deductible tax item is on file. Important tax dates are: April 15 when income tax returns from corporations, individuals and partnerships operating on a fiscal year ending January 31 must be filed; April 30, final date for returns for the first quarter 1948 Social Security taxes, quarterly return of unemployment taxes, withholding taxes for the first quarter of 1948, and excise taxes for March, 1948.

### Tri-State Amusement Co.

Preps for Spring Opening

MADISON, S. D., April 10.—Tri-State Amusement Company has brought its equipment out of winter storage at Lake Madison and is getting things set for the summer. Show is owned by John and Ed Murphy.

Formerly the Howard Amusement Company, show plans to open at Howard, S. D., and will return to Lake Madison for a Decoration Day stand.

### Victory Signs Two More

HOT SPRINGS, April 10.—Victory Exposition Shows has added fairs to its bookings with the signing by C. S. Noell, general agent, of contracts for Shelby County Fair, Shelby, Mo., and Columbia County Fair and Stock Show, Magnolia, Ark.

# J. J. PAGE EXPOSITION SHOWS

Opening April 24 at Johnson City, Tenn., downtown location

Can place Grind Shows with own outfits. Will book few more Legitimate Concessions. Good opening for Custard, Diggers, Photos, Fish Pond and other Hanky Panks. Privileges have been sold for Bingo, Cookhouse, Popcorn, Candy Floss, Candy Apples and Percentage. Leonard and Corky Neal, contact; Charley Griggs, Ernest Kaapuni, our letters to you were returned, contact by phone. Elmer Reed wants Hanky Pank Agents. Want Second Men for Ferris Wheel, Octopus and Merry-Go-Round. Dale Samier wants Roll Down and Skillo Agents. James (Pee Wee) Dailey, Eddie Kirkland, Jimmie Clark, Curley and Penny, get in touch at once.

Address:

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

# Fidlers United Shows

Now at Spring and Chouteau, St. Louis, Mo.;

Granite City, Ill., April 19-24

No Ride Foremen needed. Want Second Men only. Must drive Semis. Electrician who can handle Giant Searchlights. Shows with or without own equipment. Address:

**SAM FIDLER, Mgr.**

4217 N. FLORISSANT, ST. LOUIS, MO.

Harold (Buz) Wagner PROUDLY PRESENT R. Neil Altenburg

## KING LOLLYPOP

Distribution at shows throughout the country. 40 years of candy-making experience in every pop. Individually wrapped in moisture-proof cellophane bag. 5-inch diameter—A REAL LASH! 13¢ for One or One Million.

**MRS. WAGNER'S FINE CANDIES**

617 N. 23D ST., MILWAUKEE, WIS.

## SAINT MARY'S CATHOLIC CHURCH FESTIVAL

WEST POINT, VIRGINIA, WEEK APRIL 19

Can place for entire season French Fries, Frozen Custard, Clothes Pin Pitch, Balloon Darts, Photos or any other Stores working strictly for stock only, as we have only one of a kind on midway. Can also place Fun House and one more Flat Ride. We carry sensational Free Act and no gate admission. Wire or write

**BARNEY TASSELL UNIT SHOWS**

VICTORIA, VA., THIS WEEK

## FOR SALE

Sumproof Green Hip Roof Push Pole Show Tops, new spring 1947, two 20x30, one 20x40, one 20x40 with Proscenium for Girl or Posing Show, one 30x50 with Proscenium for Girl or Jig Show with Seats and Stage, one 20x30 for Cookhouse or Bingo. All above Tops with 8-ft. Sidewall and inside and outside full width Sun Border. One 40x80 Khaki Round End Top for Ball Ring or Push Pole. About thirty 30x60-inch Blow-Ups for Girl or Posing Show. 3,000 ft. 2-0 Standard Cable with Lugs, 75 and 100 ft. lengths. 20 Junction Boxes. Chev. Trucks with Semi Trailers for hauling Rides and Shows. 75 Kw. Caterpillar Light Plant, two 100 Kw. Single Phase 2300-4400 Transformers. Plenty other Show Items. Come, look them over.

**L. ED ROTH 1284 Hart Road, Columbus, Ohio**  
P.S.: 20-Passenger Chevrolet Bus, 1942 model, for Jig Show transportation.

## WANTED

**CONCESSIONAIRE FOR PONY TRACK**

MUST HAVE GOOD STOCK AND EQUIPMENT

Stables for 25 horses and ponies. About 400 feet of track. Excellent opportunity for Riding Stable. Park bridle paths available. Flat or percentage rental.

**CARLIN'S AMUSEMENT PARK**

BALTIMORE, MARYLAND

## WANT—DROME RIDERS—WANT

MEN AND GIRLS—STRAIGHT AND TRICK RIDERS—HIGHEST SALARIES. Walter Petroski, Roy Woods, Alvin Dix, J. E. Easdale and all others, wire me at once. Show opens Hot Springs, Ark., April 24. Address:

**A. (DUTCH) WILSON**

c/o MARQUETTE HOTEL or c/o HENNIES BROS.' SHOWS, HOT SPRINGS, ARK.

MONEY

## WANTED EXPERIENCED PHONE MEN

No drunks, agitators or "would-be" promoters tolerated. Now commencing and progressing Nashville, Tenn., for America's Triple Threat Show. Plenty of newspaper publicity and civic co-operation. Veterans' auspices. Wire, phone or write

**P. R. DANIELS**

ANDREW JACKSON HOTEL

NASHVILLE, TENN.

## RAYNELL WANTS

DANCE TEAM. Owing to sickness, can place team for season. Send photos, lowest salary. Long season. Must be good. OPEN 24TH. Address:

c/o CETLIN & WILSON SHOW, PETERSBURG, VA.

# CAPITAL CITY SHOWS

WANT: Stock Concessions of all kinds. Good opening for Long and Short Range Gallery, Bumper, Basket Ball, Cigarette Gallery and Cookhouse.

SHOWS: Want man to take charge of new Side Show. 20x80, 100-ft. Banner Line and any good Grind Shows.

WANT: Second Men on all Rides. All replies to:

**J. L. KEEF**

CAPITAL CITY SHOWS, FRANKLIN, KY., this week.

P.S.: For Sale—36-ft. Parker 2-Abreast Merry-Go-Round, perfect condition, new paint, Top and Tower Unit perfect. Can be seen in operation this week. Reason for selling, have new one.

## JONES GREATER SHOWS

OPENING APRIL 24, ASHLAND, KY.

Wants for the Best Spots in West Virginia

SHOWS—Want Side Show, Mechanical, Fun House. Have Side Show outfit with own transportation. What have you for inside? C. B. Dawley and Billy Logsdon, wire. CONCESSIONS—Want Penny Arcade, Photos and Custard. HELP—Want Foreman for Merry-Go-Round and Second Men on other rides. All address JONES GREATER SHOWS, 727 Sixth Avenue, Huntington, W. Va.

# PENN PREMIER SHOWS

world's cleanest \* midway

## WANTED

Side Show Manager with acts. Want to hear from attractions, also annex Ticket Sellers and Talkers. CONCESSIONS—Can place Photo, exclusive. Also other legitimate Concessions. WANTED—Talker for animal show. Also can place Useful Help in all departments that drive semis. Ride Foreman wanted. Want Foreman for Chairplane that can handle same. Address all mail and wires to

**LLOYD D. SERFASS**

Penn Premier Shows, Chester, Penna., this week; Trenton, N. J., next.

## WANT—J. A. GENTSCH SHOWS—WANT

For the Best Route in the South

Want to book for the season: Octopus, Roll-o-Plane, Spitfire and Looper. Book for 25%.

Want to book: A few more Stock Concessions. Will sell Ex on Scales and Age.

Want: Two Counter Men for Cook House.

WANT—WANT—WANT: Shows, Snake, Animal, Mechanical City, Motor Drome, Hawaiian Show, or any String Show with own outfit and transportation. Will book for committee percentage. Have 30x80 Tent for 10-in-1 if you have Acts and Banners; also have Tent for Illusion or Snake Show.

Want: Musicians, Comedians and Chorus Girls for Minstrel Show.

Drunks, chasers and agitators, stay where you are. All answers, wire if possible to:

**J. A. GENTSCH**

CANTON, MISS., this week; then as per route.

## LAST CALL!!!

## LAST CALL!!!

Opening in RIVER ROUGE, Mich., April 23

WANT LEGITIMATE CONCESSIONS. Will give X on NOVELTIES and FROZEN CUSTARD. Have opening for TILT-A-WHIRL, OCTOPUS and KIDDIE AUTO RIDE. JOE FREDERICK wants Help for SNAKE and MONKEY SHOWS. C. B. WOODCOCK, contact me at once. FOR SALE—24-Seat CHAIRPLANE, only up and down twice, like new, \$1,500.00. NO GYPSIES.

## DOWN RIVER AMUSEMENT CO.

10138 W. JEFFERSON

RIVER ROUGE, MICH.

## AGENTS WANTED

Can use two Skillo and two Grind Store Agents. Must be capable and sober. No other new apply. No 10% out of Stores. Have six good Celebrations and twelve bona fide Fairs. Wire immediately to

**MARTY MICHILS**

SOUTHERN VALLEY SHOWS, BOSSIER CITY, LA.

## Caravella Fares Well at Opening In Columbia, S. C.

REIDSVILLE, N. C., April 10.—In spite of cold and rainy weather, Caravella Amusements registered good biz at the Columbia, S. C., Spring Festival on the fairgrounds March 27-April 3. Date, sponsored by the Optimists' Club, marked the shows' opening.

Improvements have been made on the midway; there are a number of new rides and fronts, better lighting and new concessions, and the canvas, royal blue, by William Saunders, also adds a new look. Frank Caravella is owner, and other members of the staff include Roy de Lano, secretary-treasurer; Benny Herman, business manager; George L. Smith and W. E. LaSalle, general agents, and John Watkins, lot superintendent.

Caravella has contracted Babe Scott with her Ferris Wheel, Monkey and Snake shows, and four concessions; Al Boxall, bingo, and Charles (Shorty) Carr, popcorn and apples. Harry Roger has the sound truck; Billie Stewart is electrician; Raymond First, stock superintendent; Henry Wray, boss canvasman, and O. Kirk, mechanic.

Rides and foremen: Merry-Go-Round, Roosevelt Gibson; Octopus, O. W. Barrineau; Twin Ferris Wheels, Blackie Henry; Rolloplane, V. Tedrow; Chairplane, E. E. Smith; miniature train, M. E. Southard; kiddie plane, George Carter.

Shows include Girl Revue, Austin Deninger; Minstrel, Fred Turner; Side Show, Jack Rogers; Life, Anna Gibson; Funhouse, Paul Blondtoe; Snake Show, Leonard Marshall. There are also several other shows.

Louis and Zelda Meyers own and operate the cookhouse under a new top. Buddy Rogers and His Hell Drivers are the feature of the midway. Miller's high act was on deck for the opener. Winnie and Dolly, who will remain for the season, also presented a high number. Mrs. Elsie Caravella will leave soon to manage the recently acquired Island Park, Sunbury, Pa.

## Carnival Routes

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

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

- Admiration: Stringtown, Okla.
- Alamo Expo.: San Marcos, Tex.; San Antonio 19-24.
- American Beauty: De Soto, Mo.; Fulton 19-24.
- American Eagle: Dyer, Tenn.
- American Midway: Weatherford, Tex.
- Anderson Greater: Roanoke, Ala.; Centre 19-24.
- B. & H.: Jonesville, S. C.
- B. & V.: Garfield, N. J., 15-24.
- Babcock, F. W.: Gardemia, Calif., 14-20.
- Baker United: Indianapolis, Ind.
- Barlow's Big City: (Vandervender & Easton at Evans) St. Louis, Mo., 15-May 2.
- Bee's Old Reliable: Bowling Green, Ky.
- Big Four Am. Co.: Tamaroa, Ill.; Centralia 19-24.
- Big State Am. Co.: Raymondville, Tex.
- Blue Grass: Crossville, Tenn.
- Bogle & Reese: Arma, Kan.
- Bohn & Sons United: Wynne, Ark.
- Borderland: Llano, Tex.
- Borup's United: Providence, Ky.; Marlon 19-24.
- Bright Lights Expo.: Lynchburg, Va., 15-24.
- Brownie's Am.: Beggs, Okla.
- Buck, O. C.: Troy, N. Y., 22-May 1.
- Bullock Am. Co.: Badin, N. C.; Troy 19-24.
- Burdick's Greater: De Leon, Tex.
- Capell Bros.: Duncan, Okla.
- Capital City: Franklin, Ky.
- Caravella Am.: Danville, Va.
- Carr, Lawrence: New Bedford, Mass., 19-24.
- Cavalcade of Amusements: Mobile, Ala.
- Central Am. Co.: Beaufort, S. C.
- Central States: Wellington, Kan.; Great Bend 19-24.
- Coastal Plain: Franklinton, N. C.
- Coleman Bros.: Middletown, Conn., 15-24.
- Continental: Kingston, N. Y., 22-May 1.
- Crafts 20 Big: Madera, Calif., 13-18.
- Craig, Harry: Monahans, Tex.
- Crystal Expo.: Griffin, Ga.
- D. & B.: Moncks Corner, S. C.

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.

- De Luxe: Norwich, Conn., 22-May 1.
- Denton, Johnny J.: Opelika, Ala.
- Denton, Johnny J., Unit No. 2: Morrystown, Tenn.
- Dick's Greater: Bridgeton, N. J., 17-24.
- Dixieland: Calhoun Falls, S. C.; Waihalla 19-24.
- Down River Am. Co.: River Rouge, Mich., 23-May 1.
- Dumont: Richmond, Va.
- Dupree, Jimmie: Bernalillo, N. M., 13-18.
- Dyer's Greater: Helena, Ark.; Marianna 19-24.
- Exposition at Home: Chester, Pa.
- Fairway Am.: Grand Prairie, Tex.; Carrollton 19-24.
- Fidler United: (Spring & Chouteau Sts.) St. Louis, Mo.; Granite City, Ill., 19-24.
- Florida Am. Co.: Shelbyville, Tenn.
- Francis, John: Belleville, Ill.
- Franklin, Don: Cuero, Tex.; Luling 19-24.
- Frear United: Emporia, Kan.
- Gem City: Smackover, Ark.
- Gentsch, J. A.: Canton, Miss.
- Georgia Am. Co.: Dacula, Ga.
- Gold Bond: Monmouth, Ill., 17-24.
- Golden Gate: Pembroke, Ky., 17-24.
- Golden Rule: Laurel, Del.
- Granite State: Worcester, Mass., 22-May 1.
- Great Sutton: Blytheville, Ark.; Sikeston, Mo., 19-24.
- Greater United: Gladewater, Tex.
- Groves Greater: Abbeville, La.
- Gulf Coast: Kennett, Mo.; Poplar Bluff 19-24.
- Hannum, Morris: Cumberland, Md.
- Harrison Greater: Spindale, N. C.; Lenoir 19-24.
- Heller's Acme: Paterson, N. J.
- Henson, J. L.: Shreveport, La.
- Heth Expo.: Poplar Bluff, Mo.
- Heth, L. J.: North Birmingham, Ala.
- Heywood: Wilburton, Okla.
- Hill's Greater: Lubbock, Tex.
- International: Bristow, Okla.
- J. & B.: Clarksville, Va.; South Boston 19-24.

- Jayhawk Am. Co.: Neodesha, Kan.
- Johnny's United: Louisville, Miss.; Iuka 19-24.
- Jolly: Seat Pleasant, Md.; Suttleland 19-24.
- Jones, Johnny J., Expo.: Jacksonville, Fla.
- Kaus, W. C.: Lexington, N. C.; Asheville 19-24.
- Kilgore: Grapeland, Tex.; Trinity 19-24.
- Kirkwood, Joseph J.: Trenton, N. J.
- Kuntz Bros.: West New York, N. J., 16-May 2.
- Lamb, L. B.: Milan, Tenn.
- Lawrence Greater: Culpeper, Va.; Hagerstown, Md., 19-24.
- Lee United: Hazel Park, Mich., 14-20; River Rouge 23-May 9.
- Leeright, J. R.: Henryetta, Okla.
- Lottridge, Harry: Pell City, Ala.
- Magic Empire: Durant, Miss.
- Magic Valley: Sundown, Tex.
- Majestic Greater: Highland Springs, Va.
- Manning, Ross: Port Reading, N. J., 22-May 1.
- Marlon Greater: Fountain Inn, S. C.
- Martin's United: San Gabriel, Calif., 14-26.
- McCall's, Jim: Fitzgerald, Ga.
- McKee, John: Metropolis, Ill.
- Merit: Lowell, Mass., 15-24.
- Midway of Mirth: Murphysboro, Ill.; Madison, Ill., 19-24.
- Midwestern Expo.: De Queen, Ark.; Van Buren 19-24.
- Mighty Hoosier State: Vincennes, Ind.
- Mighty Page: Roxboro, N. C.
- Model: SaPulpa, Okla.
- Moore's Modern: Newport, Ark.
- Mound City: (14th & Branch Sts.) St. Louis, Mo.
- Murray Am. Co.: Peoria, Ill., 17-24.
- Nolan, Larry: Rocky Ford, Colo., 19-24.
- Omar's Greater Am.: Corning, Ark.
- Orange Blossom: Pittsburg, Tenn., 12-18.
- Page Bros.: Springfield, Tenn.
- Palace Am.: Wister and Red Oak, Okla.
- Palmetto Expo.: Pendleton, S. C.
- Paul's Am. Co.: Charleston, Ark.; Waldron 19-24.
- Pearlene: Boynton, Okla.
- Penn Premier: Chester, Pa.
- Peppers All-State: Greenville, S. C.
- Perry, Jack J.: Rock Hill, S. C.
- Piedmont Expo.: St. Pauls, N. C.
- Pike Am.: Paris, Ark.; Ozark 19-24.
- Playtime Am.: Manchester, N. H., 15-24.
- Pleasureland: Waynesboro, Tenn.
- Prell's Broadway: Burlington, N. C.
- Rafferty, James M.: Clinton, N. C.; Newport 19-24.
- Robertson Bros.: Morrystown, Tenn.
- Rogers Greater: Union City, Tenn.
- Rosen, H. B.: Lawrenceburg, Tenn.; Waverly 19-24.
- Royal Crown: Rome, Ga.
- Rupe's Midway for Fun: Crescent, Okla.
- Sam's Funland: Spencer, N. C.
- Shan Bros.: Newport, Tenn.
- Siebrand Bros.: Tucson, Ariz.
- Silver States: Albany, Tex.
- Smith Am. Co.: Lamarque, Tex.
- Smith, Casey: Marietta, Okla.
- Snapp Greater: Nevada, Mo.; Coffeyville, Kan., 19-24.
- Southern States: St. Petersburg, Fla.
- Southern Valley: Bossier City, La.; Magnolia, Ark., 19-24.
- Standard Am. Co.: Knoxville, Tenn.
- Starlight Am. Co.: Highlands, Tex.
- Starr, Joe: Idabel, Okla.
- Stiebler Greater: Stuart, Va.
- Stephens, C. A.: Maryville, Tenn.
- Strates, James E.: Wilmington, Del.; Chester, Pa., 19-24.
- Sunflower State: Hobart, Okla.
- Sunset Am. Co.: Excelsior Springs, Mo., 22-May 1.
- Sweeney's United: Wheeling, W. Va., 17-24.
- Tassell, Barney: Victoria, Va.; West Point 19-24.
- Texas: McCamey, Tex.
- Thomas Joyland: Williamson, W. Va.
- Tidwell, T. J.: Plainview, Tex.
- Tinsley, Johnny T.: Easley, S. C.
- Tivoli Expo.: Joplin, Mo.
- Triangie: Elizabeth City, N. C.
- Tri-State: LeMoyne, La.
- Turner Bros.: Springfield, Ill., 19-24.
- 20th Century: Fort Scott, Kan.
- Twin City: Aurora, Mo.
- United Expo.: Henderson, Tex.
- Utah Expo.: Kanab, Utah.
- Victory Expo.: Corsicana, Tex.
- Virginia Greater: Suffolk, Va.; Salisbury, Md., 19-24.
- Wallace Bros.: Glasgow, Ky.
- Wallace & Murray: Augusta, Ga.; Anderson, S. C., 19-24.
- Wallace United: Lexington, Tenn.
- Ward, John R.: Tyler, Tex.
- W. E. Attrs.: Tignall, Ga.
- Wheeler, Eddie L.: Dayton, Tenn.
- Wilson Greater: Prescott, Ariz., 13-18.
- Wolfe Am.: Woodruff, S. C.; Gaffney 19-24.
- World of Pleasure: Wyandotte, Mich., 15-24.
- World of Today: Fort Smith, Ark.
- Ziegler: Tacoma, Wash.

## Circus Routes

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

- Bailey Bros.: Martinez, Calif., 13; Santa Rosa 14; Petaluma 15; Oakland 16-18.
- Beatty, Clyde: Bellflower, Calif., 13; Huntington Park 14; Alhambra 15; Pasadena 16; Long Beach 17; N. Hollywood 18.
- Clyde Bros.: Hannibal, Mo., 15-17; Granite City, Ill., 22-24.
- Cole Bros.: Louisville, Ky., 15-17.
- Cole, James M.: Shamokin, Pa., 13; Mt. Carmel 14; Pottsville 15; Reading 16; Lebanon 17; Lancaster 19; Coatesville 20; Norristown 21; Pottstown 22; Bethlehem 23; Mahanoy City 24.
- Dalley Bros.: Hopkinsville, Ky., 13; Central City 14; Springfield, Tenn., 15; Clarksville 16; Bowling Green, Ky., 17; Glasgow 18.
- Davenport, Orrin: Washington, D. C., 19-25.
- Gainesville Community: Gainesville, Tex., 21-23.
- Gran Circo Americano: San Juan, Puerto Rico, thru April 30.
- Hamid-Morton: Newark, N. J., 19-24.
- Hinkle, Milt, Rodeo: Macon, Ga., 15-13.
- King Bros.: Griffin, Ga., 13; Marietta 14; Cedartown 15; Anniston, Ala., 16; Fort Payne 17; Marysville, Tenn., 19; Middlesboro, Ky., 20; Corbin 21; Somerset 22; Danville 23; Frankfort 24.

## Pre-Opening Action For Cavalcade Rides

MOBILE, Ala., April 10.—Cavalcade of Amusements launched its season here Friday (9). While finishing touches were being placed on equipment, top man Al Wagner and Manager Ralph Clawson, Monday, March 29, sent nine rides and a few concessions to play a PTA-sponsored eight-day stand at Leinbaup Park.

The org's staff as announced by Wagner includes, in addition to Wagner and Clawson, Arnold F. Maley, treasurer; Arthur Atherton, secretary; O. J. (Whitey) Weiss, concession manager; Archie Wagner, assistant concession manager; Neale Nesbitt, auditor; Nate Worman, master builder; John Beem, superintendent; Eddie Marconi, painting; Lec Hout, chief electrician; C. S. Stepp, Diesel superintendent; George Sanners, blacksmith; Leroy Hunter, neon Joe Pearl, mailman and *The Billboard* agent; Jack Davis, concession canvas Tom (Notre Dame) Sharkey, carpenter; Jack Baillie, cookhouse, and Ber Buck, kitchen.

Advance staff consists of Tom Allen, special agent; William B. Naylor, general press and radio; Lou Hamilton, press agent back, and J. Raymond Morris, billposter.

## Jollytime Shows Bow April 23 at Berwick

BERWICK, Pa., April 10.—Jollytime Shows pry off the season's lid here April 23, W. R. (Wes) Price, owner, announced this week.

New this year will be Eddie Van Pelt's Ferris Wheel mounted on a semi-trailer. Hank Shoreck, veteran wheel operator, will be in charge of the ride.

Irving Faith, of Sherbrooke, Que., has been engaged to handle the org's electrical work. He also will have jewelry, short-range gallery and penny pitch.

G. C. (Mitch) Mitchell, general agent, who also will pinch-hit in the office, says the route is set thru Labo. Day. Three Southern fairs are included among the contracts, and Price plans to close and winter in the South.

## Dyer Bows at Helena, Ark.

WEST HELENA, Ark., April 10.—Dyer's Greater Shows opened here April 2 and had a good run for eight days. Org is carrying 7 major and 2 kiddie rides, 24 concessions, Penny Arcade, Mechanical Show and side shows.

- Mills Bros.: Circleville, O., 17; Columbus 19; Xenia 20; Springfield 21; Troy 22; Piqua 23; Greenville 24.
- Polack Bros. (Eastern): (Quimby Auditorium) Fort Wayne, Ind., 14-18.
- Polack Bros. (Western): (Auditorium) Sacramento, Calif., 22-May 2.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 9.
- Rogers Bros.: Tazewell, Tenn., 13; Rogersville 14; Kingsport 15; Big Stone Gap, Va., 16; Grundy 17; Beckley, W. Va., 19.

## Misc. Routes

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

- Holiday on Ice (Coliseum) Houston, Tex., 12-17; (National Stadium) Mexico City, Mex., 21-May 9.
- Ice Capades: Fort Worth, Tex., 12-17; Los Angeles, Calif., 22-May 23.
- Jewell-Harris Show: Pilot Point, Tex., 15-17.
- Miller's Irvin C., Brown-Skin Models (Lincoln) Charlotte, N. C., 14; (Palace) Wilmington 15-16; (Booker T.) Norfolk, Va., 18-20; (Jefferson) Newport News 21-22.
- Pan-American Museum & Animal Exhibit: Trenton, Tenn., 14; Dyersburg 15-17; Union City 19-20; Martin 21; Paris 22-24.
- Plunkett's Stage Show: San Saba, Tex., 15-17.

## Sensational News

Best of all, unconditionally guaranteed for any/all reasons to please you. Here's the price, \$274.50. Wire us collect.

P. K. SALES

507-509 Wheeling Ave. Cambridge, C.

NOTICE TO OUTDOOR SHOWMEN  
FINAL CLOSING TIME for late show ads is  
**5 P.M. SUNDAY**  
(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.  
2160 PATTERSON ST. CINCINNATI 22, OHIO

## "RUSH HOUR" POPCORN

The dependable popcorn. Ask the man who pops it.

## JUMBO PEANUTS

Raw or Roasted. Also peanut bags.

## PEANUT ROASTERS

With warmers. Electric. Literature upon request.

## STAR POPCORN MACHINES

Immediate shipment on all models. Literature upon request.

## CARTONS, CONES, ETC.

Attractive cartons in four sizes. Glassine Cones, 25 kinds Popcorn Bags, Salt, Coloring and Seasoning Oils. Price list upon request.

## Prunty Seed & Grain Co.

Popcorn Processors  
620 North 2nd St. ST. LOUIS 2, MO.  
— In our 74th year —

# Fair Management

(Continued from page 58)

ver traffic between the lines of traffic.

### Provide Turn-Around Area

Pedestrian traffic is made up mostly of those who live in the vicinity of the fair or within walking distance from a city bus route or from those who alight from automobiles and enter the gates while drivers are parking the cars. Bus and taxi guests so can use the pedestrian entrances, at the place they enter the traffic should be at one side or the other of the entrance to avoid a cross-over. Depending upon the space available, the bus and taxi turn-around near the entrance should be at least 10 feet deep and 150 feet long, parallel with the street or highway and at one side. An entrance and exit gate could control this traffic, and a covered platform should be provided to protect the passengers while they areighting or waiting for transportation.

### Set-Up for Fast Movement

For auto traffic, probably the fastest method of disposing of a large number of cars is by the satchel method, that is, men on foot selling tickets from thin satchels to the drivers. As soon as the autos near the entrance, the passengers unload as fast as possible, and the driver turns the car.

Another speedy method of caring for auto traffic, driving with loaded cars into the fairgrounds, is to build series of auto lanes, approximately 100 feet wide and 40 feet long at one side of the entrance leading directly to a parking site. Lanes have two men working them, one to sell and the other to take the tickets. The space between the lanes should not be over nine feet in width. The number of lanes required is dependent upon the amount of traffic. One lane should pass cars thru at the rate of 5 to 10 a minute. One fair, with a eight-lane entrance, has passed 800 cars in one and a half hours during a peak period.

Ticket booths outside of and in front of the entrance will speed up traffic. Rectangular booths with ticket sellers on either side provide minimum of congestion. Either turnstiles or ticket takers passing guests into the fair should be under covering because they put in long

hours and need protection from the sun and rain.

### Simple Entrance Best

For a county fair, small administration offices should be at either side of the entrance. These should be joined by a covered passageway. Offices can be eight or 10 feet square with towers above them and a name board above the passageway between the towers. This should be made of some permanent material and it should be well-lighted. The sign should carry the name of the fair and the dates each year and nothing else.

The elaborate, ornate, over-colored and over-built entrance is as out of date as a Model T Ford. A simple, straightforward entrance that carries out its functions without a lot of trouble is the best to adopt. A well designed entrance, using harmonious colors, and set back far enough from the street or highway to give a good appearance during the year as well as during the fair, will fulfill the conditions of a successful entrance.

## Minnesota Course Voted for 1949

(Continued from page 59)

round public relations is vital to continued development of fairs. Such public relations, he pointed out, stems from year-round activities of fair executives and department heads in building interest in the event.

William L. Nunn, director of university relations for the University of Minnesota, and Axel Hansen, farm reporter of *The Stillwater Post-Messenger*, Stillwater, Minn., spoke on *Public Relations on Year-Round Basis*. Russell Asleson, farm reporter, *The Minneapolis Morning Tribune*; William R. Greer, city editor, *The St. Paul Pioneer Press*, and W. H. Kircher, field editor, *The Farmer*, comprised a panel which discussed *Newspaper Publicity for County Fairs*.

### Other Speakers Listed

Other speakers and their subjects were Ralph Ammon, manager of Wisconsin State Fair, Milwaukee, *The Economic Importance of State and County Fairs*; James S. Lombard, University of Minnesota, who told how the university's department of concerts and lectures functions; O. E. Haas, Stephens Display, Inc., Minneapolis, whose subject was *Exhibits—Eye Appeal*; Archie Putnam, secretary of Northern Wisconsin District Fair, Chippewa Falls, who discussed *Booking and Budgeting*; Frank Wales, Minnesota public examiner's office, who detailed State laws and the public examiner's booking system, and Richard R. Sackett and Harold Searls, pageant directors of the Minnesota Territorial Centennial, who told of plans in '49 for observing that event.

### Banquet Held

A banquet, with entertainment, was held the first night. Speakers were Ralph Ammon, who spoke on transforming Wisconsin State Fair into a centennial exposition this year; Douglas G. Marshall, University of Minnesota, who spoke on *Minnesota's Human Resources*. J. O. Christianson, in charge of short courses at University of Minnesota, was toastmaster.

The committee in charge of the short course consisted of Benjamin Campbell, George W. Larson and Allen J. Doran, president, vice-president and secretary, respectively, of the federation; Robert Freeman, its past president, and Raymond A. Lee and Doug Baldwin, secretary and assistant secretary, respectively, of the federation.

# W.G. WADE Shows

## Opening PONTIAC, Michigan

Tuesday, April 27, Downtown Location

WANT for long season operation of Prime Still Dates and 12 Weeks of Excellent Fair Dates.

SPITFIRE AND FLYING SCOOTER

GLASS HOUSE AND WILD LIFE

### HELP WANTED

Merry-Go-Round, Eli Wheel, Tilt-a-Whirl, Rollo-Plane FOREMEN. (Must be able to do complete job without outside guidance.) ELECTRICIAN—Must have large show experience. SEARCHLIGHT TECHNICIAN and Operator. Will also have to handle 6 light towers. LITHOGRAPHER who will hang plenty of window paper. Contact now:

W. G. WADE SHOWS

G. P. O. Box 1488

Detroit 31, Mich.

# M. A. SRADER SHOWS

OPENING APRIL 23 FOR EIGHT DAYS AT HUTCHINSON, KANSAS, AUSPICES V. F. W. We play all sponsored events. This show is booked solid for 25 weeks with the best 4th of July Celebration in Kansas at Great Bend, followed by the following Fairs and Celebrations: Anthony, Phillipsburg, Osborn, Goodland, St. Francis and Dodge City, Kansas; Holdrege, Nebraska; Beaver, Guymond, Boise City and Enid, Okla. SHOWS: Have 20 by 80 Top if you have something worth while to put in it. Want Fun House, Umborn, Iron Lung and Penny Arcade. CONCESSIONS: Coke Bottle, Scales, Fish Pond, Jewelry. HELP: Second Man on No. 5 Wheel and Merry-Go-Round. FOR SALE: Bingo Top and Frame, 18' by 30', in good shape.

M. A. SRADER, Gen. Del., Hutchinson, Kan.

# MAJESTIC GREATER SHOWS

CAN PLACE FOR LONG SEASON OF CHOICE STILL DATES, FAIRS AND CELEBRATIONS

CONCESSIONS: Photos, Arcade, Age, Scales and other Legitimate Concessions. SHOWS: Snake, Mechanical, and other Grind Shows. Working Acts for Side Show, Talker for Girl Show. Address:

SAM GOLDSTEIN

HIGHLAND SPRINGS, VA., this week.

## GOOD RIDE FOREMAN AND HELPERS WANTED

Semi Drivers preferred but not absolutely necessary. Must be sober and dependable. Can use first-class Electrician for Show equipped with transformer. Our equipment the best, working conditions pleasant. Will pay good salary to right kind of employee. Can join at once. Address:

## GOODING AMUSEMENT COMPANY

WINTER QUARTERS, 1300 NORTON AVENUE, COLUMBUS, OHIO

## WANTED FIRST-CLASS CATERPILLAR FOREMAN

Good working conditions, long season. New York and Brooklyn. Tear down every two weeks. Highest salary paid—end of season bonus.

## I. T. SHOWS, INC.

PHIL ISSER, Mgr., 1539 E. 29 Street, Brooklyn, New York  
Cloverdale 8-1061  
Virginia 9-0448

LOOK! READ! LOOK!

## FAIRWAY AMUSEMENTS

THE ELITE OF CARNIVALDOM IN REPUTATION AND BEAUTY

Need, to join immediately, good Second Men on Rides; ambitious Concession Agents for following: Ball Games, Scales; Pitch-Win, Cigarette Gallery, Bumper, Snow, Penny Pitch, etc. Jack Leach, Jack Ross, Fred Maine, John Niéglos, George Wright and others, come on. Need Ticket Sellers and Bingo Counter Help. Will book nice clean Grab, also Flashy Photo. No racket. No gyps. No drunks. Pay your own wires. C. A. BAIN, Grand Prairie, Texas, this week; Carrollton, Texas, follows.

# WALLACE & MURRAY Shows

WANT LEGITIMATE CONCESSIONS OF ALL KINDS—Ball Games, Balloon Darts; can place Diggers and Gallery. CAN PLACE SNAKE SHOW, GIRL SHOW, FUN HOUSE AND KIDDIE TRAIN. Fred Stockton, get in touch with Huston Wilburn. All contact:

AL WALLACE, Mgr.

AUGUSTA, GA., this week; ANDERSON, S. C., next week, under strong auspices.

## Burdick's Greater Shows

### WANT

Book Independent Shows, 25 per cent. Have 10-20 Top to let. Place Girl Show with Girls. All Hunky Punk Concessions, \$15.50 per week. Have opening for nicely framed Cook House or Grab Outfit. Can use Agents for office Concessions. Have nice route of Fairs and Celebrations. Car use Ride Help that can drive trucks. Can place Tilt-a-Whirl or any Flat Ride. All replies to De León, Texas, week April 12-17, or per route.

## "BIGGEST OPENING" Date in Three Years

Want Monkey or Animal Show, Fun House, Drone, Basket Ball, Huckley Truck, Jewelry, Novelty Store, Hoop-La or Watch-La. First Man on Kiddie Ride, Helpers on big Rides. Drunks, stay away. Helena, Ark., this week; Marianna next; all under strong sponsor, with promotions and publicity. Our Route "Best on Earth."

## Dyer's Greater Shows

### EXCELLENT

## SUMMER LOCATION

For Dodgem, Merry-Go-Round and other Rides. Write

### MILTON H. DAXE

557 Crotona Park, North, New York 57, N. Y.

## WANTED

all kinds of Rides for Kiddies and Adults, also all kinds of Concessions, April 20 to Sept. 7. Write

### CAMP & MURPHY

Rt. #2, Lake Rhea, Attalla, Ala.

## WANT COMPLETE CARNIVAL

AMERICAN LEGION FREE STREET FAIR

Week August 23 to 28 inclusive

Located 12 miles from city of 45,000 population. Write:

**H. L. SIMMONS, Fair Secy.**  
Covington, Indiana

## RIDES WANTED

for the

AMERICAN LEGION JULY 4TH  
CELEBRATION

at Marysville, Ohio, Monday, July 5th, 1948,  
or Carnival for the week of July 5th to 10th.

Estimated crowd: 5,000 to 8,000.

Contact:

**Union Post #79**  
The American Legion, Marysville, Ohio

## WANT

First-Class Manager for large Glass House with Imperial Exposition Shows, Railroad Show; have wonderful proposition for the right man, must be sober and reliable; also Second Men on Laugh in Dark Ride. Those who have worked for me before, write. Maurice Miller, if at liberty, write.

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3049 E. 32ND ST., KANSAS CITY, MO.  
After April 19th, care of Imperial United Shows,  
Caruthersville, Mo.

## WANT

Ferris Wheel Foreman and good Chair-  
plane Man; must drive. All replies to

**HARRY J. KAHN**  
60 Parkside Street, Springfield, Mass.

## PARK CITY SHOWS

Opening May 3, Rhode Island. Can use  
ONE MORE RIDE

Low percentage. Good paying territory.

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## FOR SALE

Ten (10) Car Hey-Doy (Whip), Spillman  
make. Ride now ready to operate in summer  
resort. Party buying ride has opportunity  
to manage the whole show for the coming  
season. Ride in excellent condition. Price,  
\$5,000.00. Owner taking over other business.

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## 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  
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Plaster at its best. Prompt service. Free delivery  
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## CONCESSIONS WANTED

Duck or Fish Pond, Bowling Alley, String Game,  
Spot, Cigarette and Photo Gallery. Ferris Wheel  
Foreman wanted.

**MIKE ZIEGLER**  
HOTEL MILNER PHILADELPHIA, PA.

# Wisconsin Centennial Expo Spends 133G for Night Shows

(Continued from page 58)

will have three production numbers, one of which will be built around *On Wisconsin*, University of Wisconsin song, and other Wisconsin college songs; another will be woven around *After the Ball* and the third will be framed around *Silver Threads Among the Gold, I Love You Truly and End of a Perfect Day*. Circus and stage acts will be inter-related between production numbers.

### Sked 200-Mile Race

Track attractions the first nine days will be devoted entirely to motor speed events, with big car races, motorcycle races and thrill shows. The second week the track will be given over to harness races, featuring Midwestern horses, and the final week, excepting only the expo's closing day, will be given over to Grand Circuit harness races.

Big attraction closing day will be a 200-mile national championship big car race sanctioned by the American Automobile Association. Scheduling of this event marks the first time a national championship big car race of more than 100 miles has been billed at any place excepting the Indianapolis Speedway.

### Midway Shows Set

Six midway shows have been contracted, Ammon said, adding that no more will be signed. Charles Gayer, of Detroit, will operate five of these, with Ray Kubly, Monroe, Wis., operating the other one; a Swiss Colony, which will present yodelers, bell-ringers and other Swiss-American talent.

Gayer will have a Wisconsin's Paul Bunyan Sports Show, featuring wood chopping, log rolling, etc.; Terrell Jacobs's Wild Animal Circus; a magic show, built around feats of Houdini, who, Ammon points out, was a native of Wisconsin and a mounted museum-type animal show of present and past animals built by Jesse Drost of Medford, Wis.

### Buildings Going Up

Much new construction is under way at the fairgrounds. Chief among the additions will be a conservation building, four buildings to be built by as many breweries, and some church-operated dining halls.

The conservation building, to be built by the Department of Conservation, is to be approximately 40 by 80 feet and built of spruce logs. Adjacent to it will be a two-acre fenced-in area, with water falls and a stream, in which native game will be shown in natural habitat. Stream will be stocked with native fish.

### Ready New Fronts

Ten-year leases will be held by the breweries on their own buildings. Old dining halls have been razed, and new ones are to be built on different sites. Old buildings generally are to get a face-lifting job. New fronts are being designed for such buildings as the industrial and dairy building.

Interiors of buildings will be strikingly different than in the past. The sum of \$68,000, \$50,000 of which has been contributed by a dairy industry group, will be spent on an elaborate exhibit in the dairy building. To be built by Gardner Displays, Chicago and Pittsburgh, this exhibit calls for a huge replica of a *fairyland-dairyland*, over which an over-sized animated figure of *Alice in Dairyland* will be placed.

A Statewide contest to pick *Alice* is under way. Once selected, she will go to Pittsburgh, where a giant, life-like figure of her will be made for use in the exhibit. Expo also plans to use her intensively in its advance publicity campaign. The *fairy-*

*land-dairyland* exhibit will be built along fantastic lines; mountains, for instance, to be represented by mounds of ice cream.

### Giant Pitcher

Calling attention to the dairy building, will be a golden pitcher, 17 feet in height, mounted on the roof. A continual flow of liquid simulating milk will come from it.

Two farms—one a two-room log cabin typifying living conditions in 1848—the other a modern six-room house, with the latest gadgets, are being built in the agricultural building. Farms will be complete even as to stock, showing the development and growth in the number of animals now maintained on an average farm as compared with the number on a typical farm of 100 years ago. The sum of \$60,000 has been allotted to building these two farms.

### Lighting Is Changed

Historical Society Building will offer an exhibit depicting the century's development of the rooms, beginning with a tepee up to the latest type room. Sixteen rooms, complete in every detail, will be furnished, with \$60,000 to be spent for this exhibit.

Lighting of the fairgrounds will undergo vast changes. Streets have been renamed, bearing such new designations as Silver Street and Golden Boulevard, and in keeping with this, the lighting will represent the street it illuminates. New triple arches will span these streets.

## Fair Dates

(Continued from page 59)

### MARYLAND

Leonardtown—St. Marys Co. Fair Assn. Sept. 17-19. Heath W. Steele, Great Mills, Md.

### MAINE

New Gloucester—New Gloucester Fair Assn. Aug. 23. W. B. Harnden, Auburn, Me.

### MICHIGAN

Richmond—Richmond Agrl. Assn. Sept. 3-6. Wilfred Trudgeon.

### MINNESOTA

Cambridge—Isanti Co. Fair Assn. Sept. 3-11. L. O. Carlson.  
Fairmont—Martin Co. Agrl. Soc. Aug. 23-25. Paul Peters, Sherburne, Minn.  
Fertile—Polk Co. Fair. July 15-17. J. W. Reseland.  
Sauk Center—Stearns Co. Agrl. Soc. Aug. 13-15. F. L. Parsons.

### MISSOURI

Marshfield—Webster Co. Fair Assn. Sept. 1-4. Ellis Jackson.  
Senath—Legion Dunklin Co. Fair. Sept. 27-Oct. 2. Lyle Richmond.  
West Plains—Howell Co. Fair Assn. Sept. 1-4. E. E. Thornburgh.

### MONTANA

Glasgow—Valley Co. Fair. Aug. 10-12. Stephen J. Urs.  
Hamilton—Ravalli Co. Fair. Sept. 9-11. Glenn Chaffin.

### NEBRASKA

Chadron—Dawes Co. Fair. Aug. 20-22. Harry Kuska.  
Hemingford—Box Butte Co. Agrl. Soc. Aug. 26-28. C. A. Burlew.  
Holdrege—Phelps Co. Agrl. Soc. Aug. 17-20. A. F. Johnson, Funk, Neb.  
Lincoln—Lancaster Co. Agrl. Assn. Sept. 5-10. B. F. Preston.  
Orleans—Harlan Co. Junior Fair. Aug. 19-21. W. A. Lennemann.  
Pierce—Pierce Co. Fair. Aug. 29-31. A. P. Gottsche.  
Stanton—Stanton Co. Fair Assn. Sept. 12-14. Dennis Suic.  
Valentine—Cherry Co. Agrl. Assn. Aug. 29-31. Jay Speits.

### NEVADA

Fallon—Nevada State Fair. Sept. 4-6. Don S. Chapman.

### NEW HAMPSHIRE

Pittsfield—Pittsfield Fair Assn. Aug. 30-Sept. 4. E. W. Burr, Quincy, Mass.

### NEW JERSEY

Bridgeton—Cumberland Co. Co-op. Fair Assn. Sept. 14-18. Raymond E. Riley.

### NEW YORK

Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 24-28. Wendell Townley.  
Brookfield—Madison Co. Agrl. Soc. Sept. 5-9. R. F. Burdick.

Canandaigua—Ontario Co. Agrl. Assn. Aug. 18-21. Mrs. Janette D. Dewey.  
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 31-Sept. 3. James W. Watson.  
Trumansburg—Union Agrl. Soc. Sept. 15-18. Lorenzo Clinton.

### OREGON

Gold Beach—Curry Co. Fair. Sept. 3-4. Georgia Fromm.

### PENNSYLVANIA

Conneautville—Community Fair. Sept. 16-18. Ethel M. Nicolls, Springboro, Pa.  
Derry—Derry Twp. Community Fair. Sept. 16-18. Joseph A. Greuble.  
Ford City—Armstrong Co. Fair. Sept. 6-9. W. B. Mechling.  
Lakewood—North Wayne Community Fair. Sept. 2-4. Clinton Leet.  
Pittsburgh—Allegheny Co. Free Fair. Sept. 2-6. John L. Herson, 411 Court House.  
Red Lion—Gala Week Fair. July 19-24. R. M. Spangler, Hummels Wharf, Pa.  
Stoneboro—Stoneboro Fair. Sept. 2-6. Walter B. Parker.  
Sugar Grove—Sugar Grove Community Fair. Sept. 9-11. Richard J. Sanders.

### SOUTH DAKOTA

Nisland—Butte Co. Fair Assn. Aug. 26-28. Mrs. Ralph Milberg, Newell, S. D.  
Onida—Sully Co. Fair Assn. Aug. 26-28. John F. Neu.  
Rosebud—Rosebud Sioux Indian Fair. Aug. 26-28. Carl B. Aamodt.

### TENNESSEE

Hohenwald—Lewis Co. Fair. Aug. 25-28. W. G. Darden.  
Murfreesboro—Rutherford Co. Fair. Aug. 25-28. Burns Carroll.  
Union City—Obion Co. Fair. Sept. 20-25. Fred Latimer.

### UTAH

Richfield—Sevier Co. Fair Assn. Sept. 1-3. Ernest R. Anderson.

### VERMONT

Hartland—Hartland Fair. Aug. 18-20. Max P. Rogers, Woodstock, Vt.

### VIRGINIA

Chesterfield—Chesterfield Co. Fair. Sept. 23-25. J. C. McKesson, Richmond, Va.  
Fincastle—Botetourt Co. Fair Assn. Aug. 23-28. Agnes Booze.  
Lebanon—Russell Co. Fair. Sept. 23-25. J. S. Buchanan.  
Lynchburg—Campbell Co. Legion Fair. Sept. 6-11. S. J. Thompson, Rustburg, Va.  
Pennington Gap—Lee Co. Fair Assn. Sept. 6-11. R. C. Carter, mail care Virgil Wacks.  
Rocky Mount—Rocky Mount Fair. Sept. 6-11. H. F. Fralin.  
Weirwood—Central Northampton Fair. Aug. 10-13. Chas. N. McCune, Chesapeake, Va.

### WASHINGTON

Centralia—Southwest Wash. Fair. Aug. 26-29. Arthur W. Ehret.  
Cusick—Pend Oreille Co. Fair Assn. Aug. 27-29. B. Strayer, Newport, Wash.  
Darrington—Darrington Community Fair. Sept. 17-19. Muriel Fleming, Arlington, Wash.

## AGENTS

Can place sober, reliable Ball Game and Penny Pitch Agents. Will be at Chesterfield Court House Fairgrounds until April 20th; then open at Amelia, Va.

### MAC REESE

c/o I. K. WALLACE ATTRACTIONS

## RIDE HELP WANTED

Capable men for Three-Abreast, Wheel, Tilt and Roll-o-Plane. This equipment is tops in every way. Opening April 26th. Address:

### R. C. LEE, Inc.

Box 1219 Hendersonville, N. C.

## THRILLING EMPELEMENT AND ARCHERY ATTRACTION FOR SALE

Blindfolded, hurling knives and steel hunting arrows from a bow through a paper wall outlining a woman strapped on a revolving disc rotating at high speed. This new \$750.00 apparatus is being sacrificed for \$350.00. Instructions will prove any archer can do this act. Bow and 20 arrows included. One week's work more than pays for it.

### LEFFELL DEVICES

2020 West North Ave. Baltimore 17, Md.

## FOR SALE

Mills 5-gallon Super Automatic Frosted Malted Freezer, also make Frozen Custard and Compressor, bought new, used 5 times, new; 10-gallon Electric Can to dip from, mounted in 2-wheel trailer, new tires, enough stock to take in \$1600.00. Dodge truck, 1 1/2 ton, good shape, trailer fully equipped, all stock, ready to operate, set in on big money; total cost, \$5,000.00; first \$3,000.00 takes all. Without truck, \$2,500.00. Also have Mills 6-quart Electric Freezer, used 3 times, sell half price, \$800.00. Sickness.

### HAZEL CROUCH

2810 Clark St., Tampa, Florida

## J. R. LEERIGHT SHOWS WANT

Hanky Pank Concessions. Any worth while Grind Show. Will buy or book two nice Kid-die Rides. Will place capable Ride Help that drive Semis. No drunks. Wire:

**HENRYETTA, OKLA., this week; or per route.**

## Revere Continues Dancing & Racing

REVERE, Mass., April 10.—Dance-f-the-month contests and racing continue to hold the spotlight at Revere Skating Arena, reports Carl Russo, assistant manager and professional.

March 25 finals in the spread eagle waltz were won by Ann Makarevitch and Richard D'Entrement, June Young and Thomas Curran, and Hilda Rodrigue and Stephen Sardella, all of the Bal-A-Roue Club, Medford, Mass. Races were held March 31 with Philip Zizza winning the one-mile event for senior men (2:09.20), followed by Edward Mahoney and Raymond Gaudette. Frank Salvatore took the half-mile race for novice men (2:09.60), and Angelo Vigliotta won a half-mile special race (2:07.20).

For the first week of April a one-mile race was held, and the rink has scheduled two, three and five-mile races for succeeding weeks. A trophy will be awarded the skater amassing the greatest number of points during the month.

The April dance contest began Thursday (1) in the nine-step waltz with the following winners: Calista Roy and George Pyche, Andrew Coté and Ann M. Mozzetta, and Roseullo and George Flewellinger. Finals will be held April 29.

## Battle Creek Downs Muskegon in Racing

BATTLE CREEK, Mich., April 10.—Fourth of a series of Michigan intercity race meets was held at Skateland here March 30 between Skateland Racing Club and the Curvecrest Racing Club, of Curvecrest Roller Rink, Muskegon, the former winning by a 31 to 13 count, reports Robert Baker, Skateland operator.

In the next meet to be held here the Skateland club clashes with the club of Palamar Roller Rink, Lansing. The clubs are in the process of training for the State championships to be held at Curvecrest in late May, Baker said.

Skateland has also started a skate-ance contest open to anyone in the city and vicinity. Competitions will be in the straight waltz, collegiate and style B waltz. Finals will be held April 27.

Recent visitors at Skateland included Mr. and Mrs. Perry Giles, Curvecrest, Muskegon; Dale Perry, Palamar, Lansing, and Mr. and Mrs. Fred Martin and Mr. and Mrs. Ed Martin, Detroit.

## He Bucks Winter Slump by Taking Wheels to School

CISCO, Tex., April 10.—Unlike most operators who experience peak business during winter months, S. E. Cearley, operator of a roller rink in Lake Cisco Park, four miles from town, does his heaviest business during the summer resort season and must scramble for business during the winter.

While Cearley has found the mailing of advertising literature to schools within a 200-mile radius of Cisco, inviting students to hold parties at the rink, to be a good business builder, this has not entirely solved his winter problem.

Therefore he takes skates to some high schools so that students may skate in the school gymnasiums. This plan, Cearley reports, has become popular with students. Some of the sessions, he says, draw heavy attendance, and the plan is working so successfully that he contemplates expansion of the operation to more schools.

Cearley's rink is located above the bathhouse at Lake Cisco Park, which has a large artificial swim pool. Recently when his 44 by 110-foot maple floor showed signs of wearing out he covered it with plastic. So far, he says, it has given good service and the customers are pleased with it.

Cearley is planning a survey trip of other rinks to study methods of operation and programs.

## Fla. Operators Hop Rawson Bandwagon

CINCINNATI, April 10. — Roba Chalfonte, who with her sister, Mrs. W. D. Keefer, operates Lake Worth (Fla.) Roller Rink, praises the Rawson system in a letter to *The Billboard*. Rawson, during his recent Florida vacation, visited the Lake Worth spot and gave the sister-operators the lowdown on his system of teaching roller skating.

Among other things, Miss Chalfonte reports that she and other personnel of the rink experienced noticeable improvement in their balance and ability to skate edges after Rawson adjusted their skates to flexible action and outlined his theory to them. Miss Chalfonte recommends that other operators investigate the system.

## Peak Entries In N. J. State RSROA Meet

NEWARK, N. J., April 10.—A record number of skaters competed in the April 1 New Jersey State championships of the Roller Skating Operators' Association of the United States in New Dreamland Arena here, reported Victor J. Brown, New Dreamland operator. The contests were sponsored by the New Dreamland Skating and Social Club.

Results: Juvenile girls, Carol I. Sandell, Riverview; Hazel L. Young, Ventnor, and Patricia Manning, Dreamland. Junior boys, Donald De-Roo, Paterson. Junior girls, Sherry J. Danner, Dreamland; Jean Becker, Riverview, and Marie DeGregorio, Dreamland. Novice men, Henry W. Malluck, Paterson; Kenneth Duncan, Dreamland, and Raymond White, Paterson. Novice ladies, Eileen Devino, Dreamland; Ruth Schulte, Paterson, and Patricia Barrett, Dreamland. Intermediate men, William McKenzie, Paterson. Senior ladies, Julia Boone, Ventnor. Senior men, Alwyn Bauman, Dreamland; John Haddad, Paterson, and Howard Sheldon, Dreamland.

Intermediate pairs, William McKenzie and Helen M. Donohue, Paterson. Senior pairs, John Haddad and Ruth Schulte, Paterson. Novice dance, James Dametz and Katie Dahl, Dreamland; Albert Viccarini and Mary Berge, Riverview, and Richard McGlynn and June Hoopes, Ventnor. Intermediate dance, Warren Schimunek and Agnes Coyle, Dreamland, and William Mott and Doris Corr, Paterson. Senior dance, Edwin Bogard and Ann Lawrence, Dreamland, and Jacob Den Bleyker and Wilma Steenbeek, Paterson.

## NRROA Sets Plans For Detroit Meet

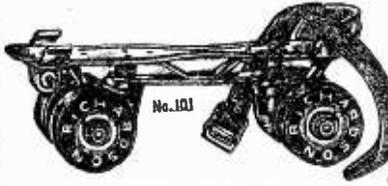
CLEVELAND, April 10.—Al Collins, of Pla-Mor Roller Rink here and president of the National Roller Rink Operators' Association, reports the association will hold its annual skating contests soon in Forest Club Roller Rink, Detroit. The association permits entry of Negro skaters in the contests, Collins said.

Only a few cities will be represented in the contest because the association has not been long organized, Collins reported. There will be dance and free-style events for junior and novice skaters and speed skating.

## Shermans Bow in Portsmouth

PORTSMOUTH, R. I., April 10.—A. A. and B. C. Sherman, new operators of Portsmouth Roller Rink on the nearby fairgrounds, report over-all business fair with matinee trade exceptionally heavy. The Shermans recently reopened the spot after it had been shuttered for three years.

**The First Best Skate**



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3313 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

## NOW THE "RAVES" ARE COMING IN!

In All Releases Since December 1947

### HAMMOND ORGAN—STEINWAY PIANO—SOLOVOX—CHIMES

Have Been Featured On Many Records.

Recorded By Two TOP FLIGHT Rink Musicians Of The Nation.

PHIL REED At The Console Of The HAMMOND VIBRATO ORGAN.

FRANK PICHER At The Keyboard Of The STEINWAY PIANO.

Operators are writing in to say that it is the finest roller skating record that they have ever heard. That it fulfills their request for a "full" record. Naturally two musicians and four hands make a fuller record than one musician and one pair of hands. We also have thousands of records with just the Hammond Organ for those who prefer them.

If you have a good rink music system and base control, the natural reproduction of the Hammond Organ and Steinway Piano will be startling. It's a beautiful combination and DANCE-TONE is justly proud of its product.

### Recorded On The Latest Recording Equipment BEFORE THE RECORD "BAN"

DANCE-TONE Can Supply Records To Roller Rinks For Years.

Hundreds Of Masters Cut And Awaiting Release Dates.

Thousands Of Records In Stock. Send For Complete Catalogue.

DANCE-TONE'S APRIL RELEASES Are Ready:

### ASCAP

Side A	Title	Side B	Title	Dance Metronome
#190	The Dickey Bird Song (O&P)	I've Got a Feeling I'm Falling		Fox Trot 92
#191	Thoughtless (O&P)	But Beautiful		Fox Trot 92
#192	Adois (O&P)	Amopola		Tango 100
#163	Three O'Clock in the Morning (C)	Encore Cherie		Waltz 92
#194	You Were Meant for Me (O&P)	Bye Bye Blackbird		Two Step 92

### NON-ASCAP

#195	You're Gonna Get My Letter (O&P)	You've Changed		Fox Trot 92
#196	Fool That I Am (O&P)	As Sweet as You		Fox Trot 92
#197	The Conscripted Waltz (O&P)	Autumn Showers		Waltz 108
#198	Dilly Dally Polka	The Sweet Potato Polka		Polka 100
#199	Caldonia (O&P)	Bugle Woogie		Boogie 100

#163 is the correct number of ASCAP Waltz. (O&P)—Organ and Piano. (C)—Chimes. Supervised and partly owned by Mr. Fred H. Freeman, International Figure and a Pioneer in Skate Dancing. Dance-Tone guarantees the material and timing of every record. Comments on our product will be welcomed by him at any time.

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5 Records (10 Sides) \$4.75 per set, plus tax\* and postage  
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Less than 5 Records \$1.00 each plus tax\* and postage

\*Government Tax is 10% of the selling price.

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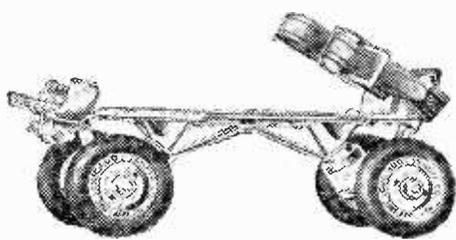
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### Open-Air Rinks With Smooth Cement Floor



No. 85 HD Wheel



No. 785 HD

These wheels are in production again and we recommend them for out-of-door rinks. These wheels have a tough cotton fibre base-grey color.

Order a pair NOW . . . and try them out yourself!

## CHICAGO ROLLER SKATE CO.

Winner of World's Records for Over 40 Years.

4427 W. Lake St.

Chicago 24, Ill.

Mfrs. of Rink and Sidewalk Roller Skates—  
Industrial Fuses and Screw Machine Products

**PRO-TEK-TOE**  
FOR MEN - WOMEN - CHILDREN

EASY TO ATTACH!

**TOE STOP**

**STOPS NOW**

**RINK DISTRIBUTING CO.**  
P. O. BOX 267 • CLAYTON 5, MO.

**SKATE CASES AT A NEW LOW**

★ **STEEL CASES** (Metal Over Wood) — Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.

★ **ALL ALUMINUM CASE** — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$8.50. NOW \$96.00 Doz. Sample, \$3.00.

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7019 Glenwood St. Chicago 26, Ill.  
Distributors of Heister Products, Midwest and Skating Rhythm Records, Champ Skates Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

**SKATING RECORDS**  
with  
**STANDARD DANCE TEMPOS**  
Write for Complete List  
**SKATING RHYTHMS RECORDING CO.**  
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**RIEDEL ★**  
The Accepted Leader in  
**SKATING SHOES**  
Riedell Sportshoe Co. Berkeley 3, Calif.

**MIDWEST FLOORS & RINKS**  
Manufacturer of Portable Floors and Complete Portable Rinks  
For Full Information, Write  
2514 ORCHARD ST., BLUE ISLAND, ILL.

**FOR SALE**  
Portable 50x120 Flameproof Tent, #1 Northern Maple floor, 125 pair clamp skates, 25 pair shoe skates, P.A. system, etc. All complete and now in operation, only seven months old. Price, \$8,000.00. Portable, one year old, 42x102 Flameproof Tent, Maple floor, 125 pair clamp skates, 25 pair shoe skates, P.A. system, etc. All complete and now in operation. Price, \$4,750. **TILLINGHAST & RAY**, c/o Roller Rink, Ferris, Texas

The Most Famous  
**RINK SKATES**  
in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

**MODEL "B" ROL-O-WAY**  
Precision Dance Skates with the Patented Cushioning.

**ROLLER DERBY SKATE CO.** 4533 Payne Ave. Cleveland 3, Ohio

**COMPLETE PORTABLE RINKS SECTIONAL FLOORS**  
The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. Roll Skating Mats a Specialty.

**BILT-RITE FLOORS AND RINKS**  
Dealers in Hard Maple Flooring  
Mailing address: 1413 Crescent Drive, Tyler, Texas Phone: 2968  
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**FOR SALE—COMPLETE SKATING RINK**  
NEWEST AND BEST ROLLER SKATING FLOOR IN MARYLAND  
**RAINBOW ROLLER RINK**  
TANEYTOWN, MD.  
Located on Route 32, midway between Baltimore, Hagerstown, Frederick, Md., and Hanover and York, Pa. Floor, 60x120; plenty Skates, Hammond Organ with Solovox, P.A. System, 8 Bowling Alleys, Restaurant and Apartment.  
Don't Write—Come and See. Priced To Sell.

## Idyllwild's "Dimes" Show Pulls in \$236

LOS MOLINOS, Calif., April 10.—The Tehama County, California, March of Dimes campaign was enriched by \$236.70 thru a benefit show staged recently at the Idyllwild Roller Rink here under sponsorship of the rink and *The Corning* (Calif.) Observer, reports Jack Roberts, Idyllwild owner.

More than 500 people from Los Molinos and surrounding towns paid 50 cents to see the show which received heavy advance publicity in five newspapers, including *The San Francisco Examiner*, 200 miles away, and 50 entertainers took part in the 10-act presentation, said Roberts.

Among attractions presented were a roller hockey game and vocal, instrumental and tap and acro dance numbers. There were also several fancy skating exhibitions and numbers by the boys' and girls' glee clubs of the local high school. Parts of the program were recorded for rebroadcast by Station KBLF, Red Bluff, and a number of boxes of candy were awarded as prizes.

Roberts reports business good in his territory, a farming belt. He depends upon radio and newspaper advertising and special events to draw people to the rink. Many of his party promotions are tied in with community events and organizations such as Boy Scout troops and 4-H clubs. Idyllwild has been successful in developing some good skaters, mostly exhibition type, who have appeared at other rinks in the State, Roberts says. In 1915 he trouped with the Hagenbeck-Wallace Circus.

## New Club Set at Manteca

MANTECA, Calif., April 10.—La Mar Williams, former member of the Martinez (Calif.) Figure Skating Club, has formed the Manteca Skating Club at Manteca Roller Rink, operated by the Jarvices, former owners of Skateland, Martinez. The club has applied for membership in the United States Amateur Roller Skating Association and plans to send skaters to that organization's State competitions to be held in May at Pomona.

SIDNEY, O., April 10.—A roller rink project of the Shelby County Veterans of Foreign Wars post has been endorsed by State officials, according to members of the local post, who recently conferred at Columbus. According to George Brown, post commander, complete plans for the rink will be announced soon.

## N. E. Listeners Go For Skating Tempos

MEDFORD, Mass., April 10.—Roller-skating record tempos are becoming popular with radio audiences of New England, according to Fred H. Freeman, executive of Dance-Tone Record Company here.

Called back from a Florida vacation because of the press of business, Freeman reports that disk jockeys of WNAC, WBZ, WEEI, WHDH, WMEX, WLAW and WCOP have been using Dance-Tone disks, featuring an electric organ-piano combination, singly and on quarter-hour periods devoted exclusively to spinning of the label's platters.

Jocks are beginning to receive requests for the platters with vocals, according to Freeman. Such requests offer no problem, he said. In anticipation of such requests, the firm cut safety masters of every record made before the recording ban in addition to masters in popular commercial tempos. Vocals will be dubbed in on these masters and releases made in two or three weeks, Freeman said.

## Palomar Personnel Taking to the Air

LANSING, Mich., April 10.—"The most air-minded rink group in the country" is the claim of Dale Perry, co-owner of Palomar Roller Gardens here, for the rink's personnel and its skaters.

Perry, who recently bought a Cessna for use in visiting other rinks, reports that Bob Cosselman, Palomar organist, is the holder of a private license, and that a 12-member club known as the Flying Skaters was recently organized at the rink. Club members plan Sunday afternoon flights to other rinks in the area.

Perry reports the idea is spreading. After flying Bob Baker, operator of Skateland, Battle Creek, Mich., from Lansing to Battle Creek, Baker announced the next day that he had signed for a flying course. Another operator who pilots a plane occasionally, said Perry, is Perry Giles, of Curvecrest Roller Rink, Muskegon, Mich.

Mr. and Mrs. Fred Perry, Palomar co-owners, who have been wintering in Lakeland, Fla., are expected to return late this month. New theater-type seats are expected to be installed soon in Palomar. The management also plans installation of acoustic tile at the rink's ends. This, along with the acoustic tile ceiling already in, is expected to reduce noise to a minimum.

## Ventura Skateland Sets May 1 for Waltz Finals

VENTURA, Calif., April 10.—A trophy and medals will be awarded the three finalists of a straight waltz contest scheduled to close May 1 at Skateland Roller Rink here, reports Charles L. Doering, co-operator with Ernest E. Carlson of Skateland.

In progress since February 8, when Skateland observed its anniversary, the eliminations have been held the first Saturday of each month since. Winners in the first elimination were Albert Darr and Marianne Boyd, while Sally Weidenfeller and James Brannon copped the March contest.

Carl Taggesell is the pro in charge of the Ventura School of Roller Dancing, and junior and senior dance and figure clubs.

Rink personnel and a large group of skaters attended the recent State championship of the Roller Skating Rink Operators' Association of the United States at Culver City Roller-drome.

## 'Let's Swap Info,' Says C. W. Young

CINCINNATI, April 10.—"At each of our meetings of the California chapter, Roller Skating Rink Operators' Association of the United States, we have a session devoted to comparison of notes, but I think it is time that operators of every State start swapping notes in an effort to sell skating," writes Charles W. Young, operator of Alvarado Roller Rink, Richmond, Calif.

"After operating rinks for years," Young continues, "I find good many unanswered questions and problems that come up daily. One that comes up often is what procedure to use with various types of skating parties.

"Knowing that the same problem must bother other operators, I have a plan to offer: If operators send me a complete outline of their most successful events, giving such information as whether the affairs were private or public, extra costs, percentage increases in profits, etc., will make a compilation of all offerings and send a free copy to everyone who contributes a plan."

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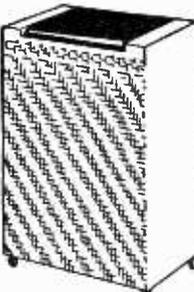
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- Necklaces and Beads, ast. Doz. .... 2
- Beads in Vials, ast. Gr. .... 3
- Kaysam Rubber Toy Animals, ast. Gr. .... 3
- Heart Pins (Mother's Day). Doz. .... 2
- Compacts (metal), \$1.00 retailer. Doz. .... 3
- Stones from Jewelry, 1000 ast. .... 9
- Toilet Water (large size). Doz. .... 6
- Token Holders (plastic). Gr. .... 2
- Post Cards, flags of Americas, 1000. M. Indian Beads (bulk). Lb. .... 1

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Get in line NOW for our new Spring Fireworks Specials. Write for complete details to **SPENCER FIREWORKS CO.** Wholesale Dept. Polk, Ohio

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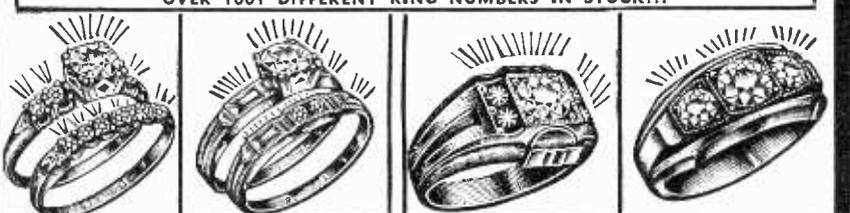
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**GENTS' RINGS** Sterling and Gold Filled All the Newest Numbers \$9.00 PER DOZEN AND UP

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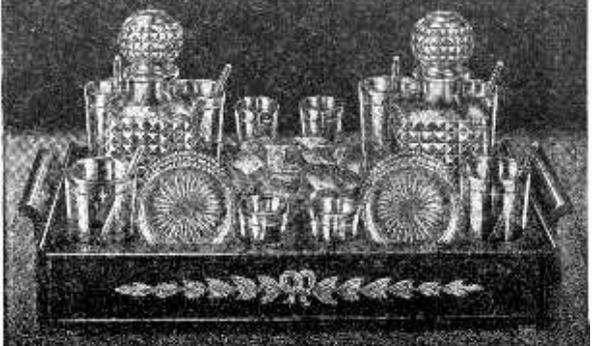


No. 2X1 \$22.50 Per Gross  
No. 4X3—Gold Finish \$2.10 Dozen  
No. 1X7 \$12.00 Per Gross  
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Packed 1 to Ctn.  
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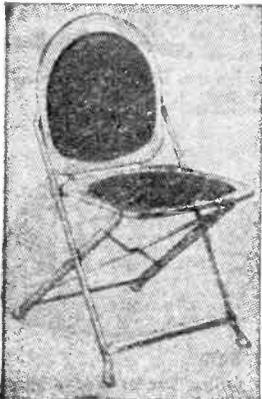
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NO EXPERIENCE REQUIRED

NO FILMS — NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoors, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio."

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Transparent Plastic, 5/8" round, 3/4" round and square. Vesco Plastic, 5/8" round. Rubber, 5/8" and 3/4" round. 1M or 1# to 10 million or 1 ton.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 96 of this issue.

## COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL CHORUS AND SHOW GIRL COS-  
tumes in sets. Suitable for outdoor shows.  
Reasonable prices. Follies Costumes, 254 West  
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Wigs, Accessories. Free lists. (Assortment, \$5.)  
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State wants. Guttenberg, 9 W. 18th St., New York  
11, N. Y. ju26

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**ALUMINUM GEARED POPPING KETTLES—**  
All electric Popping Units, Peanut Roasters, Cop-  
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**ELECTRIC PEANUT ROASTERS—CAST IRON**  
Griddles, sizes 13 1/2 x 25 to 22 x 36. Lowest prices.  
Northside Sales Co., Indianola, Iowa. ju5

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assorted sizes, some new, all ready to go. One  
Amplifier, two 12-inch Speakers, two Mikes and  
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big lot of Skate Parts and Toe Straps. All for \$550.  
Write C. L. Fritz, Toppensish, Wash.

**FULL EQUIPMENT FOR CLUB OR RESTAU-**  
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WATCH (Illustrated). Radi-  
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Former O.P.A. ceiling \$21.00.  
Your price only \$8.95! Min-  
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**FOUR JEWEL.** Same as  
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**POCKET WATCHES.** Brand new! Genuine  
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• EAGLE'S attractive Patriotic Prints are exceptional in their unique design. Beautifully colored balloons imprinted with a timely and patriotic symbol will command attention wherever they are shown. This is your opportunity to increase your spring balloon profits. Order now and realize the full benefit of the seasonal demand.

Ask your jobber or write to us for complete information.

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ASHLAND, OHIO

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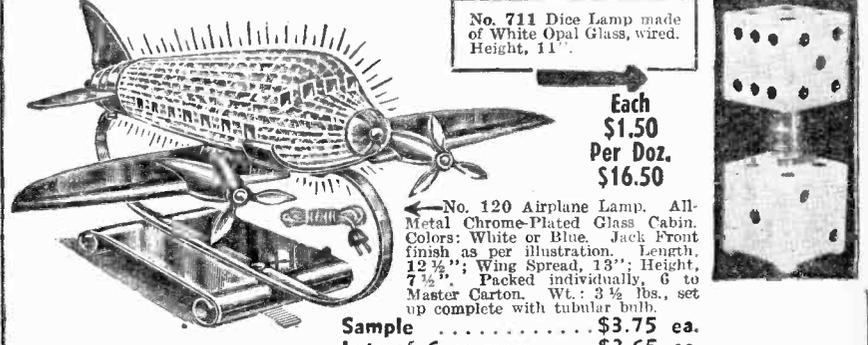
THEN WRITE "Early Bird" Catalog FOR OUR AND ORDER THESE ITEMS BY MAIL

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Wh. Metal Band Rings. Gross	.65	U. S. Flying Birds. Gross	\$10.00 or 12.00
White Paper Flag Bows. Gross	.60	Lancaster 36 In. Swaggers. Gross	9.00
Black Paper Domino Masks. Gross	.90	Aluminum Milk Bottles. Each	1.35
Plaster Dogs, Cats, Etc. Gross	1.00	Wood Milk Bottles. Each	.65
Rayon Flag Bows. Gross	1.25	Bottles, 1/2 Lb. Loaded. Each	.80
Mirror Memo Books. Gross	3.50	Bottles, 1 Lb. Loaded. Each	1.40
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18 In. Comic Hat Bands. 100	1.25	Fur Tails. 100	\$6.00 to 40.00
1 1/2 In. Comic Buttons. 100	1.50	Enameled Tin Cig. Case. Gross	4.00
3/4 In. Comic Buttons. 100	.90	27 In. Shoe Laces, Blk. or Bwn. Gross	1.44
Stone Set Rings. Gross	.90	Plastic Thimbles. Gross	.75
Steamboat Whistles, carded. Gross	3.50	Daisy Gork Guns. Each	5.95
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Established 1886  
TERRE HAUTE, INDIANA

## Brand New FLASH ITEMS for Park and Carnival!



No. 711 Dice Lamp made of White Opal Glass, wired. Height, 11"

Each \$1.50  
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Sample \$3.75 ea.  
Lots of 6 or more \$3.65 ea.

BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!  
50% Deposit on All C. O. D. Shipments.  
**M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.**  
Send for FREE Catalog. In Business in Chicago for Over 34 Years.

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Perfectly Blocked—Looks like real Fez.  
Also PENNANTS for All Occasions.  
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**NEW RING CATALOG—JUST OUT**  
Showing All New Styles in Rings.  
Write For Catalog No. 1948RB.

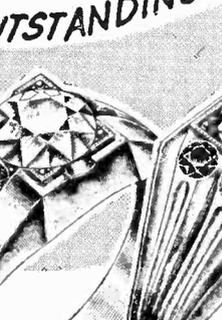
**FOUR OUTSTANDING STYLES**



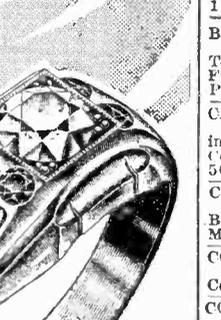
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**\$24.00**



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**ABOUT ALL MAKES POPPERS AVAILABLE—**  
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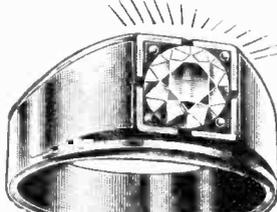
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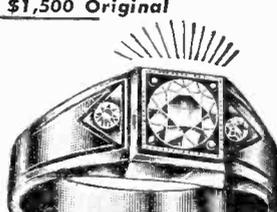
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THE RIGHT COMBINATION FOR PROFIT  
All Extra Heavy Mountings



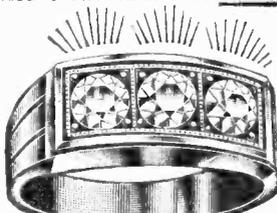
**#MB410**  
12K,  
Gold Filled,  
**\$18**  
Per Doz.

Extra Large White Stone, Copy of \$1,500 Original



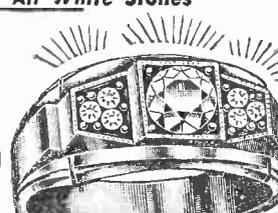
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12K,  
Gold Filled  
Ring with  
Sterling  
Stone  
Setting,  
**\$18**  
Per Doz.

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



**#MB408**  
12K,  
Gold Filled  
or 14K.  
R. G. P.,  
**\$22.50**  
Per Doz.

Fine Tailored Mounting,  
All White Stones



**#MB406**  
12K,  
Gold Filled,  
**\$22.50**  
Per Doz.

This Is Real Flash—White Center With 3 Red Stones Each Side.  
SAMPLES: 1 of Each, \$7.  
TERMS—C. O. D., Money Order or Check. Deposit on all C. O. D. orders unless reliability is established.  
No Catalogue. For Resale Only.  
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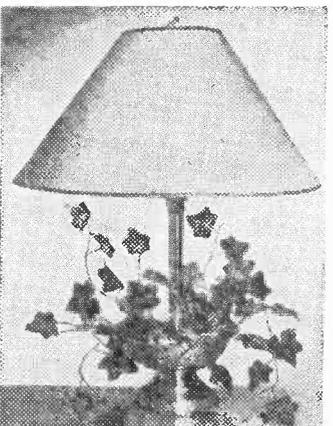
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**A New Money-Maker**

**ALUMINUM PLANTERS LAMP**

SOMETHING NEW AND OUTSTANDING

ORDER TODAY!  
Immediate Delivery.



Highly lustrous Chrome finish, standing 23" high. Tarnish proof.

5x16 Parchment Shade in floral design.

5x16 Fabric covered Shade in assorted colors.

Price per Doz. with Parchment Shade  
**\$27.00**

Price per Doz. with Fabric Covered Shade  
**\$30.00**

Packed 1 Doz. to Carton

25% Deposit, Balance C. O. D.  
F. O. B. New York City

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248 WEST 23rd ST. NEW YORK 11, N. Y.

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ALL ITEMS CARDED AND CELLOPHANED

No. 500/1

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With Any of the Following  
FOOTBALL—BASKETBALL—BASEBALL  
BOWLING BALL—BOXING GLOVE  
HEART—ROLLER AND ICE SKATE

**\$1.85 DOZ. — \$21.00 GROSS**

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MANUFACTURERS OF ENGRAVING JEWELRY

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The largest and most complete variety of TOYS in the U. S. A. Catering to the Carnival and Concession trade.

Complete line of Bingo, Grind Store, Ball Game and Wheel Items.  
Complete line of Novelty Stand items.

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Newest and Most Attractive Line on the Market Today

Sallor Girl	Indian Boy
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All above 12¢ ea. 24 to carton.	
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Indian on Horse	Terrier
Sail Boat	Moppy Duck
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35¢ ea. 12 to carton.	
25% With Order, Balance C. O. D.	

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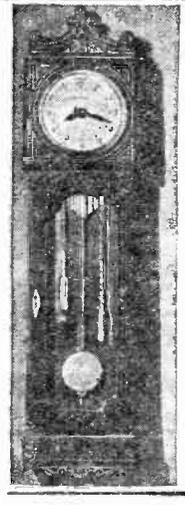
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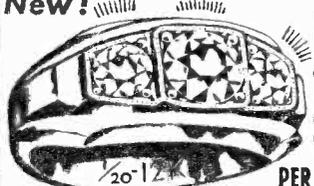
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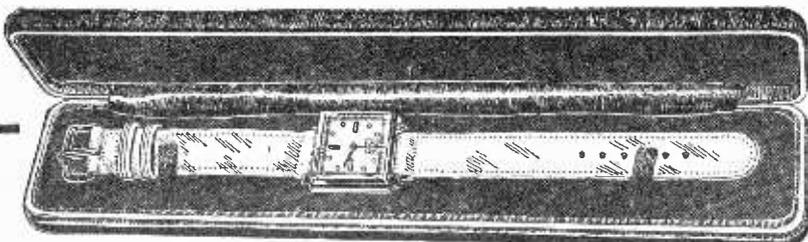
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**ST-8—STANDING CUDDLE BEAR, 11"** high. Per doz. .... 21.00  
Samples. Each ..... 2.25

**ST-7—SMALL CUDDLE BEAR, 11" high.** Per Doz. .... 18.00  
Samples. Each ..... 2.00

**ST-6—MEDIUM LAMB, 10" high, 8"** long. Per doz. .... 21.00  
Samples. Each ..... 2.25

**ST-5—SMALL SCOTTIE, 7 1/4" high, 8"** long. Per doz. .... 18.00  
Samples. Each ..... 2.00

**PLACE YOUR ORDER NOW!**  
25% Deposit With Order—Balance C. O. D.

**Joe End & Co.**  
INCORPORATED  
435 W. B'WAY, N. Y. 12, N. Y., WA 5-8280

**MAKE MONEY EASILY!**

**Earn BIG PROFITS ALL YEAR ROUND!**



Wonderful chance to go into business. Anyone can operate this DIRECT-POSITIVE MACHINE without previous experience or knowledge of photography. Take hundreds of pictures daily and finish each within a few minutes. Precision-built of the finest grades of metals, woods, cameras and lenses. Price, \$371.00 F.O.B. Baltimore—\$125.00 down, \$20.50 monthly for 12 mos. Pay out of your profits. Immediate or future delivery. Write, wire or phone your order now! Don't delay.

**INTERNATIONAL SALES CO.**  
414 E. Baltimore St. Baltimore 2, Md.

**"CUSHIONAIRE"**

THE ALL PURPOSE AIR CUSHION. Made of FIRESTONE VELON PLASTIC. TOUGH, DURABLE, WEATHER PROOF. Greatest Summertime MONEY MAKER. SELLS ON SIGHT. EVERYONE A PROSPECT. SELLS AT BALL PARKS, CARNIVALS, FAIRS for \$2.00 ea. or to AUTO DEALERS, SPORT HOME or OFFICE SUPPLY STORES AT \$14.40 per doz. **NATIONALLY ADVERTISED**

Your COST \$12.90 per doz. POSTPAID. SEND \$2.00 FOR RETURNABLE SAMPLE NOW. OVERCHARGE DIFFERENCE WILL BE DEDUCTED FROM ORDER OF FIRST DOZEN. CASH WITH ORDER.

**Westlake Products Co.**  
50 E. Cermak Road CHICAGO 16, ILL.

**5 MIN. PHOTOS**  
**PHOTO Machines (all types) Original**  
Amco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign be low for literature. American Stamp & Novelty Mfg. Co., Dept. 417, 1132 W.N. 2, Oklahoma City 4, Okla., or 4301 Rossmoyne, Houston 6, Texas.

Name .....  
Address .....

**PENNY CANDY and Candy Bars**

**BIGGEST SELLER IN EVERY STORE!**  
Now being offered for the first time: assorted case containing 24 boxes, no two alike, 12 boxes big selling penny candies, 12 boxes big value 5¢ candy bars. Dealers' price \$21.80 per case, costs you only \$15.60. Send \$15.60 today for trial case and details on our complete line. Satisfaction guaranteed. Exclusive territories still available. **ACT NOW!**

**CASTERLINE BROS.** 2030 Sunnyside Ave. Dept. A, Chicago 25, Ill.

# BILT-RITE

Matching WATCHES



MEN'S WATCH  
7 JEWEL  
**\$12.75**  
17 JEWEL  
**\$15.95**  
with leather band

(Addn'l for Stretch Band, \$2.95)

BEAUTIFULLY BOXED

Guaranteed NEW WATCHES

French Cut . . . Brilliant Stone Set Dials.  
Also Women's Watches to match.

Write for catalog #202  
25% with order—balance C. O. D. if not rated.

**MIDWEST WATCH CORP.**  
5 S. WABASH CHICAGO 3, ILL.

Exclusively Wholesale

## UP-TO-THE-MINUTE MERCHANDISE

Over 200 Different Items in Stock

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be

Send for FREE Descriptive Circular #68

**JERRY GOTTLIEB, Inc.**

Summerfield Ave. & Post Office Place  
Asbury Park, New Jersey  
P.O. Box 356 Phone Asbury Park 1-1524

## 6000 SMASH HITS



In 624 page wholesale book. Dealers, Agents, Salesmen and Jobbers, you will find this book teeming with Tested Money Makers. Latest catalog shows average price reduction about 21% on many items. A guarantee of satisfaction or money back, stands back of every purchase you make from us. Why not see how you can make more money by sending for this New,

Thrilling Wholesale catalog, NOW! **SPORS CO.**  
4-48 Lamont Le Center, Minn.

**MARION FLYER** Fireman's Red and Ivory Trim



**SAMPLE ... \$11.00**  
**DOZEN .... 9.00**

FREE. 120 Hole Tip Board, 25¢ play, takes in \$30.00, or 66 Hole Pushcard, 1¢ to 39¢, takes in \$24.15. Also 1500 Hole 5¢ GRAND PRIZE Jackpot Punchboard. Takes in \$75.00, pays out \$21.00 Convolutions, \$3.50 per Board.

1/3 Deposit, Balance C. O. D.  
**MARION COMPANY** Wichita, Kansas  
P. O. Box 1588

## SOUVENIR PENNANTS

4x8" ..... \$ 5.00 per 100  
7x8" ..... 9.00 per 100  
9x27" ..... 13.00 per 100

Painted on foil with tie strings.  
50% deposit, bal. C. O. D. Send for Price List.  
**WALES COMPANY**  
281 W. 54th St. New York 19

## PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6% Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City, Mo. m58

"NEARGRAVURE" EMBOSSO LETTERHEADS. Sparkling! Dynamic! Flashy colors, distinctive illustrations: Midways, Parks, shows, orchestras, etc. Samples, 10c. Contracts. Complimentaries. Lowest Prices! Soliddays Colorprint, Knox, Ind.

PRESS CARDS—THE MOST ATTRACTIVE Press Passes ever printed. Send \$1 for 4 sample cards to: Utility Sales, 1826 N. Van Ness Ave., Hollywood, Calif.

YOUR NAME AND ADDRESS ON 500 GUMMED Stickers, 50c. On a three-line Rubber Stamp, 65c. Paul, Danielson, 229 Iron St., Norway, Mich.

14x22 TYPE WINDOW CARDS. THE BELL Press, Winton, Pa.

100 8 1/2 x 11 LETTERHEADS AND 6% ENVELOPES, Hammermill Bond, 4 lines copy, \$2 postpaid. Samples. Ace Press, Clearwater, Fla. ap17

## SALESMEN WANTED

ADVERTISING BOOK MATCHES—WORLD'S largest direct selling manufacturer of Advertising Book Matches, offers opportunity for profitable year 'round selling; every business a prospect. No experience needed to start, men or women, full, part time. Factory service; low prices for high quality, repeats. Sales kit furnished. Match Corp. of America, 3433-43 W. 48th Pl., Dept. D-12, Chicago.

BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckles, Belts, Cap Badges. 2,000 emblems. Fast repeats. Write today. Hook-Fast Company, Box 480-BB, Roanoke, Va. ap24

SALESMAN WANTED—HAVE FAST TURN- over concessionaire items! Wire Spiders, Skeletons, Devils, Monkeys, large Metal Rings, Walking Canes, Basketballs. Fair commission. La Casa Mexicana, Box 1631, Brownsville, Tex.

SALESMEN WANTED FOR ELECTROMATIO Neutralizer. Keeps your radiator free from rust, corrosion, scale for 50,000 miles. Simple to install. Sell to dealers, garages, filling stations or individuals. Retail, \$3.50. Send \$2.50 for sample, prepaid. National Distributors, 812 Main St., Kansas City, Mo.

## SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. ap24

SHOW BANNERS—FOR ALL MIDWAY Attractions by experienced pictorial artists. C. T. Ruell & Co., Box 306, Newark, O. Home of the Walk-Thru Shows.

SIDE SHOW BANNERS—8x10 FEET, \$38.50. Good cloth, leather straps and rings. Also small and large banners and fronts made. Quick service. W. Courtney, Barboursville, W. Va. ap24

## TATTOOING SUPPLIES

TATTOOING OUTFITS AND SUPPLIES—Illustrated literature free. Diamond equipped Engraving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill. au14

TATTOOING EQUIPMENT OF QUALITY—Professional Knurled-Venturi Tubes. Northeast "Cobra" Machines, Designs, Khroma-Kalama Colors. Illustrated list free. Northeast Tattoo Supply, 18 Monument Sq., Portland 3, Me. ap17

TATTOOING MACHINES—WORLD'S GREAT- est. Also Designs, Colors, Supplies. Size 11 English Needles, \$10 per thousand. Owen Jensen, 120 West 83rd St., Los Angeles 3. my8

## WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines, all other coin equipment. Mac Postal, 6416 N. Newgard Ave., Chicago. ju12

WANT—CANDY FLOSS MACHINE, OLD Creator Popcorn Machines, gas preferred; also Roller Skates and equipment. State price wanted condition, etc. Write Box O-499, care Billboard.

WANTED—FROZEN CUSTARD MACHINE. Prefer Taylor. Box 287-A, Highway 90, Route 6, New Orleans, La.

WANTED TO BUY—ORCHESTRA TRANSPORTATION, sleeper preferred. State price and complete description in first letter. Write all details: Box C-511, c/o Billboard, Cincinnati 22, O.

## "ONLY THE BEST MAKES SOLD"

NEWEST AND BEST SELLER IN RUBY CENTER OR ALL WHITE STONES

Send for illustrated ring circular and price list of the finest men's and ladies' costume ring line.

No. B-8142

**\$18.00** Doz.



(Sketch Slightly Enlarged To Show Detail)

America's Exclusive Ring House

**HARRY MAHREN RING CO.**

116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.



## Agents Wanted!

Call on garages, gas stations with \$24.50 quality Wheel Balancer. Competing models \$300 to \$2,000. Virgin market. Five minute demonstration means sales. \$10 cash commission. Twenty sales possible daily. Exclusive territory. A POST CARD BRINGS FULL DETAILS

**B & B MANUFACTURING CO.**  
BOX 816 SIOUX CITY, IOWA

## Amazing Lens

600 Powerful Magnifying Lenses to EVERY SQ. INCH

Center of every letter is clear so light shines through. Translucent edges give "aura" effect of Neon.

CHOICE OF THOUSANDS OF DIFFERENT GLASS PANELS

Change Advertising Message in 10 Seconds!

Invention Makes New Advertising Sign Brilliant as Neon! Costs only 1/2 as Much!



Agents Fast Sales In Every Kind of Retail Store. Big Profit on Every Sale!

A FEW years ago men who got in on the "ground floor" with Neon cleaned up millions. Today, a few wide-awake men are offered a chance to cash in on another advertising opportunity that may be even bigger—a "once-in-a-lifetime" chance to get in on the "ground floor" with the new Fluorescent MAXILUME Business Builder—the Advertising Display Sign that can change sales messages in 10 seconds! Here is an invention as startling, as revolutionary, as Neon was 10 years ago. For it offers all the advantages of Neon at 1/2 the original cost and at an operating cost of only 2¢ a day!

FREE! Send Name for SAMPLE OFFER and FREE SELLING OUTFIT

Every retail store, every large manufacturer, every advertiser in the United States is a prospect for one to 100 or more Business Builders. Space does not permit printing all facts. But if you want big, quick profits in volume you never dreamed of, you'll get the facts in a hurry! Don't send a penny. Just your name on a penny post card brings Free Selling Outfit. Do this quick—the biggest cash cleanup in the history of Direct Selling.

of, you'll get the facts in a hurry! Don't send a penny. Just your name on a penny post card brings Free Selling Outfit. Do this quick—the biggest cash cleanup in the history of Direct Selling.

**MAXILUME COMPANY**

125 W. Hubbard, Dept. 134-C  
CHICAGO 10, ILLINOIS

## THIS WEEK'S SPECIAL!

Here is a real Business Promotion! An assortment of nationally advertised watches that is really outstanding.

ELGIN • BULOVA • GRUEN  
BENRUS • WALTHAM  
MEN'S WRIST WATCHES

7-Jewel  
**\$10.95**

A really low price on fine watches with new 1948 cases and dials. All are reconditioned and guaranteed like new.

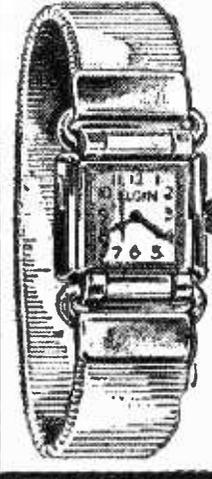
Rhinestone dials  
\$2.00 additional

DON'T LET GRASS GROW UNDER YOUR FEET  
Get in on these profit makers today!

Write for New 1948 Special Catalog Supplement  
WHOLESALE ONLY—NONE SOLD RETAIL  
Minimum Order—3 Watches  
25% With Order—Balance C. O. D.

**JOSEPH BROS.**

59 E. Madison St., Dept. B-17  
CHICAGO 3, ILL.



## JUST RECEIVED

ORIGINAL  
**CHINESE TOY SNAKES**

**\$6.75** Per Gross  
In Gross Lots Only

(Less Than Gross Lots—60¢ Per Dozen)

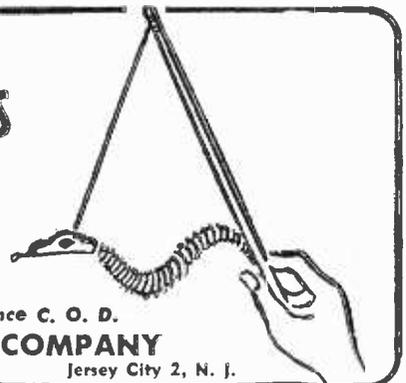
Send \$2.00 for sample shipment of 2 Dozen sent postpaid.

25% Deposit Required, Balance C. O. D.

**GOLDFARB NOVELTY COMPANY**

Harborside Building

Jersey City 2, N. J.



## NEW PRICE

**STAINLESS STEEL BANDS, \$1.50 EACH**

LOTS OF 12 OR MORE, \$1.00 EA.

Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.

**NATIONAL METAL CO., 168 N. Main St., Fall River, Mass.**

## ★ BALLOON HUSTLERS—ATTENTION ★

Brand new tanks of HELIUM GAS, contain 535 cu. feet of gas. Each tank equipped with valve. No deposits. Sample, \$4.00; lots of ten, \$3.75. M. O. or check with order—F. O. B. Elizabeth, N. J.

**GEORGE SCHAFFER**

19 PINGRY PLACE

ELIZABETH 3, N. J.

## DECORATED WATER GLASSES, 5-9-12, ASSORTED

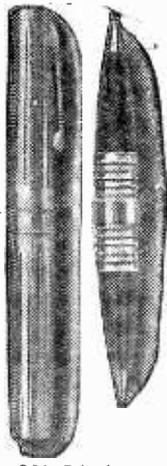
Prepaid in Radius of 500 Miles of Dallas in Lots of 5 Gross or more. 4 Cents Each. This is a cash with order deal and will not be repeated.

**B. PALMER SALES, 1433 Second Avenue, Dallas, Tex.**

**PITCHMEN!  
PREMIUM USERS!  
DEMONSTRATORS!  
COUPON WORKERS!**

**WRITES  
RED,  
WHITE,  
BLUE**

**NOW AVAILABLE**  
Brand New 1948 Robert Murray



**TU-COLOR  
BALL PEN**

All Gold Finish. Will Not Tarnish. Unconditionally Guaranteed!  
At last a ball point pen with no troubles. Looks and writes like five dollars. A sample will prove this!

Price to you  
**\$7.20**  
Dz.

25% deposit with order. Sample, \$1.00 Postpaid.

**SIGFREDO  
TRADING CO.**  
309 5th Ave. NEW YORK CITY

**At Liberty—Advertisements**  
**5c A WORD, MINIMUM \$1, CASH WITH COPY**

**AGENTS AND MANAGERS**

**THEATER MANAGER**—18 YEARS' EXPERIENCE, desires change. 39 years age, married, best references. Salary, \$100 week or better. Box C-518, care Billboard, Cincinnati. ap24

**WOULD LIKE TO OPERATE 3 OR MORE CONCESSIONS** in Midwest for carnival or concession owner. Write Howard McKelvey, 301 West Main, Anoka, Minn. ap17

**BANDS AND ORCHESTRAS**

**ATTENTION, AGENTS, OPERATORS**—HAVE excellent Society, Entertaining Dance Orchestra. Three to four men. Special arrangements. Uniforms. Just completed lengthy engagement at the Sheridan Plaza Hotel, Dayton Beach, Fla. Reasonable price. Norman Cogan, 4309 40th St., Sunnyside, N. Y. ap24

**AVAILABLE JUNE 8—FOR RESORT, HOTEL, or night club, 6-piece College Dance Combo and Vocal Mixed Quintette.** Can carry floorshow. Large repertoire of soft swing-styled music. Own arranger. Uniformed and union. Transcriptions and photo on request. Orchestras, Box 866, St. O. Northfield, Minn.

**FIVE-PIECE COWBOY BAND OF RADIO AND stage.** Open for spring and summer engagements. Michael Perrotti, 1635 W. 34th St., Wilmington, Del.

**FIVE-PIECE POPULAR AND WESTERN SWING Band.** Good show. Accordion, fiddle, bass and guitars. Sister Team, duet, solos, yodeling, comedy, tap dancing. Several years radio experience. Large wardrobe. Willing to travel (preferably Western States). All offers answered. Write or wire Hank Stanford, WMMN, Fairmont, W. Va.

**12 PIECE COLLEGE DANCE ORCHESTRA**—Union. Available immediately for resort, hotel or other location spots. Experienced personnel. Write Leader, Dick Allan, 418 N. Baldwin, Madison 3, Wis.

**CIRCUS AND CARNIVAL**

**AT LIBERTY MAY 1—BULL AND BAREBACK rider.** Rodeo, Wild West, etc. Have own gear and rigging. No stock. Age 26. Go anywhere. All run outs, save your stamps. D. W. Smith, 574 St. Peter St., St. Paul, Minn.

**FAT DWARF WOMAN—AGE 40, 4 FT., 125 lbs.** wants to join a troupe of dwarfs or midgets or Fat Show. I play a small guitar and harmonica combined. Blanche Ober, 1516 Orange Ave. (rear), Fresno, Calif. ap17

**COLORED PEOPLE**

**TENOR SAX, DOUBLE CLARINET, READ AND fake.** Available now. Will accept good offer. State all in first letter. Willie Hodge, 3207 20th St., Gulfport, Miss.

**MISCELLANEOUS**

**AT LEISURE—ERWIN SPIES, THE MIRACLE Man.** The Physical Medium and Divine Healer. 202 Lyell Ave., Rochester, N. Y. mf1

**AT LIBERTY FOR SUMMER SEASON—SPECIALTY Team,** change doubles and mads for week, or have full night's show. J. B. Burke, 2910 E. Broadway, North Little Rock, Ark.

**AVAILABLE—HARVEY THOMAS, VAUDEVILLE Show Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriquoists, Punch-Judy.** 162 N. State, Dearborn 2734, Chicago, Ill. up

**LYRIC WRITER—SPECIALIZING IN WRITING** personalized songs, special parodies, any type. Mauny Gordon, 819 W. North Ave., Milwaukee 6, Wis. my15

**JUST ARRIVED!**  
1,000 sets, and we doubt if more can be had at the price!

**XMAS TREE LIGHTS**

8-light series with C-6 Jap bulbs. In lots of 100 **95¢** SET

You know how tough it's been to get series sets! The demand will be greater than ever this year. Be a jump ahead. Write or wire your order now and be set for profits!

Lots of \$1.05 Less than \$1.15  
50, set 50, set

Cash with order or 25% down, bal. C.O.D.  
1519 W. North Ave.  
**M. D. ORUM** Milwaukee 5, Wis.

**ELECTRIC PENCIL**  
Engrave gold, silver, waterproof permanent colors on leather, silk, wood, plastics, paper, etc. Famous Professional No. 3, switch on cord, 6 rolls gold, \$7.25; extra rolls gold or assorted. 1"x400", \$4.80. Vibro Tool, extra hard carbide needle; long wear, engrave even hardest metals, glass, plastics, wood, jewelry, \$9.50, or send M.O. \$12.50 for both No. 3 pencil, 6 rolls gold and Vibro Tool with hard carbide needle.  
**R. E. STAFFORD**  
2434 N. Meridian St. Indianapolis 8, Ind.



**MENTALIST—DR. RAMA, PSYCHIC DEMONSTRATIONS, lectures.** Night clubs and theaters. Routines. Dr. Rama, 1810 S. Wabash, Chicago, Ill., Room 22A. Victory 9119.

**M. P. OPERATOR—PREFER VAUDEVILLE-PICTURE tent show.** Good M. C. Comic, go single act. Have Ampro 16mm. sound outfit. Box 97, care The Billboard, 1564 Broadway, New York City, N. Y. ap17

**ORGAN GRINDER—WITH TRAINED MONKEYS** and grind organs. Open for 1948 season. Go anywhere. Write best proposition to Ben Williams, Route 1, Madison, Ind.

**PUBLICIST, WRITER—FEATURES, BIOGRAPHS,** column material, gags, etc. Anxious join publicity office, theatrical agency. Full time. Free lance. Locate New York. Box 296, Billboard, 1564 Broadway, New York City.

**SENSATIONAL MENTAL, HYPNOTIC ACT** available. (Clubs, theaters, lectures. 100% audience participation. (Good agent considered.) Dr. North, Box 291, Woodcliff Station, North Bergen, N. J.

**MUSICIANS**

**A-1 COLORED PIANO AND ORGAN DUO—**Desires position in (Class A lounge, bar or restaurant. Very large library, fine wardrobe, modern, arrangements of swing and classics. (Closing engagement now, desire change. Girl Pianist and Singer, formerly in pictures. Reginald Smith, 105-14 32nd Ave., Corona, Queens, Long Island, N. Y. Phone Illinois 7-3218. ap24

**ACCORDIONIST—THOROUGHLY EXPERIENCED.** Arranges, sing ballads, scat. Also Vocal Trio. Cut or no notice. Box C-519, c/o Billboard, Cincinnati 22, O. ap24

**ATTENTION, BANDLEADERS!—NAME AND** semi-name band drummer desires steady work with any band in the New England States, New York or New Jersey. Can play in any style band, cut shows well and take good drum solos. On a commercial band now in Florida. Must give two weeks' notice. All offers considered. Box C-516, care Billboard, Cincinnati, Ohio. ap24

**AVAILABLE—MOUNTAIN, WESTERN BAL-** leader, guitar, M. C., anything including rodeo. Married, 35 years age, 16 years radio and stage. Western wardrobe, sober, reliable. Car, go anywhere. Ken Seely, 411 S. 9th, Shelbyville, Ill. ap17

**COWBOY DUET—MAN, GIRL, GUITAR, TRICK** rifle shooting act, finest wardrobe, top references. Radio, vaudeville experience. Bill Johnson, Wonderpool, 98 Freylinghuysen Ave., Newark, N. J. my1

**DRUMMER—AVAILABLE IMMEDIATELY. 14** years' thro experience. Latin shows, commercial, modern rhythm style; solid steady beat. Beautiful equipment. No boozier. Elis Lee, Durlaufs Music Shop, Louisville, Ky.

**DRUMMER - VOCALIST—25, AVAILABLE** after April 17th. Name band experience, prefer society. Have new equipment, including timbales. Travel anywhere. Musician, 45-17 43d St., Sunnyside, L. I., N. Y.

**FLASHY, HIGHCLASS TRAPEZE ACT—AVAIL-** able for indoor and outdoor events. Platform required outdoor. Address Charles La Croix, 1804 South Anthony, Fort Wayne 4, Indiana.

**GIRL ACCORDIONIST, STROLL, TRIOS—OR** what have you? Read or fake. Go anywhere. Union. Ruth M. Stettler, 1821 W. Lawn, Madison, Wis.

**HAMMOND ORGANIST—LADY. RELIABLE,** dependable. 7 years' experience roller rink. Desires summer rink or hotel position. New England, New York vicinity preferred. References. Box C-507, care Billboard, Cincinnati, Ohio. ap17

**HAMMOND ORGANIST—YOUNG LADY. UN-** usual musician for hotel, lounge, restaurant. Don't have organ. Miss Serene Cole, 7100 South Shore Dr., Chicago 49, Ill., Apt. 402. Saginaw 2790.

**LEAD ALTO MAN—DOUBLES CLARINET AND** flute. Experienced, union, sober, reliable. No preference as to travel or location. Box C-513, care Billboard, Cincinnati, Ohio.

**LEAD TRUMPET—GOOD TONE, WELL EX-** perience, no habits. Cut or no notice required. Contact Dick Chapman, Baker Hotel, Orange, Tex.

**PIANO—ALL ESSENTIALS, ALL STYLES.** Singles and will travel. Box C-517, care Billboard, Cincinnati, Ohio. ap24

**PIANO MAN—AVAILABLE IMMEDIATELY.** Small combo only. Union. Pianist, Room 208, Cardinal Hotel, Columbus, Ga.

**RINK ORGANIST—GENTLEMAN, RELIABLE,** good metronomed music, dance steps. Prefer Pa., N. Y., N. J. Please write details. Organist, Box C-491, care Billboard, Cincinnati 22, Ohio. ap24

**STRING BASS—EXPERIENCE, READ, FAKE,** available now. Write or wire full details. Atlantic 5430. 3106 Bridge, Cleveland, O.

**TENOR MAN—CLARINET. EXPERIENCED** combo and big band. Jazz or commercial. No funny hats. Union. Lee Ulbrich, 1324 Hubbard, Jacksonville, Fla.

**TROMBONE—GOOD LEAD AND SECTION.** Prefer hotel band. No panics. Available immediately. Roy Carpenter, 446 Oakley Ave., Lynchburg, Va.

**TROMBONE—PLAY ANY STYLE YOU PREFER,** plenty of name band experience. Can produce or no notice. Have my own outfit but don't care for headaches. South preferred. Write or wire. Jimmy Simms, c/o Casablanca Club, 23 S. Main, Akron, O.

**TRUMPET—LEAD, TOP RANGE, READ ANY-** thing. Name band experience. Available June. Prefer high class resort or travel. Union. Dave Geffen, 5520 Maple Ave., St. Louis 12, Mo. my1

**PARKS AND FAIRS**

**BALLOON ASCENSIONS—PARACHUTE** Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my1

**WORLD'S GREATEST COMEDY ACT—ROSCOE** Armstrong Ford Act. Thrills, spills, laughs and excitement. Booking 1948 fairs, rodeos, circuses, Montezuma, Ind. ap24

**CONCESSION SUPPLIES**

Daisy Cork Guns. Ea. .... \$ 4.95  
Cork Gun Corks. 1,000. .... 2.75  
Aluminum Milk Bottles. Ea... 1.10  
Wood Milk Bottles. Ea. .... .50  
Worth Baseballs. Doz. .... 2.15  
Case of 15 Doz. .... 30.00  
Weighted Feather Darts. Doz.. 1.20  
Dart Balloons (10 Gr. for \$9.00). Gr. .... 1.00  
Knife Rack Rings. 100. .... 3.50  
Cane Rack Rings. 100. .... 3.50

25% Deposit With Orders

**KIPP BROS.**  
117-19 SOUTH MERIDIAN  
INDIANAPOLIS, INDIANA



**A MILLION SALES**  
with  
**CIRCLINE**  
Fluorescent Fixtures

The greatest lighting fixture yet made.  
Here's Your Big Opportunity for Big Money Making.  
**LOWEST PRICES**  
Direct From Manufacturer  
Write for Catalogue

**ABRAMS LIGHTING**  
MANUFACTURERS FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia 6, Pa.  
Phone: WALnut 2-1947-1948

**METAL PLATED CHARMS**

In bright gold and silver finish

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

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

**ATTENTION: DEALERS**

Stock this Sharp-Edge knife set. The lowest priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel. Sample set: \$2.25 prepaid; per doz., \$21.00. F. O. B. Chicago.

Write for further information on other outstanding products.  
**EARL PRODUCTS CO., Dept. B**  
221 N. Cicero Ave., Chicago 44, Ill.

**CHEWING GUM**

**WHOLESALE ONLY**

Fine quality. Popular flavors. 5-stick packs—also 4 multi-color "BUBBLINGUMS."  
**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave., NEWARK 4, N. J.

**BINGO**

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.  
Write for bulletin.

**AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio**

**MONEY WILL ROLL IN**  
with **MUSICAL BALLOONS!**

ALL SALES SUCCESSFUL

**BLOW IT UP THEN HEAR THE MUSIC GO 'ROUND ABOUT**

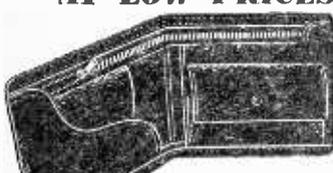


**SHIR-LEE CREATION**

10 Gross Lots \$2.75 Gross  
Dept. 20 5 Peterboro Street Boston 15, Mass.  
5 Gross Lots \$3.00 Gross

Send 25c for Sample Assortment

**DIRECT FROM MFR. AT LOW PRICES**



**Complete Line of Leather Goods**

- Billfolds, Keycases, Purses, kiddy and Ladies' Bags, Belts, Novelties and related Leather and Plastic Items. All price ranges. (Will make to order from your patterns.)
- These Fast Selling Items will give you plenty of Profits because of our Low Prices. Send for samples today. If not rated, send \$15. (Refundable for 20 days.)

**CUTTING LEATHER NOVELTY**  
48 Howard St., N. Y. C. CA 6-3973

**BINGO SUPPLIES AND EQUIPMENT**

**IMMEDIATE DELIVERY!**

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

**John A. Roberts**  
235 HALSEY ST • NEWARK 2 • N • J

**LOOKING FOR A PRODUCT . . .**

That has honest to goodness repeat value so you can build a good, sound, respectable business of your own? A NATURAL FOR MAIL ORDER, TOO. WRITE

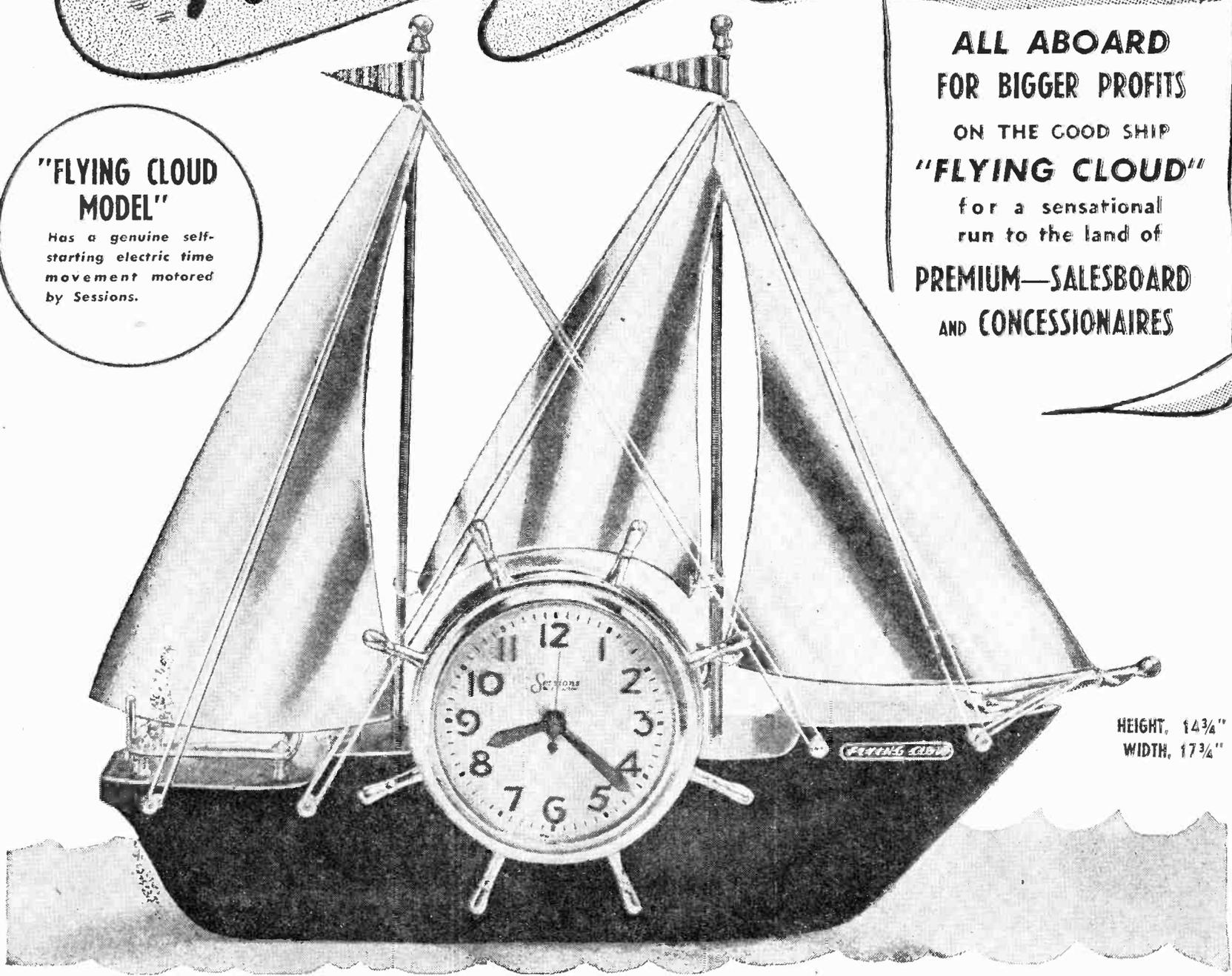
**WAVE Products**  
Dept. 17, 900 E. Taylor, Kokomo, Indiana

**ONE YEAR GUARANTEE**  
 This clock has a genuine self-starting electric time movement motored by Sessions. It is guaranteed for one year against all defects in material and workmanship.

*Sales*  
**FULL SAILS AHEAD!**

**"FLYING CLOUD MODEL"**  
 Has a genuine self-starting electric time movement motored by Sessions.

**ALL ABOARD FOR BIGGER PROFITS ON THE GOOD SHIP "FLYING CLOUD" for a sensational run to the land of PREMIUM—SALESBOARD AND CONCESSIONAIRES**



HEIGHT, 14 3/4"  
 WIDTH, 17 3/4"

**YOUR CUSTOMERS WILL DEMAND THIS ITEM — MORE FEATURES—TOP QUALITY—LOW PRICE—EXTRA FAST PROFITS**

Beautifully finished, hand rubbed in Walnut or Swedish modern with Chrome Metal Trimings that dress it up for EXTRA EYE APPEAL. THE METAL SAILS are highly polished heavy Chrome plated. The movement is incased in metal housing and Chrome plated.

To see this item is to appreciate its fine design and exquisite craftsmanship . . . this item looks the value many times over.

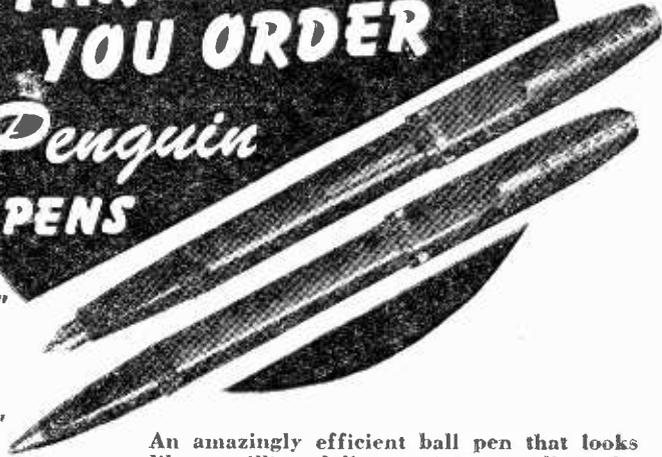
TERMS: 25% with order, balance C. O. D.. F.O.B. Chicago. Terms to rated firms.

**\$9.95 EACH**  
 Minimum order of six. Individually packed. 6 to a master carton. Shipping weight approx. 6 lbs. per clock.

**IDEAL DISTRIBUTORS** 3242 W. 26th ST. CHICAGO 23, ILLINOIS

BIG PROFITS START THE DAY YOU ORDER

Penquin PENS



"De Luxe" LEVER PEN

"De Luxe" BALL PEN

25% deposit must accompany order.

Dept. B-3

An amazingly efficient ball pen that looks like a million dollars, writes as well as the most expensive ball pen on the market today. . . . Yet it sells for a lot less.

The PENGUIN De Luxe comes in a gleaming plastic case, with smart gold plated trimmings and clip. Available in grey, blue black and maroon.

Attractive counter displays and window streamers featuring movie stars are available to help you sell. Advertising imprinting in our own plant at low cost.

YOU MAKE THE PROFITS, WE MAKE THE PENS.

35c in quantities of 1 gross or more. 40c in lesser quantities.

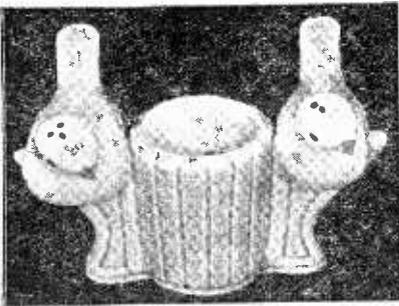
35¢



PENGUIN PENS, Inc. 644 Broadway, New York 12, N.Y.

#4769K CANARY SALT AND PEPPER SHAKERS

WITH A TOOTHPICK HOLDER OR PLANTER BETWEEN



Made of porcelain, 3 1/4 inches high, 5 inches wide, 3 inches deep, holder in brownish tan shade, canaries in yellow, and removable from their perches.

\$7.20 per doz. sets.

Salesmen wanted to sell to store-keepers. splendid sideline.

Sample sent on receipt of \$1.00. No C. O. D. orders without a 25% deposit.

333 & 335K S. MARKET ST. CHICAGO 6, ILL.

LEO KAUL IMPORTING AGENCY, Inc.

KILROY WAS HERE!!

NOW AVAILABLE AT GREATLY REDUCED PRICES

This popular, laugh-provoking 3" Plastic Statue still in demand. Now available to Pocket Novelty Workers, Wagon Jobbers and Concessionaires at lower prices. RUSH YOUR ORDERS IN.

25% DEPOSIT - BALANCE C. O. D.

DOZEN LOTS . . . \$ 1.20
100 LOTS . . . . . 9.00
500 LOTS . . . . . 42.50

THE STEINBERG-WILLS CO.

105 N. 9TH ST. KANSAS CITY 6, MO.

GIVE-AWAY CANDY

Attractive Design Box, 6 1/2"x2 1/4"x1", containing 6 wrapped kisses and a toy for girl or boy.

144 to a Box 3 1/4c each

Write for complete price list.

25% Deposit required, balance C. O. D., F. O. B. Chicago. WARREN SPECIALTY CO. 1933 S. Halsted St., Chicago 8, Illinois



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

McGee, Lester 20c Parton, Frank H. 15c
Hahn, Hymie 12c Stewart, F. E. 10c

- Abbott, Margaret
Abel, B.
Ackley, A. V.
Adams, Dewey P.
Aerial Sensations
Alexander, Wm. E.
Allen, Betty Lee
Allen, Bob (Toledo)
Allen, Mrs. Diana
Almanza, Mable
Alo, Rockefeller (Mackician)
Ames, Geo. L.
Andrican, Mrs. C. E.
Andrican, M. J.
Ankin, Jr., Geo.
Apollos, The (Jack and Chuck)
Archer, Mrs. Joe
Arso, R. G. (Blackie)
Armstrong, Roy
Arnold, Edw. W.
Aukins, Clarence
Auskings, Clarence
Bailey, Mrs. Barbara
Bailey, Mrs. Kay
Baker, Mrs. Mae
Baldwin, J. D.
Bales, Paul
Ballard, DeWitt
Barbee, Ray
Barent, Chas.
Bares, Tony & Monica
Barker, Albert (Mr. Merry Midway Show)
Barnes, Bette Jean
Barnes, D. Rex
Barragan, Vicente
Bates, Donald G.
Baysinger, Mrs. Al
Beal, Dan
Beard, Jack
Beaudy, Harold
Beck, Betty
Beeson, Herberta (Slat)
Belasco, Frank
Bell, F.
Bell, Mrs. F.
Bell, L. H.
Benish, Ben
Bennett, Bill
Bennett, Corby
Bergner, Jacob
Bergman, L. H.
Bergman, Rajah
Berry, Robt. B.
Berwick, Roy
Biggers, Larry
Blackburn, Robt.
Blair, Jos.
Blasic, Pin-Head
Blasie, Henry
Bogen, Ed.
Bollinghouse, Happy
Borden & Arlean
Borrenpohl, Arthur
Borsvold, Arthur E.
Bouie, Clinton F.
Boullison, Willie.
Bourgeois, Sr., Harry
Bowie, James
Boyd, Archie
Brannan, Elenora
Breckenridge, Ed.
Breese, J. M. Mgr.
Bright, James H.
Brouley, J. C.
Brown, Sgt. Elwood W.
Brown, Manny
Brown, Pearl
Brown, Wendell S.
Browne, Oscar
Bryley, Ralph
"Blackie"
Burruss, W. C.
Burke, Mrs. Peggy
Burnett, Edw. L.
Burns, Robt. W.
Burridge, Frankie
Burton, Frank H.
Burton, Howard B.
Bush, Willie
Bybee, James Henry & Mattie G.
Byers, Jimmy
Calby, J. Davis
Carew, E. A.
Carlson, Arthur
Carter, Wray
Carter, Glendon T.
Carter, Stanley C.
Carter, Wray
Carter, Zeno
Casey, Bill
Cauley, Jack
Chambers, Fred M.
Chambers, Mrs. Patsy
Chamberty, Johnny
Chandler, Ralph W.
Chase, Frank H.
Chill, Frank
Claman, Tibmie
Clark, C. H.
Clayton, Robt.
Clemens, Mrs. Fred G.
Coe, Eddie
Coffee, Mrs.
Coleman, Wm. L.
Cole, Don L.
Coleman, Charley
Coley, Jeff
Conatser, L. C.
Constantine, Voumie
Cooke, H. L.
Copp, Bill
Corbett, John M.
Corcoran, Thos.
Cortzoa, Don
Corkrum, Mrs. Eunice H.
Cornell, Billy
Costa, Geo.
Cottrill, John K.
Cottrell, Wesley
Coud, Rajah
Courtney, Mrs. Grace H.
Crawford, Jack
Craig, Max
Creager, Earl
Cristiani, June
Crow, Mack
Cummings, Pfc. Wm. C.
Daily, James R.
Dakes, Mrs. Nellie
Darling, Happy Jack
Davis, Jomer Cecil
Davidson, Wilma Jean
DeFazio, Mrs. Gilda
DeFazio, Mrs. Julia
Deese, John
DeKeno, Duke
DeKeno, (Kokenov)
Dell, Mrs. M. E.
Demsey, Harry
Denis, Prince & Ethyl
DeVault, Pansy
DeWolfe, Mrs. Kathryn
Dean, Christopher
Dean, Tex (Gladis)
Demetro, Jr., Archie
Demetro, Tom
Demotro, Walter
Diacofis, The (Cycle Act)
Diamond, Herbert
Dix, Earl L.
Dixon, Mary
Dodson, LaMott A.
Donahue, Tex & Tiny
Donahue, Mrs. Tiny
Dondineau, Louis G.
Dougherty, Mary
Dougherty, Samuel
Douds, Geo.
Drake, Erwin W.
Drake, Geo. W.
Drake, James
Dubois, Henry J.
Dugan, J. H.
Dunlap, Geo. "Shorty"
Dunlevey, Mrs. Anna J.
Dyer, Merle E.
Earle, Mrs. Mickey
Edwards, Glenn E.
Eli, Miller
Elli, R. E.
Eliot, T. C.
Eugerer, Capt. Earnest
Englehart, Gilbert
Enos, Phillip
Ephraim, Peter J.
Evans, Daniel C.
Evans, Steve
Evans, Mrs. Thelma
Eversole, Keith
Everts, Geo.
Eyster, C. W.
Farney, Evelyn
Ferguson, Pete
Ferrie, Eddie
Fetrell, James
Fow, Louis W.
Fillingham, Everett
Fillmore, Ed.
Fisher, Pop & Marie
Forbus, Jimmie
Forbus, Jos.
Ford, Norma Dean
Fox, Gerry
Frackler, Edgar Lewis
Francis, Ruby
Franks, Mrs. Jennie
Freeman, Willie
Friend, Pat
Frisbie, A. L.
Frye, Maurice
Fudrican, M. J.
Fuzzell, Tommy
Gaby, Thos.
Gable, Jos.
Garber, Stan
Gargner, Edw. K.
Gaffen, "Duke"
George, Joe
Germain, Virginia Ruth
Gibson, Ben
Gibson, Don
Gibson, H. C.
Gindler, Homer M.
Glover, John
Glynn, M. A.
Goad, Dan
Goad, Mrs. Dan
Goad, Mrs. Erta Mae
Goddard, Mrs. Gladys
Goldie, Jack
Goldstein, Abe X.
Goode, R. O.
Goodman, Wm.
Goralick, S.
Gordon, John D.
Gordon, Russell
Gorman, Johnny
Gorman, Richard
Gowdy, Mrs. M. A.
Grady, Red O.
Gratiot, Merle J.
Gray, C. H.
Gray, Roy (Grand Union Show)
Green, Kitty & Lew
Greenaway, Robt.
Gregory, Robt. Wash.
Griffith, Mrs. Evadna A.
Grimes, Paul V.
Griner, Mrs. Babbette
Gullappo, Jack
Guthrie, The
Guthrie, Jeanne
Guttermouth, Chas.
Hackett, Edw. J.
Hahn, Heinie
Hall, Germaine
Haney, Hilliard
Hanson, Walter Lewis
Hardin, Billy Joe
Harms, Geo. Herman
Harper, Harold
Harper, Jimmie
Harris, Frank
Harrison, Jr., Frank
Hart, Mrs. E. G.
Hartley, Walter
Harville, Geo.
Hasson, Tom
Hastings, Mrs. Tillie
Hatcher, James D.
Hayes, Johnny (Mr. J.&B. Show)
Heaton, Hardaway
Hendricks, Cecil
Hendrix, Eddie
Hendrix, C. W.
Hendrix, Lula Belle
Henley, Mrs. A. P.
Herod, Walter
Higgins, Jerry
Hiller, Thos.
Hitt, John A. "Blackie"
Hoelzer, Emma
Hoge, Mack
Holek, Yolanda
Holland, Bertha (Gladis)
Hollins, Lucky (Hollywood Orch.)
Hubble, Earl
Hulin, Mrs. Katie
Humphrey, Mrs. Loretta
Hurd, Jimmy (Side Show Mgr.)
Hyland, Dick
Hyland, Mrs. M. Frances A.
Hyland, Marvin E.
Ireland, Agnes
Jackson, Harry H.
Jackson, Russell Marvin
Jacob, Mrs. Mickie
Jett, Luther A.
Jewell, Billy
Jobe, R. L.
Johnson, Ephraim
Johnson, Mrs. James D.
Johnson, Pete Thomas
Jordan, Jess
Judy, Russell
Justins, Melvin
Kabakoff, David
Kahue, Elsie M.
Kaiser, Eugene
Kalcky, Joseph
Kaplan, Louis
Kappuni, Ernest
Kean, Frank Scotty
Keel, John I.
Kelly, Kitty
Kempin, Jasper C.
Kibel, Harry
King, Mrs. Annie Lee
Kirby, Louise & Jim
Kirkis, Harry
Kitteman, H. W.
Knapp, Eddie
Krauch, Miriam
Kurtow, Vincent
Kuzma, Chink (Kooter)
LaArgo, Mrs. Ruth
LaBarta, Otis
Labaugh, Jim
LaBrake, Kenneth B.
Lakatos, Joseph J.
Lamon, Harry W.
Lancaster, Arthur W.
Langston, Jim
Lani, Kenneth
Lassiter, Fred
Lazella, Helen
Lee, James Arthur
Lee, S. O.
Leist, Johnny
Leonard, J.
LeRoy, Monk
Lewis, James E.
Lieberknecht, Geo. W.
Lilly, Harold
Linloff, Gerald R.
Litgow, Mrs. Julia M.
Litteral, Mrs. Marie
Little, Carl T.
Little, Carl W.
Littlefield, Jack W.
Lloyd, and Stella
Livermore, Norman
Locke, Bobby
Loftis, Claud M.
Logan, Mrs. K. H.
Lozer, Bruno
Lowry, Ramona
Lowe, Glen D.
Love, Russell Alfred
Lunuley, Jerome P.

- Lundquist, Mrs. Jean Kekis
Lundquist, Leonard
MacDonald, Ray
McAbee, Louis
McClanahan, (Mack)
McClanahan, W. H.
McConrd, Binger
McDonald, Mrs. Catherine
McDonald, Reid L.
McGee, Ernie
McGill, J. Walter
McKay, Glen E.
McLaughlin, Bruce
McThee, Robt. A.
McSpadden, Myrtle
Males, O. W.
Males, J. G.
Manis, Foster
Marcum, Clyde
Marshall, Whitey
Marsh, Jesse R. & Etta
Martin, Benny
Martin, Miss Jackie
Mason, Mike
Mattice, Richard
Mead, James Elmer
Mead, M. R.
Meadows, Dudley D.
Mercy, Frank F.
Merrifield, Howard
Miller, Ralph A.
Milliron, Griffin
Mitchell, Chas. J.
Mitchell, Frank C.
Mitchell, Geo. A.
Mitchell, Larry C.
Mitchell, Miller J.
Mitze, Prof.
Moherly, Glenn
Moniz, Shirley
Monroe, Mrs. Betty (Ball Game)
Monroe Bros. Circus
Moore, Alva M.
Moore, C. O. Babe
Morgan, Duncy
Morgan, Mrs. Hester
Morgan, Max
Morrison, Kokomo
Mosley, Woodrow
Moulton, Mrs. Bee
Mulligan, Clyde
Mulligan, F. C.
Munroe, Evelyn
Murphy, J. W.
Murphy, Jack
Murphy, Pat
Nicholas, E.
National Sportsmen
Wild Life Exhibit
Nelson, Macleson F.
Nevis, J. E.
Nichols, Alfred W.
Novak, Joe
O'Day, Pat
O'Donnell, Jennie
O'Donnell, Mrs. M. Maude J.
O'Hara, Michael
O'Leary, Michael
O'Satrydae, Major
Oaks, Ray
Olio, Aligator Boy
Olson, O. S.
Olson, Ole
Olson, Mrs. Joe
Oliszewski, Walter
Osborn, Walker
Ostrand, John A.
Owens, L. C.
Paddock, Mrs. Harold
Page, Norman
Parsons, John L.
Parsons, Fred S.
Parsons, Jean
Parton, Louise
Pasterczyk, W. S.
Patton, Frank
Paucher, Elmer S.
Paultt, Miss Lucy
Pearl, Walter J.
Penney, A. B.
Penney, Mrs. Pauline
Peters, Frank E.
Petka, Albert K.
Peterson, W. A.
Phillips, Chas. E.
Plesley, Martha
Pinkerton, Red
Pitkin, Lucille E.
Poole, Mrs. Forrest J.
Poole, Robt. Dow
Powell, J. D.
Powell, Pat
Powell, Vera M.
Price, W. R.
Pride, Jr., Wallace Duncan
Pugal, Mrs. Ellen K.
Pugal, Mrs. Helen K.
Purvis, Cecil B.
Putman, Dorwin O.
Rallin, D. S.
Ransell, Lon B.
Ravelli, Blanche Ruth
Raymond, Adrian
Raynolds, Theo.
Read, Jr., Clyde
Reckless, Fred
Reed, Mr. Billy
Renro, Renmie
Renton, Alvin
Reser, Mrs. Emma
Reynolds, Kay
Rhoads, Douglas N.
Rice, Cecil
Richmond, S. W.
Riffle, Mrs. Louis
Riffe, Lewis W.
Ritchie, John
Rivari, James
Roch, F. S.
Robbins, Clarence
Roberts, Chas. E.
Rodgers, Cotton
Rozal, Otto
Roters, Wm. L.
Rolette, James I.
Rose, Mrs. Dorothy
Roner, Sam
Ross, Jay Harry
Ruediger, Albert
Russ, Charlie
Russell, Jack
Russell, Leonard
Safko, Alex
Salzer, Mrs. Ray
Saulberry, Mrs. Susie
Saunders, Bud
Saylor, R. H.
Schmitt, Benlah
Schulze, Gus (Piano Player)
Schwartz, Juliet
Schweitzer, Frank G.
Sealo, Chas.
Sears, Lila
Sebre, Earl
Sechrest, Mrs. Irene
Selka, Andrew
Seydell, Dick Burgess
Seymour, David R.
Shafer, Ralph L.
Shaffer, Freddie
Shapran, Frank
Shawyer, Langdon M.
Shelton, Mrs. Pat
Sherwood, Mrs. Ruth
Shingledecker, Thomas F.
Shipley, Mrs. Mattie
Shipman, MacDuffy
Shipman, James R.
Shoemaker, Earl N.
Shoemaker, M. E. & Florence
Short, J. E.
Shubert, Clyde V.
Sinclair, Luther
Singer, E. H.
Sizemore, Melle Maizio
Smaglick, Harry
Smith, Clarence
Smith, Mrs. Edw.
Smith, Mrs. A. E.
Smith, S. A.
Smith, Fred Van Vorst
Smith, John C.
Smith, Samuel L.
Smulek, Barney
Snyder, Carl D.
Snyder, Pearl
Snyder's Bears
Sorelet, Jr., Henry
Sorensen, Ted E.
Soret, Joseph
Sparks, J. C.
Spencer's Wall of Death
Spencer, Chas. F.
Spencer, Mrs. Frances
Spiegel, Dr. J. K.
Stanley, Chas.
Stanley, Gus Miller
Steinberger, Frank
Steinfeldt, Walter
Steinke, Edward C.
Stephan, Margaret
Stephens, C. A. & Estelle
Sterling, Edythe K.
Stewart, Bob
Stiles, Margaret
Stillman, Mr. Francis
Stoffel, Walter
Stokes, Leonard
Strickland, Jake
Strickel, Robt. Red
Strother, Chester William
Stroud, Howard
Struble, Orange F.
Sullivan, W. L.
Swales, Peggy
Tanner, Jr., J. L.
Tarbes, Henry
Taylor, Archie Lee
Taylor, Chester
Taylor, F. G.
Taylor, Joe
Taylor, Mrs. Marie
Terrell, Robt. Lee
Terry, Glenn I.
Terry, Frankie
Thomas, Frank
Thompson, Ann
Thompson, Johnie
Thompson, S.
Tomkins, Mrs. Com
Thorne, G. R.
Trambel, Clyde
Travis, Jim
Treen, Jr., Wm. F.
Troutner, Rex
Tucker, E. H.
Ullet, Harry
Ulrich, Geo. F.
Upton, Hortie Ann
Usher, Lucia M.
Urich, Geo.
Urich, John
Uzelle, Red
Valentine, Henry
Vangness, K. O.
Vestal, James C.
Vincant, Ebert
Wachtel, Elmer T.
Waddell, Tony
Wagner, Bud (Hef Drivers)
Wald, Frank
Walsh, Connie
Walsh, Earl B.
Ward, Lucia
Ward, J. Robt. Ann
Ward, Juliann (Speedy)
Warren, Bill
Warren, Sunshine
Warren, Hutch C.
Watkins, Elmer A.
Weathersbee, Lewis
Weaver, Maude Pigot
Webb, Amos
Webster, Otto
Webster, Fred
Webb, Harry
Wells, Hezekiah
Wetzel, Myra
White, David
White, Lawrence
Whittemore, W. F.

# FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50  
1 Bundle or 1600 1 1/2" Crackers 5.35

# BALLOONS

Latex Rubber

NO. K10—PER GROSS .....\$1.50  
NO. K20—PER GROSS ..... 3.00

Cash With Order

## United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO

Williams, Eugene F.  
Williams, Miller  
Willoughby, Curry  
Wills, Claude  
Wilson, John  
Wilson, Kenneth F.  
Windham, Jean  
Witul, Monica  
Woodard, Norman  
Woods, Miss Billie

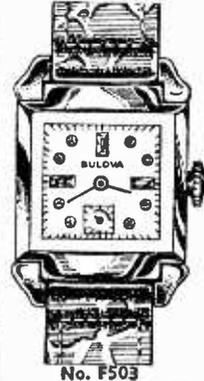
Worthy, H.  
Wray, Mrs. A. W.  
Wright, John E.  
Young, Max Bryan  
Zazzara, Frank  
Zebik, Jack  
Zeldman, Wm.  
Zonnei, Zon  
Zurheide, Albert

Dalton, Jack Canon  
Day, Arlene  
Dempsy, Harry  
Dickman, Bob  
Dobson's Show  
Edwards, Bob  
Eichelberger, Robert  
Lee, Jr.  
Ewert, Ray J.  
Gordon, Louis W.  
Griffin, Bea  
Grissom, Claude M.  
Hammers, Clyde  
Kirk  
Hammond, Cherokee  
Harrison, Jack  
Hitt, Lee  
Houlihan, Virginia  
Howard, Joe  
Jack, Willard  
Jeanette, Jean  
Johnson, Elaine  
Jones, John R. &  
Cecelia  
Jones, John R. Jr.  
Johnson, Julia  
Johansson, Roland  
Karsey, Myrna  
Keith, John Robert  
Landrus, Jackie &  
Ruby

Kimbrough, Earl  
Lazell, Doc  
Little, John  
Maguire, Fred V.  
Mason, Charles  
Owings  
Mellini, Alfred  
Morris, Bob  
Nash, Lionel W.  
Ober, Florence  
O'Dea, Shannon  
Phillips, Ina  
Rae, Billie  
Revello, Fred  
Reynolds, Mr.  
Richards, Jess  
Riggs, Bobby  
Robbins, Milton  
Rodriguez, Melba  
Rollo, Alfred  
Seymour, Betty  
Stevenson, Twisto  
Stanford, Iran  
Thornton, Richard  
(Dick)

McGee, Sam  
Malone, J. H.  
(Tex)  
Marshfield, Artie  
Marshfield, L. C.  
Meek, Harold  
Mel Roe, A.  
Miner, Clyde C.  
Muncher, Lefty C.  
Nash, R. L.  
Nelson, Arthur C.  
Parker, Herbert W.  
Patrick, T. W.  
Patterson, Guy  
Paxton, Pat W.  
Perrell, Michael A.  
& Adelaide

WE'RE OUT TO GET ALL THE WATCH BUSINESS AVAILABLE SO WE'VE MARKED DOWN ALL JEWELRY TO ALLOW YOU BIGGER PROFITS! HERE'S OUR NO. 1 SPECIAL



## BULOVA

MAN'S WATCH WITH DAZZLING RHINESTONE DIAL

ONLY \$18.50  
15 Jewels  
17 Jewels ... \$20.50

Very impressive replica of a high priced diamond watch. So smart and so easy to sell!

- 10K. r. g. d. case
- Stainless steel back
- Genuine leather strap

GUARANTEED!

Reconditioned like new WHOLESALE ONLY

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Adams, Dina  
Alberta, Albert  
Alton, Carl  
Beatty, Wini  
Bloom, Dave  
Bradshaw, Tony  
Burger, Anthony  
Byford, Leslie  
Cantwell, Charles  
Carulli, Tom  
Chase, Chaz  
Clarke, Helen  
Connolly, Stephen F.

La Mar, Ethel  
La Nove, Karen  
Loker, Arnalaine  
Lewis, Ted  
Littaur, Albert  
Littaur, (Vantine)  
Lloyd, Willis  
Lush, Edgar Burr  
Mark, J. P.  
Martin, Paul  
Masterman, George  
McGarry, Kirby Cull  
McKay, Al  
Monte & Nina  
Nelson, Stanley  
O'Hara, Patricia  
Old, Meribeth  
Olson, Boris  
Paradise, Jim  
Ranney, Duke  
Rector, Patricia  
Royal United Shows  
Sanborn, Beatrice  
Schubert, Erwin  
Schutzen, Olya  
Smith, C. A.  
Snielberg, W.  
Stanley, Kate  
Sylvow, Hank  
Theron, Billy  
Thompson, James  
Townes, Freddy  
Waldow, Deobert  
Wayburn, Mrs. Ned  
Wootick, Morris  
Wright, Victor  
Worden, C. F.  
Zubryn, Emil

Adams, Johny  
Allen, Wm.  
Harrison  
Animal Oddities  
Exhibit  
Bailey, Jake R.  
Bales, Mrs. Dorothy  
Banks, Tommy  
Barry, A. J.  
Beach, Harry M.  
Bennett, Bob  
Bennett, Charles  
Boswell, Mrs. Bill  
Broefle, Harry J.  
Bydark, Albert  
Carter, Wm. R.  
Chaffee, Miss Mary  
Chaney, Charles  
Chastine, Wm.  
Clay, W. N.  
Clemmons, A. B.  
Corlew, William A.  
Cooper, Cecil  
Crean, Walter  
Francis  
Darpel, Joe  
Davis, Richard L.  
DeBarrie, W. E.  
DeKokeno, Duke  
Dempsy, Harry  
Derrickson, George  
W.  
Dixon, Mrs. Ann  
Douglas, Miss  
Carolyn  
Dixon, Mrs. Ted M.  
Doty, Robert  
Eckstein  
Eickhorst, H. E.

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,  
St. Louis 1, Mo.

Adams, Johny  
Allen, Wm.  
Harrison  
Animal Oddities  
Exhibit  
Bailey, Jake R.  
Bales, Mrs. Dorothy  
Banks, Tommy  
Barry, A. J.  
Beach, Harry M.  
Bennett, Bob  
Bennett, Charles  
Boswell, Mrs. Bill  
Broefle, Harry J.  
Bydark, Albert  
Carter, Wm. R.  
Chaffee, Miss Mary  
Chaney, Charles  
Chastine, Wm.  
Clay, W. N.  
Clemmons, A. B.  
Corlew, William A.  
Cooper, Cecil  
Crean, Walter  
Francis  
Darpel, Joe  
Davis, Richard L.  
DeBarrie, W. E.  
DeKokeno, Duke  
Dempsy, Harry  
Derrickson, George  
W.  
Dixon, Mrs. Ann  
Douglas, Miss  
Carolyn  
Dixon, Mrs. Ted M.  
Doty, Robert  
Eckstein  
Eickhorst, H. E.

Elliott, Russel  
Enquest, C. L.  
Fays Silver Berby  
Show  
Ferguson, Danny  
Gowdy, Pamela  
Green, Mr. & Mrs.  
Harlie  
Hankins, Haden H.  
Harper, Marshall  
Harvey, Henry  
Henderson, John  
Hiatt, Chester W.  
Hiatt, George  
Hill, Jack  
Hill, Wil H.  
Howard, John  
Howe, C. J. &  
Grace  
Jackson, Mrs.  
Dorothy A.  
Jameson, Eddie  
Jones, Mrs. Uthah  
Kennedy, Charles  
Kepler, K. K.  
Kidy, John Michael  
Lairs, Mr. & Mrs.  
Robert  
Lewis, Jerome  
Litts, G. F.  
Loudson, David R.  
MacDonald, M.  
MacEachern, G.  
Gwenyth G.  
MacEachern Roder-  
rick A.  
McCabe, Ray  
McCormick, Robert  
(Bob)

McGee, Sam  
Malone, J. H.  
(Tex)  
Marshfield, Artie  
Marshfield, L. C.  
Meek, Harold  
Mel Roe, A.  
Miner, Clyde C.  
Muncher, Lefty C.  
Nash, R. L.  
Nelson, Arthur C.  
Parker, Herbert W.  
Patrick, T. W.  
Patterson, Guy  
Paxton, Pat W.  
Perrell, Michael A.  
& Adelaide  
Perry, Mrs. Ellen  
Phillips, Bill  
Pitre, Tiney  
Pope, Carl V.  
Randolph, Robert  
Reynolds, Duke  
Rocco, R. W.  
Royall, R. G.  
Sandusky, Durb  
Schmidt, Mrs.  
Helen  
Schmidt, Paul  
Schmidt, Stanley  
Arthur  
Schrier, Jack  
Serris, Edward F.  
Shipley, L. L.  
Shores, Edgar R.  
Smith, Henry  
Norman  
Smith, Charles F.  
Smith, George  
Smith, Harry  
Sommers, John A.  
Sorenson, Miss  
Sigrid  
Soulz, Carl  
Stafford, Jimmie E.  
Steffen, Jack  
Stewart, Allen Jay  
Stevens, Grant W.  
Stratton, Mrs.  
Sweet, Wilma B.  
Sweet, Mr. & Mrs.  
George  
Taylor, Betty Jean  
Taylor, Kenneth L.  
Tranham, Clifford  
Turner, Clarence  
Tuttle, F. W.  
Van Hoozer, Andrew  
Z.

### MAIL ON HAND AT CHICAGO OFFICE

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Andrews, Frank  
Anderson, Hary  
Ballard, Jack  
Barrett, Roy  
Bazeley, Lake G.  
Beiner, Larry  
Betza, Victoria  
Blaine, Gordon  
Blake, Walter  
Botto, Charles S.

Brennan, Mary  
Brown, Buddy  
Brown, Cleo  
Carroll, J.  
Corwin, George  
Curran, Jack  
Dailey, Jack  
Dale, Jimmy  
Davidson, Albert  
Franklin

### NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.95 Each

In Lots of 6 or More.  
Sample orders, \$1.00 extra.  
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**MAGIC LIGHT BULB**  
Mysteriously lights while held in hand. No visible connection. Every demonstration a sale!

\$7.80 Doz.  
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Complete with battery, wire, colored bulbs. Individually boxed.

\$9.00 Doz.  
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**ROLL-UP NECKTIE**  
FERRIFOL Fun Novelty! A necktie that ROLLS UP and hits your chin whenever desired.

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TERMS: Remit 1/2 With Order, Balance C.O.D.  
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D. ROBBINS & CO. 152-B W. 42nd St.  
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**GLOWS IN THE DARK** FREE Sample!

Be the first to sell luminous house numbers, light switch plates, wall protectors, pull cords, also luminous pictures, statues, decals, and a host of religious, nursery and other objects that glow in the dark. Get into this new and growing industry. Enormous demand... no competition... sensational demonstration... big profits. Represent a large manufacturer, established over 24 years. WRITE TODAY for liberal money making offer and FREE SAMPLE to show HOW THEY GLOW IN THE DARK.

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10 K. R. C. P. CASE, Steel Back, Reconditioned (Like new). Expansion Band (no extra charge).

17 Jewel \$11.95  
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Rhinestone Dials \$2.00 Extra

Write for price list on watches and other jewelry items. 25% with order, bal. C. O. D.

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## SUPERIOR SELLS BETTER!

### PENDANT AND EARRING SETS

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- Pendant can be worn as pin
- Simulated Sapphire surrounded by brilliant Rhinestones
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- Safety catch on pins
- Screw type earrings

**\$8.00 DOZEN BOXED**

### GIFT "MOTHER" PINS

No. 3456 — Big money-maker now for Mother's Day—May 9. Set with over 100 fine imitation marcasites. Safety catch, too.

**\$12.00 DOZEN CARDED**  
**\$12.50 DOZ. BOXED**

Now! 1948 Catalogue FREE

**SUPERIOR JEWELRY CO.**  
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## "SOMETHING REALLY NEW"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. We Guarantee the Safe. Doz. \$1.50. Gro. \$16.50.

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"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.

"Rubber Shimmie Dancers," Old Reliable. Dozen 70¢. Hundred \$5.00. Half Cash With All Orders.

**WRITE FOR OUR LATE CIRCULAR NO. 248**  
**New Low Prices**

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY  
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### STREET PHOTOGRAPHERS

Do you want to be busy at your next "doing"? Then order the KEYSTONE MOUNTS. Our beautiful assortment of designs and sayings will make every day a "big day" for you. NO SHORTAGE OF STOCK AT THE KEYSTONE. Blackbacks, mounts and folders for the One Minute Men. Mounts and folders for the 4 for a Dime. Orders are filled promptly and correctly. Send for our samples. Enclose 10¢ for handling and mailing charges.

**KEYSTONE FERROTYPE CO.**  
734 South St.  
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## DUO BALL PEN

WRITES IN 2 COLORS  
→ 24 KT. GOLD PLATED

**\$7.00 per doz.**

The most beautiful pen you ever saw, anywhere, at any time for the money.

- Writes blue on one point, red on other point.
- 2-year unconditional guarantee.
- Extra cartridges available.

Special prices quoted on large quantities. Sample Pen mailed \$1.00.

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A Complete Line of Domestic and Chinese

### CHINESE FIRECRACKERS

BUNDLE 80/16 (1,280).....\$3.00  
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Write for our price list of quality fireworks at low prices. Cash with order on above items. Wholesale Only.

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Dept. 1, P. O. Box 1397, Portland 7, Oregon

YOU MUST SEE THIS REMARKABLE  
DISTINCTIVE, NEW  
**ROSARY**

You hold the Rosary close to your eyes and see stirring scenes of our Blessed Mother in the 7 jewel-like crystals of the Cross.

Beads are made of finest crystals in black, white, amber, blue or coral pink. Each Rosary is packed in gift box.

Satisfaction Guaranteed or Money Refunded. State Color \$27.00 Doz. When Ordering. Send Check Post Paid or Money Order.

SEND \$3.00 FOR SAMPLE.

**MARIETTA DISTRIBUTING Company**  
396 Broadway New York 13, N. Y.

### POCKET COMBS

Plastic, 5 Inch, 10¢ retailer. \$2.50 per gross. Write or wire for quantity prices.

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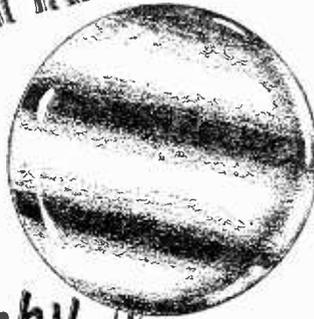
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#### FUN CARTOONS & FOLDERS

Sample Assortment of 50—\$1.00  
3 Samples and List—10¢

**CHESHIRE'S FUN HOUSE**  
602 Gravier New Orleans 12, La.

**OAK-HYTEX  
RAINBOW  
STRIPIES**



**Flashy  
Fast-Selling  
BALLOONS**

Tops in brilliance and beauty. People look, stop — and buy! Very colorful with bands of red, white and blue on clear latex base. Popular No. 9 size.

Sold by  
Leading Jobbers



**The OAK RUBBER CO**  
RAVENNA OHIO

**Attractive Emblem of Genuine Marcasites on Sterling Silver Rhodium Finish.**



**ELEPHANT & DONKEY** Pins and Lapel Pins.  
\$12.00 Doz. Sample, \$1.50.  
Tie Chains, \$19.50 a Doz. Sample, \$2.00.  
Ear Rings, \$23.00 a Doz. Sample Set, \$2.75.  
Religious Items and 200 Others.

AVAILABLE soon,  
Elephant & Donkey  
Spinners.



**NOVELTY CRAFT CO.**  
2927 N. 6th St.  
Phila. 33, Pa.

**MEDICINE MEN!**  
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 PHARMACISTS established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
157 E. SPRING ST., Dept. N. COLUMBUS 9, OHIO

**Here It Is! BIGGEST NOVELTY HIT of the YEAR!**

**The Original Patented  
Bow Lite Tie With CONCEALED BULBS**

The sure-fire sales sensation that is sweeping the country! Get in on the ground floor with the original Bow Lite Tie with Concealed Bulbs. Looks like a well-tied Bow Tie until switch is pressed, and Presto! It lights and reveals the hidden words. Your choice of the following:

"VOTE DEWEY" "MAC ARTHUR" "VOTE STASSEN"  
"VOTE TAFT" "VOTE DEM." "VOTE WALLACE"  
"VOTE TRUMAN" "VOTE C. O. P." "VOTE WARREN"  
"VOTE IKE"

AND ANY OTHER CANDIDATE!

In addition, your choice of the following phrases: "Kiss Me," "Drop Dead," "Hi, Toots," "Get Lost," "Let's Dance," "Drink Up," "Thank You," "What's Yours," or any phrase made special to your order in quantity orders. **\$1.75** Write us for prices. Write or wire now for sample tie. Postpaid.

**BOW LITE TIE MFG. CO., INC.** 3042 N. Cicero Ave. Chicago 41, Illinois

**THE WORLD'S GREATEST BARGAIN**  
IS GETTING YOUR MONEY'S WORTH

No. B-107 Men's Calendar Watch. Highly styled Rolled Gold Plate Top. Non-tarnishing steel back. Radium Dial and Hands. Unbreakable face crystal. 7 Jewels. All metal parts of non-magnetic alloys. Fine Leather Strap. Date changes Automatically. Each watch with NUMBERED SERVICE GUARANTEE FOR 3 YEARS. Only \$13.50 postpaid.

We have also for immediate delivery a large assortment of Ladies' and Men's Watches, Pocket-Watches, POCKET-ALARM-WATCHES, STOP-WATCHES and CHRONOGRAPHS. Ask for our FREE colorful catalogue H. WE SELL TO DEALERS ONLY.

**SHENGRO COMPANY, INC.** 154 Nassau Street New York 7, N. Y.



# Pipes for Pitchmen

By Bill Baker

**NELLIE BROWN . . .** continues to stack up good counts with her sheen hairdo demonstration at the W. T. Grant store on Wisconsin Avenue, Milwaukee.

It's spring again and the ease with which you squander time will be indicated in the amount of snowballs you'll eat next winter.

**MRS. ROBERT NOELL . . .** reports from Bedford, Va., quarters that she and her husband have decided to join Hoxie Tucker, who will have the Mustard & Gravy Unit out this season with their gorilla show, instead of lining up with William Ketrow which they had originally planned to do. The Noells will have the concert on the Tucker attraction, which was slated to open the season in Folkston, Ga., April 12.

*Fancy Freddie says: "It's much easier and safer for some folks to lie about themselves than it is for them to tell the truth."*

**"HAVEN'T SEEN . . .** any troupers down this way, as the town is closed," Tommy Adkins letters from Memphis. "There are a few towns in Arkansas that are open but, as usual, one must know the right party. I've been working thru a drugstore in Forrest City, Ark., on Saturdays. I'm either too old or lazy to pitch every day, so I get what I can on Saturdays. I'd like to see more pipes from the boys and girls in the column. Last time I saw Doc Maxey he was in Winston Salem, N. C. It's been years since I last saw Sid Sidenberg. Let's have some pipes from H. B. Maxey, Bunny Carroll, Paul and Ethel Miller, Ada Miller, Lester Kane, Jimmie Miller, Jack Eagle Feather, Guy and Dorothy Warner and Madeline and Mary Ragan."

Why not make May days your pay days? What are your plans for Mother's Day, Decoration Day, Poppy Week, National Music Week, etc.?

**WHAT HAS BECOME . . .** of Bob Posey is the question posed by Henry H. Varner from Akron. "I worked with Bob at Canadian fairs years ago and I met him in Toledo in 1938," Varner says. "He had an auction layout and was an all right gee and honest as a dollar. Pitchdom apparently is at its crossroads. Some want to organize, while others nix the idea entirely. But we are progressing, for without argument and banter we cannot go forward. Whatever way it turns out I'll be happy. The real results of an individual's work is summed up when he pays Uncle Sam before March 15, and some times the highest totals of

payments designate the hardest workers. Busses are on strike here but the population keeps moving back and forth. Saw a worker with toss-ups and zepps a few days ago working in front of our largest department store. He did okay, too. The kids go for this line as the pay-outs will attest. Why don't some of those who are hibernating until the fair dates try a little sidewalk salesmanship? It's an outlet for your energy and a person often meets the best of people. Took in the Maple Sugar Festival at Chardon, O., and big crowds turned out daily. What a spot it would be for a clean worker, but the town is closed."

Order your stock on time in order to have it delivered to you in time. Otherwise all your money and time is wasted.

**MURRAY ARNOLD . . .** is in Milwaukee for a short visit with his sidekicks, Lee Cretarolo and Bob Henderson. Arnold's newest song, *I'm Such a Lonely Guy* is ready for publication, he reports.

*Dull times go hand in foot with dull minds.*

**G. W. BROWNFIELD . . .** is at the Ponce de Leon Hotel, Roanoke, Va., recovering from an operation that had him hospitalized for four weeks.

Who was it who once cracked: "It's discreet to be sweet to those you meet?"

**MR. AND MRS. JIMMY WALL . . .** are still on the sheet and making their home in Roanoke, Va. Jimmy says a number of the boys have passed thru town in the past two months. He adds that he'd like to read pipes here from the boys on the sheet in New England.

**JACK PARKER . . .** is reported to be working Milwaukee spots to lucrative turns.

*Brilliant talents go a long way toward your success. They mean little, however, if you don't combine them with sincerity and trustworthiness.*

**DR. MILTON BARTOK'S . . .** Bardex Medicine Company is being readied for its 1948 tour in Sarasota, Fla., quarters. This year's jaunt will get under way early in May. Org again will carry a 10-piece band, about eight comics and also will feature radio hillbilly units three nights per week. Syd Carter, manager, and assistant to Bartok, is in Sarasota following a winter vacation in Los Angeles. Fred Reeders has recovered from a recent illness and is raring to go, as is Jim Arnold.

The successful pitchman can afford to make a few misses. The ordinary pitchero can't make any.

**IF RESULTS . . .** of last year's Greater Cincinnati Home Show at Music Hall are a criterion, the boys and girls who plan to make the 1948 event should find little difficulty in turning plenty of tips and corraling the greenbacks that go with it. Last year's event attracted over 65,000 visitors, and pitchmen working the affair reported toptotch business. This year's showing again will be held in Music Hall, May 15-23. Richard M. Sandberg, director, said last week that additional space had been made available for exhibitors this year.

He's important enough to take two hours for lunch.

**JAMES R. RUSSELL . . .** piping from New Orleans, comes thru with what he terms "the real low-down on the Mardi Gras City for pitching, peddling or sheetwriting." "The \$2.50, \$5.50, \$7.50 or \$12.50 permits," says Russell, "are worthless

## SHEET WRITERS ATTENTION!

**Special Trial Offer!**

"Northland & Mining Digest," popular and informative Canadian newspaper, together with two valuable premium booklets.

We have a real deal for you. Should click at Frisco Centennial and similar. Send \$1.00 for Press Card, sales kit and 20 sub. blanks.

## NORTHLAND

73 Adelaide, W.,  
Toronto 1, Canada

Auto Bombs . . . . .	\$15.00 Cr.
Auto Hot Shots . . . . .	7.20 Cr.
#10 Balloons . . . . .	1.35 Cr.
#8 Balloons . . . . .	1.05 Cr.
Harmonicas, Chromatic . . . . .	24.00 Dz.
Squirrel Gun (200 Shot) . . . . .	6.00 Dz.
Talking Greeting Cards . . . . .	1.80 Dz.
Caps (Roll) (60 Boxes) . . . . .	1.60 Ctn.
Caps (s.s.) (144 Boxes) . . . . .	3.00 Cr.
Dice-o-Mat . . . . .	6.50 Dz.
Squirrel Rings . . . . .	1.75 Dz.
Kilroy Statuette . . . . .	12.96 Cr.
Electric Bow Tie . . . . .	8.00 Dz.
Squirrel Lapel (Long) . . . . .	2.00 Dz.
Rubber Thumbs (Pink) . . . . .	1.60 Dz.
Drinking Ducks . . . . .	7.20 Dz.
Jap Lanterns . . . . .	2.00 Dz.

Write for Catalog of numerous other sales-tested items  
**DAYTON NOVELTY & MDSE. CO.**  
419 WAYNE AVE. DAYTON 1, OHIO

## COLLINS NEW 1948 SUPER DEALS

**WRITE**

MAKE UP TO \$100.00 A WEEK  
House to house men and women, pick up big money quick, selling COLLINS NEW 1948 SUPER DEALS. EXTRACTS, MEDICINES, COSMETICS all fast sellers —super values. Write "Deal Division" today.

**WAGON JOBBERS**  
—Selling to stores, we've got something really hot for you. Write or wire today.

COLLINS LABORATORIES  
MEMPHIS TENNESSEE

**NYLONS!—51-54 GAUGE—NYLONS!**  
15-30 denier. Packed 1/4 doz. Popular shades. \$7.00 doz. or sample box \$2.00. Special prices to JOBBERS and EXPORTERS.

**Specialty Products Co.**  
CHATTANOOGA 2, TENN.

## TRICKS

CUPS & BALLS ILLUSION—Sample \$1.00  
ORIENTAL RING ILLUSION—Sample .50  
JOBBERS AND PITCHMEN  
Send for Samples and Quantity Prices.

**SEMCO PLASTIC CO.**  
1515 N. Broadway, St. Louis 8, Mo.

on Canal Street, one block off Canal Street or on any side street. I mean that after you obtain one of these permits you are at the mercy of three types of police plus a local fixer. Next you have four branches of so-called better business. If a pitchman works before noon, afternoon and night, three shifts of fixers must be cut in. All locations during the Mardi Gras are approved by the police no matter what you are selling, but you must pay 50 cents to the police fund when you obtain any kind of permit."

Many's the time a big tip and passouts sneaked thru a door you didn't remember leaving open.

MARION BARFKNECHT . . . is reported to be working Charlie Lyon's cleaner at the F. W. Grand Store, Milwaukee, to good turns.

Pleasing and forceful personality is a combination that not only attracts but holds tips.

THEY TELL US . . . that Major Muster has returned to Rochester, N. Y., after a short vacation in Canada.

The pitchman works on the theory that every day is Mother's Day. He brightens his tip's day every day.

**BEATTY PULLS IN L. A.**

(Continued from page 53)  
ingly heavy and the Beatty org has received more air and tele breaks than any circus ever to play here.

Shirley Carroll, who with her husband, Norman, now in the East, is handling local radio, is setting a pace that other radio-press representatives will find hard to top. In her first season as a circus publicity woman, Mrs. Carroll has lined up more than 40 regional and national radio programs. She has had as many as five interviews and other broadcasts a day. Three television programs from the lot have been set for the 12-day stand.

Among air shows in which the Beatty Circus and personnel have participated are *Queen for a Day*, *G. E. House Party*, Tom Breneman's *Breakfast in Hollywood*, Smilin' Ed McConnel's *Buster Brown*, Abbott and Costello's kid show, *People Are Funny*, Kay Kyser show, *Padded Cell*, *It's a Great Life*, *Free for All*, *Truth or Consequences*, *Surprise Package*, *Heart's Desire*, *Uncle Whoa Bill*, *Happy Theater*, *Johnny Murray Talks It Over*, Norma Young show, Carveth Wells, Nelson Pringle, *Favorite Story*, *Women's Views*, *Meet the Missus*, Violet Schram show, *Ladies' Day*, Bill Leyden show, Steven Allen show, Russ Stewart show, *Downtown and All Around*, and *Wizard and Criswell*.

**170 Spot Announcements**

In addition to these plugs the show has been pounding away with 170 spot announcements handled by the Ted Factor agency.

The George Hanneford family will close with the North Hollywood date Sunday (18). Their featured spot will be taken by the DeWaynes, eight-person teeterboard and Risley act. The Hannefords will fill indoor and fair dates in the East.

Paul Eagles will close his Los Angeles feed and fuel yard after the Beatty show leaves. He has leased the property.

**STREET WORKERS**

We can again supply you with our FAMOUS NEW DISCOVERY SA-FLO SALVE in attractive cartons. Write for prices on Herbs, Oil and Salve.

**BECKER CHEMICAL CO.**  
(Established 1890)  
235 MAIN STREET CINCINNATI, O.

**PITCHMEN!**

Here's the hottest "Pipe" you've ever handled. Get the dope now so you'll be ready for Carnival time. It's new—it's different—it sells fast—AND MAKES MONEY!

**FEDAY COMPANY**  
1967 Glenview Road, Glenview, Illinois

**Ringling Blends Old and New In Click Bow**

(Continued from page 53)  
mouths while trainer Hugo Schmidt lay on his back on the ring surface and one of the bulls straddled and completely hid his body from view.

The opening display of animal acts featured Damoo Dhotre, ex G.I., Rudolph Mathies and Konselman. The well-trained polar bears, presented last year for the first time, are a pleasure to behold. Dhotre, as smooth a worker as there is, fondles his animals fearlessly as he puts the leopards, pumas and black jaguars thru smooth routines. Mathies's Bengal tigers are huge.

**Rose Gould Handicapped**

Rose Gould, spectacular holdover aerialist, who has the arena alone for her act, was thrilling altho able to present only part of her routine because the operation of a riding mechanic previously tore her trapeze from its mooring. However, she did do her breakaway.

The Liberty horses presented by Mroczkowski, Gena Lipkowska (Mrs. Mroczkowska) and Louis Gautier, were still in need of either additional training or orientating to the Garden rings since several broke on opening night.

Natal, the Monkey Man, a hit last year, is back again in his own display, and as popular as ever. His monkey-like climb up a vertical rope to the top of the Garden is a precise, show-stopping routine.

The Christian dogs failed to arrive as scheduled but the display went on with Naitto's dogs, Guerre's sea lions, Bostock's mules and dogs and Eldridge's chimps. The latter are extremely well trained and walk on crutches and stilts. They are worked by Beatrice Dante, a tall spectacular blonde.

**Jacobs Misses Preem**

Lou Jacobs and his miniature auto, a prime favorite last year, failed to appear but only as the result of bad opening night timing.

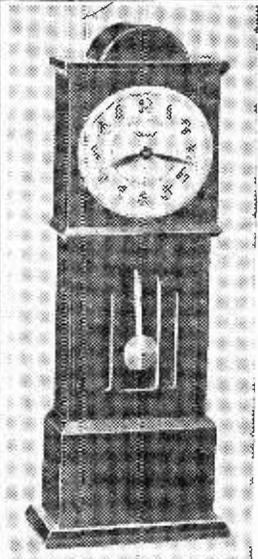
Only two clown production numbers were presented, one a rocket gag and the other an elaborate spec called *Westward Whoa*. Neither is close to the *Adam Smasher* presented during the past two seasons. The *Westward* number is well peopled, costumed and propped, for a take-off on covered wagon days, but, considering the effort and production, it layed an egg, and there wasn't any indication that it could easily be turned into anything worthy of a lengthy display.

The Ringling clowns, headed by name favorites like Emmett Kelly, Felix Adler and Lou Jacobs, hold their own thru about a half dozen walkarounds. Lulu Albertino, English import, whose husband died Tuesday night (6) during a radio broadcast, maintained the tradition that the show must go on and performed opening night.

**Vocalist Added**

An unusual touch was added by the vocalizing during the specs by tenor Bill Tabbett. The warbling still doesn't belong in the circus but its inclusion, perhaps because it was good, went virtually unnoticed.

Credited with active parts in the production other than those already mentioned were Miles White, who designed the show; Pat Valdo, general director; Esther Junger, choreography; Thomas Farrar, art director; Robert Barnhart, technical director, and Frank Thompson, assistant to Mr. White. Special music and arrangements was by Henry Sullivan, assisted by Sammy Grossman.



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## SALESBOARD SIDELIGHTS

Thomas A. Walsh Manufacturing Company, Omaha, welcomed back Thomas A. Jr. last week from a combined business and pleasure trip thru Ohio. During the last four months, Thomas chalked up over 150,000 miles by plane and train, covering territory thru Colorado, Montana, Idaho, Washington and Oregon. While in Tacoma, Thomas made it a point to visit his friend of long standing, Jack Hamilton, of Olympic Sales Company; also met up with Irving Sax while there. Currently, firm's sales manager, R. A. Parsley, is making a swing thru Arkansas and Missouri.

Jackie Neuman, general sales manager of Louis S. Cohn Manufacturing Company, Butte, Mont., said the words Friday (2) that made him a married man. He married a lovely San Francisco girl. Jackie will attend the NATD conclave in Chicago this week. . . . Joseph Berkowitz, after a week's rest from previous journeyings, is off again on a trip, this time to the West Coast. He plans one-day stops at Omaha, Denver, Salt Lake City, Boise, Portland, Seattle, San Francisco, Reno, Los Angeles, and Albuquerque. And he intends to do it all in the course of 11 days. Berkowitz gives some special plaudits to the newest member of his Universal Manufacturing Company, Kansas City, Mo., the Jar-O-Do plant. This is Sol Levinson, who fills the position of firm's general manager.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, is due back Monday (12) from a business jaunt. . . . Gay Games, Inc., Muncie, Ind., is extending an invitation to "stop in and visit" to all boardmen passing thru the city. President Guy Noel promises callers an enjoyable talk-fest. . . . Kenny Anderson, artist at Harlich Manufacturing Company, Chicago, became a father Friday (9) after pacing the floor at St. Lukes Hospital for hours. His wife, Pearl, presented him with a son, Gary Edward; both mother and baby are doing fine. So is dad, Sam Feldman, Harlich sales manager, relays the information that board busi-

ness is uniformly good over the country, with orders coming in on a nice scale and shipments going out without delay.

Charles B. Leedy, Gardner & Company, Chicago, sales manager, says the firm's private bar and taproom is the favorite gathering place for many local board jobbers and operators. Drinks and victuals are always "on the house," Charles states. The room is finished in luxurious style: walnut bar, mirrored backbar, and convenient tables and chairs. The number of board people from various parts of the country who make the Gardner "fountain" a steady stopping off spot, are also legion, Charles vows. The large display room just off the bar features six tiers of shelves on the walls, spotlighting some 2,000 boards at all times. In Leedy's private sanctum, emblems and souvenirs from all the major airlines attest to his keen desire for air travel.

## Consolidated Exhibit At NATD Meet

Will Show 76 Boards

CHICAGO, April 10.—Consolidated Manufacturing Company will introduce 76 new salesboards at the National Association of Tobacco Distributors (NATD) meet in the Palmer House here April 12-17, Irving Sax, general sales manager, announced this week.

New lines will be shown at the firm's booth on the main exhibit floor, Sax stated. He added that a new idea in the way of tickets will be presented.

Attending the exhibit booth will be various members of the firm's Midwest sales staff, in addition to Chester, Arnold and Irving Sax. National sales managers Louis Kaufman and Sam Rodos will also be on hand.

## Gay Games Reports 69 New Ticket Items

MUNCIE, Ind., April 10.—Guy E. Noel, president of Gay Games, Inc., here, reports the firm's near-completion of its two-year plant and machinery expansion program is responsible for the multiple release of 69 new games items last week.

New numbers, Rol-a-Tic items, are only a part of the company's 1948 program of "introducing a . . . new method of creating sales game items using the . . . jar and spindle game ticket," Noel said.

Firm's sales organization is currently presenting the new line in all parts of the country.

## POLACK BROS.' WESTERN

(Continued from page 54)

man on the street in downtown Indianapolis, the bulls squealing into the mike to excellent results.

Bobo Barnett is going into the automobile business with four cars. The latest is a new Buick station wagon. The Berosinis are also sporting a new Buick.

Irene Barnes, mother of the writer, joined for the California trek. A farewell bachelors' dinner was given the Barnes boys the day before by Mr. and Mrs. Ernie Wiswell, with Mr. and Mrs. Gus Bell, Harold Ward and Mildred Keathley as guests. The Moore brothers, Dwight and Sonny, had a joyful reunion. Visiting Bee Carsey and Rex Ronstrom were Mr. and Mrs. Elsmann and "Fried Cakes" Faught.—HAROLD BARNES.

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**CARDS**

Straight numbers 10 to 200—Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

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FOR MOTHER'S DAY

FIVE MIRROR LID CHESTS  
FILLED WITH  
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In connection with a 1200-hole Board at 5c per sale. Takes in \$60.00. Pays out consolations, \$6.50. Gross profit, \$53.50.

SPECIALLY PRICED AT \$13.95 DEAL

Single Filled Chest — as above — with a 20-hole push card. 1c to 29c. Card takes in \$5.12.

Your Cost, \$2.50

25% deposit with order, balance C. O. D.

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SIX TICKETS  
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Holes	Play	Description	Def.	Profit	Price
2170	5¢	R.W.B. Singles, \$1.10; 5-Fold.	Def. \$ 36.50	\$ 1.35	
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$ .60	
1000	25¢	J.P. Charlie, Thick	Avg. 51.95	.95	
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	.80	
1000	25¢	Charlie, Thick	Def. 50.00	.85	
1000	1¢	Cigarette Boards, 30 P.O.	Def. 4.60	.65	
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85	
600	3¢	Cigarette Bd., 15 Nos. to Tkt.	Def. 3.00	.65	
600	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15	
1000	25¢	P A D Ticket Deals	Avg. 23.50	1.25	
600	25¢	Little-Big-Shot, Thick	Avg. 29.70	1.25	
840	25¢	Playas-Dream, Thick	Avg. 91.93	2.95	
2400	5¢ or 10¢	Easy Picking	Avg. 48.60	2.50	
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15 Asst. Nos.  
6 FOR 25c  
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\$2.50 each

1000-1300 Girlie Boards, Jack-Pot and Def. From \$27 to \$25 \$2.20

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25% WITH ORDER; BALANCE C. O. D.  
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CLYDE BEATTY

(Continued from page 54)

a gash in the head, the result of an accident. He was off a week. Cliff McDougal arrived on the lot in the usual way, followed by McCoy, secretary to Frank Walters.

Shirley Carroll continually was kept on the go with the largest radio program ever credited the Beatty show in L. A. Programs included Abbott and Costello, Queen for a Day, Kay Kyser, People Are Funny, G. E. Houseparty and Tom Breneman, among others.

Numerous showfolk have visited, including Billy Hammond; Claire Levine, who joined the ballet for L. A.; Georgie Royce; Harold Voise, who unknowingly filled in one of the bar acts, as did Jimmy Essex; Olga Celeste; Alex Lowande, who visited his brother, Oscar; Harold Hall, who put on make-up for one show; the Tom Kitchens, John and Ida Mae Sabo, Ben Beno, Fay Avalon, Mr. and Mrs. Jim Maddeaux, Si Otis; K. E. Simmons, Crawfordsville, Ind.; Buddy and Valerie LaForm, visiting the in-laws; the Antaleks, Anita and Rubin Olvera, Roberto Yacopi, Pauline and Claude Webb, Mark Smith, Slat's Beeson and Mr. and Mrs. Pete Kortess.—DICK ANDERSON.

POLACK BROS.' EASTERN

(Continued from page 54)

matinee the chain on the motorcycle broke, throwing Fu. That night, Emil again encountered trouble with the cycle and this time with Fu, who delivered a hard blow to Emil's head. Emil was uninjured, however, and everything went smoothly the next day.

Fragments—Mary Kinko celebrated her birthday and she is proud of the lapel watch Kinko gave her.

Gene Randow is at it again. He now has Mrs. Borza and Nita, Mrs. Polack's sister, and Roland and Adrianna Erickson stooging for him in the come-in, not to mention Hanna Palmleng and Marshall Lewis. The question still is: What is Gene going to do when there are no people left?

Malikova and daughter, Wanda, practicing high wire. Elmer Santana, another early riser to keep in trim. Gene Randow wondering who nailed the tray lid of his trunk down. Rudy Docky's head still aching from the blow he received when his soccer playing boxers plowed thru Mario Ivanov's wire rigging upsetting it on Rudy's head.—BILLY BARTON.

GARDEN BROS.

(Continued from page 54)

desert-bred Arabian stallion which does everything but talk and which is ridden and presented by Line Valty, a charming blond French miss garbed in wardrobe out of this world, and Jacques Gordon, a juggling wizard, who does almost everything in the juggling line while riding a unicycle atop a small highly elevated table.

The Lamars flying act; Happy Harrison, with his dogs and ponies, and the Gretonas were extra added attractions for the Toronto engagement. They left for the States and previously booked dates.

Seen about—Mrs. Bill Garden and the twins, Norma and Richard, in a smart new outfit each day. Bobby Carr, who clowned with her father, Bobo Carr, our producing clown, last season. She is in nurses training now. Prof. George Keller and his assistants, Charles Stauffer and Kenneth Johnson, who motored from Bloomsburg, Pa., to catch our show—they helped capture Sheba, the wandering lioness. E. W. Cripps, of Brantford, Ont., also was on hand.

Since the 6,000-mile trek of Jacobs, Inc., from Hilo, Hawaii, Bill Woodcock has been mighty busy with his charges, Modoc, Empress and Judy. They developed sea legs in the three weeks' journey. The girls (elephants) are all right now but very unhappy about this weather, with snow the first part of the week and still a bit nippy. But the Canadians swear it is spring. Paging E. K. Fernandez—how about sending us some of that good Hawaiian weather minus the Hilo rains? Still Aloha.—DOLLY JACOBS.

DAVENPORT-WRIGHT

(Continued from page 54)

sway pole, Hubert Castle, the Kelly-Miller elephants, George Valentine, Lorraine and Sue and the Three D's, Bert and Corinne Dearo, Eva and Joe Lewis, and Micky Freeman.

The junior member of the atomic wolves, Pete Cristiani, left for Hollywood.

Visitors were Ed Huhlick, Jimmie Ray, Micky Grimm, Jimmy Cogswell, Red Carter and R. M. Cathers, who entertained a few of the boys at the Athletic Club. Earl Shipley was visited by the usual number of relatives. Last, but not least, the AGVA man was here again.—DICK LEWIS.



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The \$64 Question and Answer Game 98¢ Net 600 Holes, 25¢ Play. Avg. Profit, \$87.40. Maximum Profit, \$110.00.

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DOUBLE SAWBUCK \$1.49 Net 25¢ Play

JACK IN THE BARREL \$1.95 Net Plus Coins Coin Board, 2000, 10¢

PIGGY BACK \$1.75 Net Plus Coins 1500-Hole—5¢. \$36.75 Profit.

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



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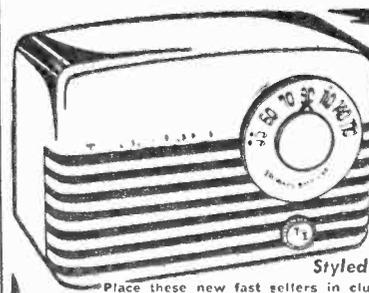
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2400 5¢	E.Z. PIKINS	2.50
200 25¢	KWIK-FIN (6 for 25¢)	2.35
260 25¢	BIG TOWN SP, XX TH.	1.25
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1000 TO 1200—5¢	BOARDS, ASST.	2.55
1260 BINGO	ON STICKS	.80

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Sanitary, Scales, Cigarette, Stamp Machines. Folders. U.S.P., 100 Grand, Waterbury 5, Conn. ap17

**A-1 BUYS—INCREASE PROFITS WITH 75**  
rebuilt electrically-operated Emerson Sun Puff Popcorn Vendors, excellent condition, \$79 each. Box C-514, c/o Billboard, Cincinnati 22, O.

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

**CANDY FLOSS MACHINE—NEW SUPER**  
Wizard, used only four weeks. Ex-G. I. attending university, unable to go out this season. Quick sale, \$225. Robert Lawson, Box 581, Knoxville, Tenn.

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

**EXHIBIT CARD VENDER—\$15, 1000 CARDS**  
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**FOR SALE—40 DUPLEX. \$15. 10 SILVER**  
Kings, \$8; 7 Cash Trays, \$5. Fine condition, guaranteed. S. H. Abbott, Room 323, Central Y. M. C. A., Roanoke, Va.

**FOR SALE—TWO 1947 MILLS VEST POK-**  
ets. Used one week. One Mills Vest Pocket, in good condition. Best offer takes all. Hutzler Vending, 900 Winchester Ave., Martinsburg, W. Va.

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

**INTERNATIONAL TICKET SCALES—LIKE**  
Woolworth uses, good appearance. Original cost, \$250; twenty at \$75 each. Large supply tickets, 50¢ per thousand. Austin Scale Co., 4120 Austin, Houston, Tex.

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crated. Cost \$700; will take \$199.50 for first order. Guaranteed. Dimensions: 54x44x29. Shipping weight, 540 lbs. Full amount with order. (Kettle type—pops \$60 hour). P. K. Sales Co., 507-09 Wheeling Ave., Cambridge, Ohio. my1

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late Models Nut and Ball Gum Vendors, Stamp Machines, Pin Games, Jukes, etc., at ridiculous prices. Examples: Silver Kings, \$6.50; Northwestern Delux, \$18 (very latest); Pin Balls, \$25; Shipman Duplex Stamp Machines, \$18; 2-col. Parrish Vendors, \$7.50; Bally 200-cup Beverage Machine (good condition), \$200; Advance Model D, \$7.50; Wurlitzer 24, \$75; Columbus ZM, \$6.50; Columbus Model A, \$3; Advance No. 11, \$3; Stanley, \$3. All clean and good condition. 1/3 deposit with order, balance C.O.D. B & K Vending Co., 1477 So. 10th St., Camden, N. J. Emerson 5-3069. ap17

**POSTAGE STAMP MACHINES—45 SHIPMAN**  
folder type, Duplex, dispenses 4 1c stamps for a nickel and 3 3c stamps for a dime. Used machines but in A-1 operating condition. Will sacrifice at \$5 each. Write M & B Stamp Mach. Co., 265 Bank St., Norfolk 10, Va.

**POP-UP BASEBALL COUNTER MACHINES,**  
one-cent play, used, like new, \$10.50 each. Chaffin Penny Weighing Scale, like new, \$12. 1/3 deposit. George Montegari, 338 Stockton St., Brooklyn 6, New York City.

**LOOK—15 SUN 5c NUT VENDERS AT \$10**  
each. Like new condition. U-Want-A Sales Co., 1037 Oaklawn St. N. E., Grand Rapids 5, Mich.

**PANORAMS—LATEST MODELS WITH AUTO-**  
matic Film Cleaners, \$200. Films, \$25 a reel. Panoram bar boxes, \$8. Jack Parr, 13 Everett St. E. Orange, N. J. ap24

**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 13, Ill. my8

**REBUILT POPCORN MACHINES FOR SALE—**  
Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 6, Ill. ap24

**SACRIFICE—35 NORTHWESTERN DE LUXE**  
Porcelain Penny-Nickel Vendors, perfect condition, \$12.50 each. T. P. Hickey, 4993 Constance, New Orleans, La.

**SKEE BALL AND RAY GUN OPERATORS, AT-**  
tention! For sale: Nets, Matting, Maple Wooden Balls for Skee Ball Alleys. Parts for Ten Strikes, Ray Guns and all other games. Reliable Parts Company, 2512 Irving Pk. Rd., Chicago, Ill. ap17

**SPECIAL—RECONDITIONED BALL GUM MA-**  
chine with 3,500 Balls Gum, \$15. You have machine paid for and \$20 profit on first machine. Wm. R. Harris, 1731 Broadway, Paducah, Ky. ap17

**STANDARD COIN COUNTER MACHINE—**  
Style A. Counts pennies, nickels, dimes and quarters. Hand operated. Used machine but in A-1 operating condition. Priced at \$75. Write M & B Stamp Machine Co., 265 Bank St., Norfolk 10, Va.

**TEN ASCO HOT PEANUT MACHINES WITH**  
cup holders. Fire Shipman two-column Postage Machines, \$15 each. Box 297, Billboard, New York City.

**TWELVE PREMIER SKI BARRELS AND**  
tweleys, \$7 each. In excellent condition. Vending Machine Co., 261 W. 19th St., New York City. ap24

**TWO PHOTOMATICS, 35 ARCADE MACHINES,**  
600 Wurlitzer Juke, all in good running order. Walter Brown, Belt Alton, Md. ap24

**TWO WURLITZER COUNTER MODELS 61,**  
ea., \$59.50; both, \$100. On location, A-1 condition. 1/3 deposit. Box 1189, Aransas Pass, Tex.

**VICTORY STAMP MACHINES—2 COLUMN,**  
excellent condition, \$19.50 each singly. Lots of 5 or more, \$15.50 each. 1/3 deposit, balance C.O.D. Kenneth MacKenzie, 609 N. Franklin, Chicago 10, Ill. ap24

**WAGON JOBBERS FOR 5c AND 10c NUT**  
Meats and Candies, also 5c Boneless Herring. Call to call on scores, taverns and roadstands. Evelyn Shop handles them. Write Royal Nut and Candy Co., 1015R Grand St., Hoboken, N. J. ap17

**WANT TO BUY—COIN-OPERATED SCALES,**  
highest prices paid for Rock-Ola Lobby, Mills, Toledo; Jennings, Jr.; Watling, Jr.; Ideal; Hamilton, Pace. Advise as to condition and age. George Lind Music Co., 1710 S. 55th St., Omaha 6, Neb.

**WANTED—USED PENNY VENDING MA-**  
chine regardless of condition. Also Candy Bar and Cigarette Machines. State make, model, quantity, price. T. O. Thomas, Paducah, Ky. ap24

**WANTED—DIGGERS OF ALL MAKES, MOD-**  
els: Rotary Merchandisers, Erie Diggers, hand operated. J. W. Landi, 323 Sanford, Upper Darby, Pa. ap24

**WANTED—ERIE DIGGERS, WILL SEND**  
shipping crates. Wyse Aluminum Foundry, Wayland, Iowa.

**5c CANDY VENDING MACHINES—ALL**  
newly painted and completely reconditioned. 25 Model 54 U-Select-It, \$32.50 ea. Illinois Mechanical Candy Co., 1148 W. Van Buren St., Chicago 7, Ill. ap17

**QUALITY BOARDS AT BARGAIN PRICES**

Name	Play	Holes	Profit	Net Price
Texas Charley	.25¢	1200	\$102.28	\$1.95
Texas Charley	.5¢	1200	23.10	1.95
Jackpot Charley	.25¢	1000	52.00	1.25
Reg. Charley	.25¢	1000	50.00	1.15
Jar of Jack	.10¢	2000	56.00	2.95
Barrel of Jack	.10¢	2000	56.00	2.95
Dollar Game	.5¢	400	7.00	.75
E-Z Pickin'	.5¢	2400	45.68	2.95
E-Z Pickin'	.10¢	2400	91.36	2.95
Baby E-Z Pickin'	.25¢	140	17.08	1.50
Dollar Game	.5¢	400	7.00	.75
Kuter Kolors	.25¢	300	15.00	.75
Fin&Sawbuck	5/25¢	300	33.15	2.75
Kwik Fin	.6/25¢	220	28.75	2.50
Pick a Cherry	.5¢	1200	30.04	2.50

All brand-new boards, No seconds or rejects.  
Send for our Big New Premium Catalog  
20% Deposit, Bal. C.O.D., F.O.B. Chicago.

**HOWARD MACHINE PRODUCTS CO.**

2754 West Diversey Blvd., Chicago 47, Ill.

**SALESBOARDS**

**LARGEST  
SELECTION  
IN THE NATION  
LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

**PROFIT MFG. CO.**

41 West 23rd St.,  
New York 10, N.Y.

**RADIOS  
LOOK  
\$7.95**



White cabinet, AC, DC. 7" long, 5" high, 4 1/2" deep. Rich tone, excellent performance. Boards already made up, 500 Hole @ 10¢ or 1000 Hole @ 5¢; add 80¢ for board. 25% dep. with order.

**T & C SALES CO.**

207 N. SANDY JACKSONVILLE, ILL.

**SIDE LINE  
SALESMEN**

TO REPRESENT OLD ESTABLISHED BOARD COMPANY. SOME TERRITORY STILL OPEN. EXCELLENT COMMISSIONS.

Write—Wire—Phone

**AJAX BOARD CORP.**

54 Bleecker St. New York City  
Phone: Canal 6-5084

**SALESBOARD REPRESENTATIVE**

SOON WE ARE ABOUT TO RELEASE A DEAL THAT WE HAVE BEEN TESTING IN INDIANA, AND IT IS THE HOTTEST THING THIS SIDE OF THE MISSISSIPPI. It's legal . . . it's fun. It can be worked anywhere—a few choice territories are still available. In reply, please tell us something about yourself, how long associated with the present company, what territory you work, etc. JAY WICO PRODUCTS, 2220 Broadway, Logansport, Ind.

**PUSH CARD OPERATORS**

—our deals are repeating.  
Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

**ECONOMY DISTRIBUTING CO.**

801 Wilshire Bldg., 328 W. Superior Ave., Cleveland 19, O.

**\$25,000 WORTH OF SALESBOARDS**

AT FACTORY PRICES

We carry a large stock of all kinds of salesboards — Multi-Giants, Step-Ups, Definites, Tickets and Jar Deals. Immediate Delivery From Stock! New Boards arriving every day. Stop in to see our big selection. We are as close to you as your telephone.

Jackpot Charley Thick	.....\$ .95	1000 Grab-A-Fins (Jar-O-Do)	.....\$1.70
Jackpot Charley Thin	..... .80	2170 R W B (Jar-O-Do)	..... 1.50
1000 Hole Plain	..... .55	1000 Bingo Tickets	..... .76
Cigarette Boards	..... .60	1260 Bingo Tickets	..... .97
600 Hole Plain	..... .50		

SEND FOR OUR LATEST COMPLETE LIST

**RAKE COIN MACHINE EXCHANGE** 609 Spring Garden St., Phila. 23, Pa.  
Phone: Lombard 3-2676

**SALESBOARDS—All Orders Shipped  
—Same Day Received**

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.20
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.75
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. 26.80	2.75
1000	5¢	Lovely Lady, Thick, Girl Board	Avg. 28.80	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.85
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwik Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**Galentine NOVELTY COMPANY**

FAST SELLING SALESBOARDS MERCHANDISE DEALS JAR-O-DO TICKETS

ALWAYS A SQUARE DEAL WITH GALENTINE

WRITE FOR PRICES

520 EAST SAMPLE ST. SOUTH BEND 18, INDIANA

# COIN PARTS FLOW EASES

## Four States Meet Setting Final Agenda

Confab in Mpls. April 26-27

MINNEAPOLIS, April 10.—In addition to the attraction of many exhibits of their new products by coin machine and record firms at the 14th annual regional convention of Minnesota, Wisconsin, North and South Dakota operator associations in the Radisson Hotel here April 26-27, convention visitors are assured of a top-flight entertainment program, Ken Ferguson, publicity chairman for the event, disclosed this week. Sponsors of the four-State conclave are the Wisconsin Phonograph Operators' Association, Minnesota Amusement Operators' Association, North Dakota Operators' Music Association and the South Dakota Phonograph Operators' Association.

An address by Homer E. Capehart, chairman of the board for Packard Manufacturing Corporation, at the Tuesday (27) convention banquet will be followed by personal appearances by such nationally known artists as Stan Kenton, the King Cole Trio, June Christy, and the orchestras of Lawrence Duchow, Fez Fritsche and Spike Haskell, intermixed with an array of night club acts and radio headliners. Several other well-known recording artists are expected to make an appearance.

### On Mezzanine

Exhibits for the two-day convention will be located on the mezzanine floor of the Radisson. Ferguson said that the interest shown by coin firms from distant points other than in the four States involved, as well as operator inquiries from as far away as the East and West coasts, has insured a national representation at the regional conclave.

Full program for the convention is released by Ferguson is as follows:

Monday (26): Exhibit floor open from 10 a.m. to 1 p.m. and also from 7 to 10 p.m. During the hours between 1 and 5 p.m. there will be an open meeting in the Gold Room of the Radisson.

Tuesday (27): Exhibit floor open from 10 a.m. to 6 p.m. Convention banquet begins at 6 p.m. Feature address by Homer E. Capehart, followed by entertainment program by many of the nation's leading recording, radio and night club personalities.

Ferguson revealed that banquet tickets are being sold on a first-come first-serve basis. In order to obtain these tickets for this event contact with the Minnesota Amusement Operators' Association should be made at 713 Pioneer Building, St. Paul. Tickets are priced at \$5.

## CMI Donates \$25,000 To Tumor Institute for Cancer Research

CHICAGO, April 10.—As a result of the success of the cancer fund campaign of the Coin Machine Industries, Inc. (CMI), the Chicago Tumor Institute received a check for \$25,000 for cancer research. The presentation was made by David Gottlieb, CMI president, at a citation dinner of the Jennie Rubenstein Memorial Fund Sunday (4). Gottlieb, who also addressed the dinner, was assisted in the presentation by Meyer Gensburg, of the Genco Manufacturing & Sales Company.

The \$25,000 was allotted to the tumor institute by Walter Winchell and the directors of the Damon Runyon Memorial Cancer Fund, to which

CMI members have contributed in excess of \$250,000.

The dinner was held at the Covenant Club, Chicago, and was attended by over 600 guests, including civic leaders, medical authorities and contributors to the CMI and the Jennie Rubenstein funds. The latter agency presented a check for \$10,000 to the institute during the course of the evening.

Due to the fact that many persons were unable to attend the April 4 dinner, because of seating limitations, a repeat performance was scheduled for April 11, at which time Dr. Louis Man, of Sinai Temple, was scheduled to preside.

## J. A. Gilmore Resigns Post As CMI Secretary - Manager

CHICAGO, April 10.—James A. Gilmore, who has been associated with the Coin Machine Industries, Inc. (CMI), since 1938, and who has been serving as secretary-manager and a member of the board of directors, this week tendered his resignation to the organization. The resignation was accepted by the CMI board at its meeting Tuesday (6).

In recognition of his service and efforts in the behalf of the industry, the CMI directors, after accepting the resignation, voted Gilmore a pension. Dudley Ruttenberg, CMI's director of the legal, taxation and public relations

divisions, will, temporarily take over Gilmore's duties.

"We regret Jim's decision to leave us and wish him every success in the future," said Dave Gottlieb, CMI president. "He has been a loyal associate."

Gilmore's association with the coin machine industry dates back to the formation of the CMI. His initial duties with the organization called for him to help carry out the objectives of the group, and to plan and conduct the annual conventions in Chicago. He had come to CMI after many

## Spring Market Starts Slowly

Curtailed juke output, drop in appliance sales termed leading factors

CHICAGO, April 10.—Pinch on the flow of parts and supplies as incorporated in the manufacture and repair of coin machines of all types has begun to ease somewhat since the first of the year, it was learned this week following a survey of manufacturers and suppliers of the coin machine industry. Brought on as a natural aftermath of reconversion from war emergency production to catching up on the vast backlog of civilian needs, the change in the supply picture for the first time since V-J Day is definitely toward more abundant flow of materials.

As stated by several trade and supplier authorities, the reason why the shift in the supplier market occurred following the new year is that the public in general curtailed its buying of household appliances sharply, as well as all forms of unnecessary spending, immediately after the Christmas buying rush. At first this cutback was looked upon as a seasonal factor and it was anticipated that the strong demand for most home appliances would come back on a strong

## Coal Strike Brings New Rail Curbs

Second Cutback 25%

WASHINGTON, April 10.—Coin machine manufacturers using coal-burning railroads for freight hauling will share with industry generally a tightening of restrictions on freight space as result of an Office of Defense Transportation (ODT) announcement Friday (9) of an additional 25 per cent freight cut for coal burning lines effective midnight Thursday (15).

The new cut is in addition to a previous cutback of similar size and reduces freight service over coal lines to half that in effect prior to the coal walkout.

Meanwhile, with the coal tie-up causing curtailments in steel output the Commerce Department revealed it is surveying the entire steel output situation once again altho there is no immediate prospect of a move toward anything beyond current proposed system of voluntary allocations. Steel Founders Society of America, which represents practically the entire steel castings industry, conferred with Commerce officials this week on the voluntary program. The industry said it was operating at 60 per cent of capacity.

## Calendar for Coinmen

April 12-16—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

April 14—Ohio State Phonograph Owners' Association, annual convention, Hollenden Hotel, Cleveland.

April 21—National Automatic Merchandising Association (NAMA), Reviion V (Ohio, Kentucky, West Virginia, Michigan), Netherland Plaza Hotel, Cincinnati. Hugh C. Howes, chairman.

April 23-24—National Automatic Merchandising Association, Region IV (North Carolina, South Carolina, Tennessee, Mississippi, Alabama, Georgia, Florida), Grove Park Inn, Asheville, N. C. J. Herman Saxon, chairman.

April 26-30—American Management Association (AMA), annual packaging conference and exposition, Cleveland Auditorium, Cleveland.

April 26-27—South Dakota, North Dakota, Minnesota and Wisconsin State operator associations, convention and exhibit, Hotel Radisson, Minneapolis.

April 30-May 1—National Automatic Merchandising Association, Region IX (Oklahoma, Arkansas, Louisiana, Texas), St. Charles Hotel, New Orleans.

May 7-8—National Automatic Merchandising Association, Region III and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington. Neill Mitchell, chairman Region A, Aaron Goldman, chairman Region III.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.

June 14-16—National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition, Sherman Hotel, Chicago.

June 14-17—Radio Manufacturers' Association (RMA), convention and exposition, Stevens Hotel, Chicago.

June 28-30—National Small Business Men's Association (NSBMA), convention, Palmer House, Chicago.

# READY NATD CONVENTION

## Predict Big Op Turnout

**Cigarette and cigar vender mfrs. to display wares — debate arouses interest**

NEW YORK, April 10.—With many hundreds of tobacco dealers and business men in allied industries trekking to Chicago for the opening of the week-long annual convention of the National Association of Tobacco Distributors (NATD) at the Palmer House Monday (12), much advance interest has been aroused concerning the opening day's debate, "Can We Afford to Discontinue Handling Cigarettes?" according to Jerome Kaufman, NATD director of industry and public affairs.

The debate, which is sure to touch off a spirited discussion, is scheduled for Monday at 2:15 p.m. Bert Cunningham, vice-president of the Henry Strauss Company, Cincinnati, will uphold the affirmative; Marcus Glaser, president of Glaser Bros., San Francisco, the negative.

### Trend Already Begun

A trend toward discontinuing cigarettes in the set-ups of tobacco distributors has already been noticed, with an important example being F. A. Davis & Sons, large Baltimore distributor, who eliminated this phase of his business about two months ago. Others are known to be considering the same action.

It has been pointed out by industry leaders that the large overhead and low per-unit profit, which are general rules in cigarette distribution, are behind the trend. Need for large storage facilities, frequent deliveries to retail outlets and the excessive handling this requires are making this part of the tobacco distributors' business unprofitable. And many in the industry feel that the solution lies, perhaps, in taking on other lines such as candy and sundries as a way out.

But on the other side of the ledger, opponents of the trend are wary of the effect discontinuance of cigarette distribution will have on their total business operation. They want to know how such action will affect their sales of other items. Retailers may transfer their business for other items to wholesalers who service their cigarette needs, these persons point out.

### Effect on Machines

And meanwhile, the important effect of such a trend, if continued, on the vending machine business cannot be underestimated. One immediate effect may be a marked increase in the use of cigarette venders in locations normally selling the smokes over the counter. Another possibility is that cigarette machine operators, who normally handle a large amount of cigarettes, may find it profitable to take over distribution to certain retailers as an added phase of their business.

Thirty-five different aspects of tobacco distribution will be discussed at the NATD confab (*The Billboard*, April 3), with nine vending machine manufacturers exhibiting.

## Chi Firm Ships First Candy Venders to Saudi Arabian Co.

CHICAGO, April 10.—First shipment of merchandise vending machines for Saudi Arabia left the port of New York Monday (5) after a large Arabian trading company, thru a personal visit by its director, Sheik Abdullah M. S. Bahamdein, had purchased them last month from the Vendall Company.

A. Garrick Alex, president of Vendall, said the Sheik admitted first becoming interested in the vastness of American vending machine industry while visiting the vending and coin machine shows held here last December and January.

### First Venders

Affirming that the firm's candy venders would be the first of this or any other type of vending equipment to be put in operation in his country, Sheik Bahamdein, accompanied by a member of the Royal Saudian legation in Washington, who acted as an interpreter, said he thought the future use of similar equipment would be feasible in his native land. He brought samples of native coinage with him so as to permit proper adjustment of coin mechanisms to handle the different size coins, Alex stated.

Ordering the company's eight-column type machines, the Sheik made arrangements for future delivery of a second shipment of five-column units, each order accompanied by another for a large quantity of spare parts. According to Vendall's sales manager, William Fuller, the eight-column machines were to vend a type of cookie and also various kinds of packaged candy, while the smaller units were to be used to handle a product that "was about as universal in Saudi Arabia as gum is in the U. S." All machines shipped were equipped with stands, as the wall mounting of units was not desired.

The Saudi Arabian half Riyal (about the size of a U. S. quarter) will be used in the eight-column

venders, while a one-fourth Riyal (roughly the size of a nickel) will be used in the smaller units. As of Monday (5) the rate of exchange placed the Arabian half Riyal at 15¼ cents and the one-fourth Riyal, therefore at 7½ cents. This means that with each purchase the Arabian vender patron will be spending a larger portion of his wages for his native candy and cookies than the American does for similar merchandise (a vendable candy item there will cost 15¼ cents, or the half Riyal).

Vendall chief engineer, Francis L. Newton, made the necessary changes in the coin mechanism's actuating arm; shortening it to permit use of the half Riyal piece and lengthening in to accommodate the smaller fourth Riyal coin. Coin thicknesses were compensated for by use of either an embossed face plate (for the thinner coin) and addition of shims behind the plate for the thicker coin. The slug rejectors were altered by their manufacturer, National Slug Rejector, upon order. The Sheik specified that the slug rejectors be retained and made to handle the two Saudi Arabian coins that would be used. He indicated that in addition to the existence of many counterfeit coins and slugs, his country also minted a number of coins of a similar size but of a different value than the half Riyal pieces.

### Vast Corporation

Indicative of the importance and size of the Arabian trading firm represented by Sheik Bahamdein is the fact that it controls the nation's vast cookie industry, operating two such plants and one candy factory. In addition, the group owns a cargo steamship line, textile mills and two-thirds of the approximately 2,500 passenger autos in the country. The latter are rented to individuals who, it seems, prefer this method of operation rather than outright ownership. (See *Saudi Arabian Co.* on page 105)

## Dollar Sales Of Candy Up 18 Per Cent

### Note Poundage Increase

WASHINGTON, April 10.—Census Bureau this week reported that dollar sales of confectionery manufacturer were 18 per cent higher in February than they were a year ago the same month, and that the February, 1947 sales were 5 per cent higher than the preceding month.

Dollar sales reported for February by chocolate manufacturers and manufacturer-wholesalers revealed 45 and 14 per cent increases respectively over the same month in 1946. However, manufacturer-retailer sales declined 6 per cent.

Poundage sales for February as reported by 123 manufacturers showed an 11 per cent increase over February 1946, while the dollar volume in the same report revealed increases of 2 per cent.

## NAMA Region 5 In Cincy Meet

CINCINNATI, April 10.—Region 5 of the National Automatic Merchandising Association (NAMA) will meet here at the Netherland Plaza Hotel Wednesday, April 21. The regional meeting will draw operators from Ohio, Kentucky, West Virginia and Michigan.

This will mark the first time Region V has met in Cincinnati.

The meet will be preceded the night of April 20 with a special meeting for automatic merchandising operators from Kentucky. Purpose of the Kentucky meeting is to discuss recent legislation enacted in the State which places a per-machine tax on venders.

## New FTC Candy Code Set; Lists 21 Revised Rules

WASHINGTON, April 10.—The new code of trade practices for the wholesale confectionery industry drawn up by industry leaders and Federal Trade Commission (FTC) goes into effect May 2 with only a few minor changes from the original draft.

Listed in the code finally promulgated by FTC last week are 21 rules defining "unfair" trade practices, any violations of which will be prosecuted by FTC. In addition, the code prescribes four supplementary regulations "considered to be conducive to sound business methods." These latter provisions, however, do not have the force of law.

### Cite Bans

Among practices banned in the candy code are misrepresentation and deception on any level, imitation or simulation of trade-marks, use of lottery schemes, use of "loss leaders," tie-in sales, defamation of competitors, "commercial bribery," inducing breach of contract, combination to fix prices or suppress competition, unjustified price discriminations, and

false threats of infringement suits.

The "sound business methods" outlined in the code provide for the gathering of industry statistics, lawful cooperation among industry members, use of "open-form" contracts, and for the carrying out of both written and oral contracts "in letter and spirit."

### Two-Year Effort

Promulgation of the candy code climaxed over two years of effort on the part of National Candy Wholesalers Association (NCWA) to have a set of rules enacted. According to NCWA, the final draft closely follows the original set of rules first submitted to FTC by the jobber group.

Chief change made in FTC's original draft came at the suggestion of NCWA. This involved the rule banning lottery schemes. Omitted from the rule were the phrases, "promote the sale" and "gift enterprises." This wording was objected to by NCWA on the grounds that it could be used to ban candy jobbers from sponsoring so-called "give-away" radio programs.

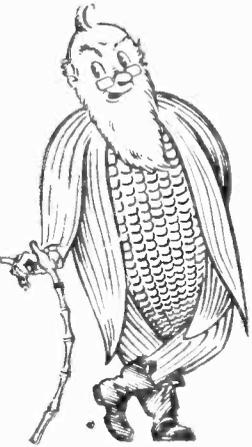
## Complete Study on Ice Cream Values

CHICAGO, April 10.—The first complete analysis of the nutritive values of ice cream has been completed by Dr. A. C. Dahlberg of the department of dairy industry in conjunction with Dr. J. K. Loosli, of the department of animal husbandry at Cornell University, Ithaca, N. Y.

In summary, the report states that an average serving, approximately 1/6 of a quart, contains the following nutrients: calories, 206; protein, 3.8 gm.; fat, 12.06 gm.; carbohydrate, 21.31 gm.; total minerals, 0.81 gm.; calcium, 0.122 gm.; phosphorus, 0.10 gm.; iron, 0.120 gm.; thiamine, 0.03 gm.; riboflavin, 0.236 mg.; niacin, 0.098 mg.; vitamin A, 548 international units, and ascorbic acid, 0 mg.

The study was undertaken at the suggestion of the National Dairy Council.

BLOOMINGTON, Ill., April 10.—Paul F. Beich Company here has announced the appointment of Julius Gerth as traffic manager. Gerth, who succeeds Russell Bartel, has been with the company 20 years, holding various positions connected with shipping and sales promotion.

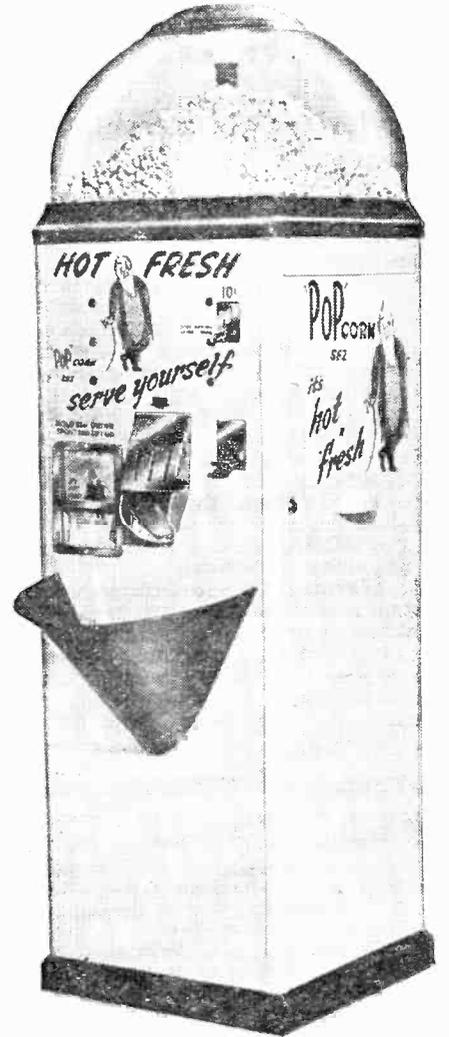


# 'POP' CORN SEZ: PRICE REDUCTION TODAY IS NEWS!

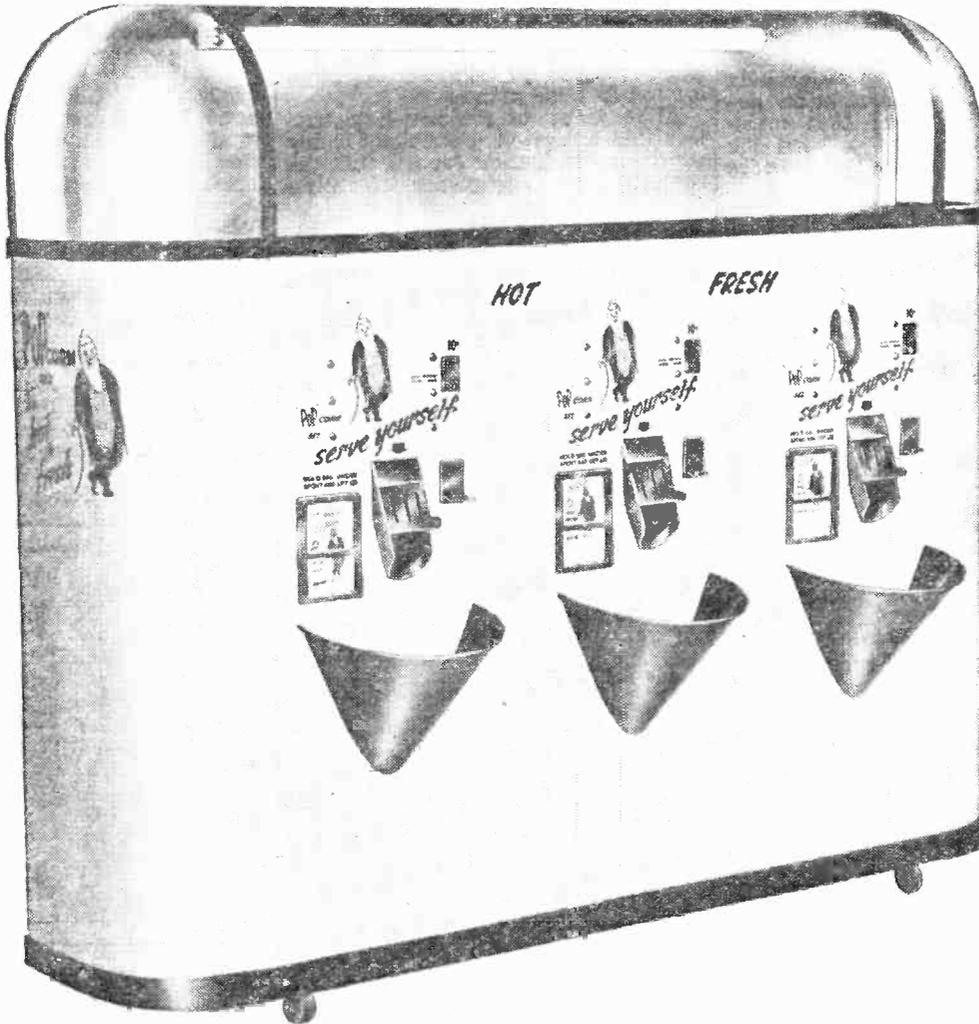
THOUSANDS OF OUR VENDORS SOLD  
ARE CAUSE FOR SELL-EBRATION!

Modern mass production can make inflation look silly. Our assembly line has turned out thousands of the famous 'Pop' Corn Sez Automatic Popcorn Vending Machines. Tools and dies are amortized. Now, WE CAN PASS PRODUCTION SAVINGS ON TO YOU!

**NOW**  
**\$199.50**  
QUANTITY DISCOUNTS  
AVAILABLE FROM  
YOUR DISTRIBUTOR



Above: 'Pop' Corn Sez TC-10  
Left: New TC-30 Multiple Model  
Below: TC-15 Counter Warmer



HIGHEST QUALITY REMAINS AND ALL FEATURES RETAINED!

The ONLY popcorn vendor with these features:

- \$ Everlasting stainless steel is used—no aluminum, no paint!
- \$ Veeder-Root Counters as standard equipment!
- \$ Lectro-Max motor—no substitute—proven quality!
- \$ Assured supply of highest quality popcorn!
- \$ 'Pop' Corn trademark—nationally known!

MORE THAN 90% OF ALL POPCORN VENDORS SOLD SINCE THE WAR ARE 'POP' CORN SEZ!

**NOW**  
**\$59.50**



WRITE, WIRE OR PHONE

**Auto-Vend, inc.**  
FORMERLY T. & C. CO.  
3612 CEDAR SPRINGS  
DALLAS 4, TEXAS

A few DISTRIBUTOR TERRITORIES are now available. Requires substantial investment and sales organization.

# Cup Vending Firms Form Ass'n

## 12 Companies Form Nucleus Of New Group

### Invite New Membership

NEW YORK, April 10.—Twelve of the largest cup vending firms in this area, controlling most of the coin-operated carbonated drink cup machines now on location in the city, have formed an association to further their interests. Named the Automatic Cup Dispensers' Association (ACDA), the group issued an open invitation this week for other firms in the industry here to join.

The association, first of its kind in the country, limited its membership to soft drink cup machine operators and has no official connection with any national group. Summing up its projected function within the industry, the ACDA constitution contains the following statement:

"To provide help and assistance to all members relative to problems of taxation, sanitation, discriminatory legislation and all other mutual common problems pertaining to automatic carbonated bulk beverage machine operation in the New York City (See Cup Venders Form on page 102)

## Operators in Fox River Valley See Increased Locations, Play

AURORA, Ill., April 10.—Recent developments on the industrial scene have brought high hopes for vending machine operators in the Fox River Valley.

With the European Recovery Program (ERP) and increased expenditures for equipment for the armed forces both indicating industrial expansion in this area, local operators are looking forward to an increase in the number of locations and business at established locations.

Altho it has long been an important industrial area, the Fox River Valley saw a great wartime boom during World War II. There has been very little drop in production during the post-war period thus far, but local industry officials have been expecting a leveling off. However, with ERP now law and increased production of arms expected momentarily, the consensus locally is that there will be an increase in production rather than a leveling off.

One indication that there already has been an increase in industry activity here is the fact that many local plants are having a hard job finding enough workers to take care of their requirements.

Industrial locations are tops with vending machine operators in this

area, altho recently there has been a marked increase in the use of venders in other types of locations.

Q Automatic Sales Company, leading local operating firm which until recently was 100 per cent industrial in its vender operations, has expanded its operations to include several public locations.

Among the new locations which Q Automatic has expanded into are schools, hospitals and a telephone exchange. In most cases venders have been located to reach transient trade in such establishments. Principal venders in these locations are candy and cigarette.

Edward Baratz, head of Q Automatic, reports that he is now sold on the practicability of combining industrial and non-industrial locations. Some of the non-industrial locations, he says, are showing better grosses than top industrial locations. For instance, some of the hospital-located cigarette venders are beating the sales records of similar machines located in busy plants.

Altho many of the non-industrial locations are proving excellent candy vender spots, Baratz reports that the majority are better for cigarettes than confections.

Schools have proven excellent candy locations sales-wise, but problems in disposal of wrappers are still plaguing this operation. Most school officials, Baratz says, are favorably impressed with the venders outside of the wrapper problem.

To handle his expansion, Baratz recently purchased 200 new venders from a local manufacturer, but with increased industrial activity in the offing he feels that even greater expansion may be necessary in the near future.

## Vendall Intros Service Tray For Vender Ops

CHICAGO, April 10.—William Fuller, Vendall Company sales manager, announced production this week on the firm's recently introduced merchandise service tray for vender operators featuring all stainless steel construction and an "open-grill bottom to maintain high sanitary conditions and eliminate scrub-out chores."

The tray weighs 7½ pounds empty. Standing 12 inches high, 24 inches long and 6 inches deep, it contains eight 6 by 5½-inch compartments with two 6 by 2-inch compartments in the center. Latter are designed to hold service cards, cleaning cloths and various small tools. Tray sections are welded and tray's aluminum bar handle provides a convenient grip.

## Kwik Shoe Shine Sets W. Coast Distributor

LOS ANGELES, April 10.—Automatic Enterprises recently were appointed distributors for the Kwik shoe shine machine in Southern California and Arizona, according to an announcement by company officials. Bob Bell and R. E. Smith head Automatic Enterprises. Dick Haupt has been named field representative for the firm. Kwik Shoe Shine Machine Company is owned by George Rudorf.

Kwik machines are operating in many Hollywood locations. Among these are the Palladium, Earl Carroll's Night Club, Hollywood YMCA and several local bus depots. It is reported that a number of bowling alleys are also being lined up.

**BUBBLE BALL GUM 26¢ PER LB.**  
% size only. Minimum Shipment, 25 lbs. Orders for 100 lbs. or more, that are postmarked no later than April 17th, receive a combination 1¢, 5¢, 10¢ Coin Counter FREE.

**M. & W. CANDY—40¢ per lb. (25 lb. minimum)**  
Large Charms, \$3.75 per 1,000; \$35.00 per 10M  
Small Charms, 3.00 per 1,000; 27.50 per 10M  
JUMBO Salted Peanuts, 30 lb. carton, \$8.50

We can offer you for immediate delivery all makes of Bulk Vendors, Games, Merchandise, Parts, etc., in any quantity and at America's lowest prices. A complete ONE STOP SERVICE for any operator. Write. Certified Check or Money Order in full on above merchandise; no C. O. D.'s.

**Hamilton Scales**  
Brand New! Immediate Delivery!  
**\$59.50** Lots of 5  
Less Than 5—\$65.00. Original Price—\$89.50.

The outstanding scale on the market today. Operators can double or triple the number of scales they have in operation if they use Hamiltons, with no increase in investment.



**BRAND NEW IMPS \$10.00 EA.**  
In Case Lots of 6  
Loss Than 6  
**\$12.50 EA.**  
1¢ or 5¢ Clg. or Fruit Reels

**NEW IMPROVED 1948 IMPS \$14.50 EA.**  
6 or More, \$13.75  
12 or More, 12.95



**BAT-A-BALL JR. BRAND NEW**  
A real money making Counter Game at a fraction of its original cost. This game is just in time with the coming baseball season.

Original Price, \$79.50 with Stand  
**WHILE THEY LAST \$14.95**  
Stand \$3.00 additional

**PARKWAY MACHINE CORPORATION**  
DEPT. B. 623 W. NORTH AVE. • MADISON 1447 • BALTIMORE, MD.

**EXPERIENCED VENDING MACHINE SALESMEN ONLY**  
Sell vending machines with national reputation and trade mark. Our name alone sells the machine. If you can sell your deals clean, can finance yourself and can stand prosperity, then write and tell us about it. This is the newest, fastest selling deal on the market today. The price is right. . . . the profit is right. Our regular men are earning better than \$500 a week. We have a good Dun & Bradstreet rating. We furnish 100% co-operation because we ourselves have been in the field and know what you need. Start making money today!

WRITE BOX D-275, c/o BILLBOARD, CINCINNATI 22, OHIO.

**SEVERAL TOP-NOTCH VENDING MACHINE SALESMEN**  
Can make the most lucrative connection of their careers if they can meet our requirements. Must have had SHIPMAN, MAIN, ASCO, STAR or similar experience. Must be real producers and work on our deal exclusively. Our present organization is now averaging better than \$3,000.00 monthly per man. This is a new streamlined "package deal." The only thing of its kind ever offered. Unless you have had at least two years' successful experience establishing new operators through Business Opportunity Columns we can't use you. Curiosity seekers, weak sisters and advance artists, save your stamp. Tell us about yourself for consideration. Write

BOX D-281, THE BILLBOARD, CINCINNATI 22, O.

## Chi Tobacco Table To Host Distribs At NATD Luncheon

CHICAGO, April 10.—The Chicago Tobacco Table will play host to the nation's tobacco men during a special luncheon in the Grand Ballroom of the Palmer House here Tuesday (13), Jack Kelner, owner of Kelner Vendors, and table chairman, has announced.

Kelner, who stated that all tickets for the event have already been sold, announced that following the business side of the annual luncheon, which is an integral part of the National Association of Tobacco Distributors convention, there will be an all-star entertainment program. Pinky Tracy, prominent night club impresario, will emcee the show which will include a skit by Art Briese on the launching of the "American Bureaucrat Political Party."

**Texas Cig Sales Climb**  
AUSTIN, April 10.—Cigarette consumption thruout the State continued to increase during March, according to a report by State Treasurer Jesse James. Texas netted \$1,809,366.36 during March thru the sale of cigarette stamps, as compared with \$1,649,983.79 in March 1947, an increase of \$159,382.57. The March figure was \$189,758.76 ahead of the February total of \$1,619,607.60.

**VICTOR'S MODEL V**  
The Operator's Choice is Model V, as it correctly vends ALL BULK MISC. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of  
**VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 38



**CLOSE OUT 1947 VENDITS**  
(New and in Original Crate)  
150 Super-Selective Candy Machines

**\$90.00** with stand  
1/3 Deposit—Balance C. O. D.

**C. A. ROBINSON & CO.**  
2305 W. Pico Blvd., Los Angeles 6, Calif.  
FE 1810—FA 5951

**THE "CHALLENGER"**  
THREE MACHINES IN ONE  
The Most Attractive Three Unit Hot Nut Machine Produced.

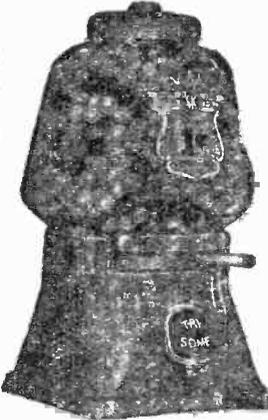
**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 6, Illinois

**WE "PREDICT" FOR '48 . .**

1. JOE LOUIS will knock out "Jersey Joe."
2. SALAMAGUNDI will win Kentucky Derby.
3. ST. LOUIS CARDINALS will win National League Pennant.
4. CHICAGO BEARS will win championship National Football League.
5. SILVER-KING vendors will be the most popular and make more money for the operator.

Clip this "ad" and mail to us with your name and address. If we're wrong, we will send a FREE gift every Vending Machine operator can use. Buy the NEW "Silver-King" 2 for 1c Ball-gum Vendor to meet and beat all competition.

**1c-5c VENDORS  
"HOT NUT"-VENDORS**



Mechanically perfect. Never misses. Handles 140, 170, 210 count gum—no breakage and positive delivery. If you want the best trouble-free vendor, try the new improved '48 "Silver King" Nut and Ball Gum Vendors, 1c-5c. U. S. and Foreign Coins. (Patent Pending)

**IMMEDIATE DELIVERY  
AT ALL BEST DEALERS OR WRITE  
SILVER-KING CORP.  
622 Diversey Parkway, Chicago 14, Ill.**

**Ice Cream's  
Cost Causing  
Much Concern**

**Philly Ops May Up Price**

PHILADELPHIA, April 10.—Operators of ice cream vending machines, with their heavy sales season approaching, are much concerned over the increase in the price of ice cream. In the stores the 5-cent single dip of ice cream that has been selling in many places for 6 cents has now been increased to 7 cents.

Producers, in a letter to retailers, attributed the higher prices to higher cream and labor costs. While the announced rate of increase varied with different companies, one concern, regarded as typical, began charging 39 cents a quart, an increase of 1 cent. Cream prices were 27 per cent higher than last year and labor costs moved up 15 per cent, they pointed out.

Inability to continue selling 5-cent bricks thru the vending machines will create a serious problem. It may mean, in the opinion of local ops, that like the case of soft drinks which require an additional penny tax, operators will have to add an extra chute to their machines to take in the additional penny or two. In view of the increased ice cream cost now, and the anticipation of another increase this summer, the nickel will never cover the cost. Moreover, operators feel that they can ill-afford to absorb the cost of any additional increases, pointing out that they did absorb the ice cream price boost first made last October.

**Amer. Tobacco Co.  
In Stockholder Meet**

FLEMINGTON, N. J., April 10.—With approximately 150 stockholders in attendance, management policies of the American Tobacco Company were upheld by an overwhelming majority at the firm's annual meeting Wednesday (7). The recent switch in advertising agencies and the resignation of George Washington Hill Jr. as vice-president and director of the firm were not discussed during the meeting, but Vincent Riggio, president, offered to answer any questions on this score either in private or thru the mails.

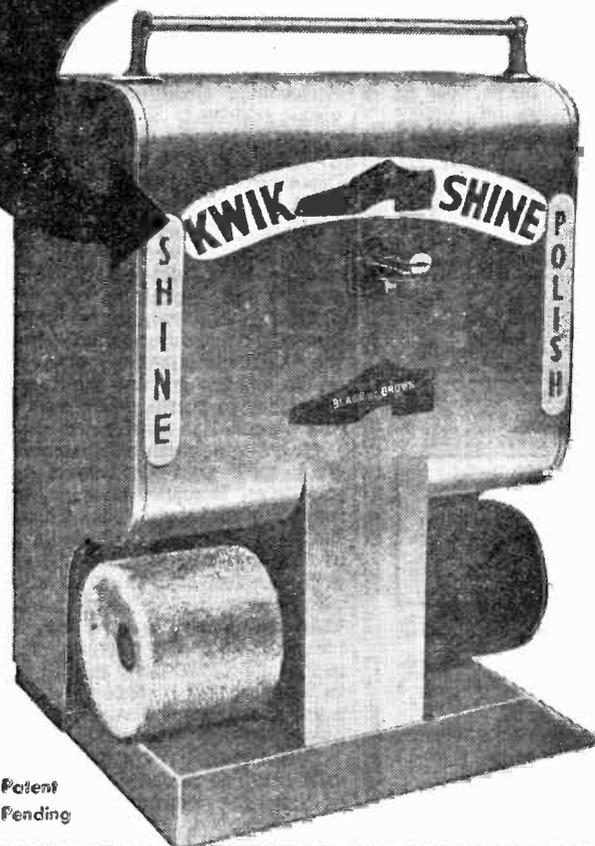
According to Riggio, in his address to the assembled stockholders, the sales of all cigarettes during January and February of this year declined 7 per cent from the level of the same two months in 1946. However, reported Riggio, American Tobacco's sales in that same period increased by more than 4 per cent. During the first quarter of the current year the sales of Lucky Strike cigarettes were up 5 per cent, while in March the increase reached 12½ per cent.

During 1946 and 1947, said Riggio, American Tobacco transferred more than \$25,000,000 to surplus, while last year alone the company's surplus increased by an amount greater than in the previous 15 years.

Stockholders re-elected the entire 17-man board of directors, including Douglas W. Brashear, who succeeded Hill Jr., to the board upon the latter's resignation in March.

Two proposals, introduced by stockholders and opposed by the management, were both defeated. These would have restricted the incentive compensation plan to the president and five vice-presidents, and to restrict the salaries of the president to \$200,000 and the vice-presidents' income to \$150,000 each. A change in stock was approved, whereby Class B common shares will be eliminated from the corporate set-up.

*Something NEW*  
**has been added!**



Patent Pending

**a NEW NAME for a  
GREAT PROFIT MAKER**

**Kwik-Shine**

automatic coin-operated shoe shine machine

**NOW IMPROVED**  
with the new exclusive  
**PRESSURE-APPLICATOR**  
for polish  
● Cuts service time in half!  
● Provides 50% better shine

This new, improved KWIK SHOE SHINE machine can be regulated for one to two minute operation... can be equipped with either 5 or 10 slots.

At one-machine locations, neutral color polish can be used for shining black or brown shoes. At larger locations, machines can be placed in pairs, one equipped with brown polish, the other equipped with black polish.

**IMMEDIATE DELIVERY**

Write, wire or phone NOW!

... at NEW and LOWER PRICES with greater-than-ever profits for distributors and operators.

Distributors wanted everywhere!

**KWIK SHOE SHINE CO.**

GEORGE G. RUDORF, Owner  
(Former owner of Ace Shoe Shine Company of California)  
3214 Broadway, Dept. E — Phone 6-3369  
Sacramento 17, California



**ALL SILVER KINGS**

Can be bought on  
**TORR TIME PAYMENT PLAN**  
16 weekly payments. Write for details.  
**ROY TORR**  
Lansdowne, Pa.

**NEW LOW PRICES ON  
5/8 Rain-Blo Ball Gum**

25 lb. to 475 lb. .... .32c per lb.  
475 lb. to 975 lb. .... .31c per lb.  
1000 lb. or over ..... .30c per lb.

**ROY TORR** LANSDOWNE PENNA.

**NEW LOW PRICES**

**U-SELECT-IT  
CANDY  
MACHINES**

72 Bar Capacity, \$30.00 Each. Limited Supply.  
**CIGARETTE MACHINES**  
All Makes. Real Low Prices.  
Half Deposit.  
**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia, Pa.  
Phone: BA 9-0606

**VICTOR'S  
MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Churns, Peanuts, Candy and Ball Gum. No additional parts necessary.  
● We are Authorized Victor Distributors and carry a complete line of parts for all Victor models.  
● Write us today for prices and information.  
Harold Farmer  
S. 159 Browne St.  
Spokane 8  
E. Wash. Distributors

**FOR VENDING MACHINES  
and SUPPLIES write  
RUSS THOMAS CO.**

2189 Central Ave., Memphis 4, Tenn.  
Telephone: 2-6410

**PIONEER DEAL SPECIALS!**



**VICTOR MODEL V**

**DEAL #1**  
5 Globe-Type Victor Model V, \$62.50, plus 50 lbs. 5/8" Bubble Ball Gum, all for **\$74.00**

**DEAL #2**  
5 Globe-Type Victor Model V, \$62.50, plus 60 lbs. of Virginia Peanuts, all for **\$77.50**

**DEAL #3**  
5 Globe-Type Victor Model V, \$62.50, plus 60 lbs. Spanish Peanuts, all for **\$74.50**

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

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

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

**5/8" BUBBLE BALL GUM**  
25c lb.  
**5/8" RAIN-BLO** . . . . . 27c lb.  
ANY QUANTITY  
Packed in 25 lb. cartons.  
Full Cash With Order.

Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.  
Rainbow Peanuts, 33 lb. ctns. . . . . 25¢ lb.  
Pee Wee Boston Baked Beans, 33 lb. ctns. . . . . 28¢ lb.  
Boston Baked Beans, 33 lb. ctns. . . . . 25¢ lb.  
1/3 Deposit, F. O. B. Brooklyn, N. Y.;  
Balance C. O. D.  
Send Money in Full and Save C.O.D. Charges.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**Cup Venders Form Assn.; 12 Firms Make Up Nucleus**

(Continued from page 100)  
metropolitan area, and further to promote good will, fair trade practices and co-operation among all its members."

**Officers Elected**

Elected executives are Robert Rodner, United Automatic Vending Company, president; Kenneth MacMillan, Automatic Canteen of Long Island, vice-president; Don Shelton, Automatic Beverage Company, secretary-treasurer, and Lew Braverman, Drink Dispensers Corporation, chairman of the board.

Monthly meetings of ACDA, according to Braverman, will serve primarily as vehicles for the free exchange of opinions regarding all phases of cup vender operation. Conducted as round-table discussions, they will encourage operators to pass on to others in the field individual practices in route management which are generally applicable.

Chief mechanics of each member firm will also be urged to attend meetings, Braverman said, to discuss machine maintenance. Short cuts in both on-location and shop servicing of cup venders developed by any one organization can thus be adopted by others who find the new method suitable to their operations. It was foreseen by Braverman that such technical discussions might, from time to time, result in recommendations to manufacturers for machine improvement.

Discussion by company executives will revolve mainly around problems of management concern such as record keeping, taxation, personnel standards and supplies. Braverman held out the possibility that the as-

sociation might some day try to offset rising prices of supplies by co-operative buying. And close attention will be given municipal efforts to regulate the cup vending industry by sanitation regulations. But Braverman emphasized that self-imposed sanitary standards now were much higher than any considered by legislative authorities. Continuing business of ACDA will be carried on by committees concerned with membership, taxation, sanitation and entertainment and publicity.

Cup machine operating firms already enrolled in the ACDA are the Seaboard Vending Company, Public Service Vending Company, Skyline Vending Company, General Vending Company, Colamat Corporation, Victory Dispensers, Campus Fountain drinks, Spacarb New York Distributors, United Automatic Vending Company, Automatic Canteen of Long Island, Automatic Beverage Company and Drink Dispensers Corporation.

**Lectro-Max Debuts New Electric Motor For Coin Machines**

GENEVA, Ill., April 10.—Lectro-Max, Inc., division of Magar Home Products, Inc., here, has introduced a new electric motor, with a magnetic brake that provides instant stops, which is designed and manufactured for use in vending machines, it was announced this week.

The new motor, identified as No. 1100, operates on 105-125 volts, 50-60 cycle AC. It features controlled action, with no "runaway" tendencies. Equipped with a segmented armature insulated to endure a 1,000-volt ground test, the motor can be series-wound to deliver up to one-twentieth horsepower. The die-cast case comes in several colors.

**Soreng Mfg. Corp. Has 3 New Switches**

CHICAGO, April 10.—Three new snap-action switches have been announced by the Soreng Manufacturing Corporation here for use in coin-operated washing machines and other devices. One of the three new switches, identified as 7990A, is plunger-actuated, snap action, usually known as a floor switch. The other two are the same general type, but are lever-actuated.

The plunger-type switch, when used in an automatic washing machine, is actuated by a float valve or the water pressure and shuts off the water flowing into the machine at any pre-determined water level. This switch features a spring-return, which, when the pressure is removed, automatically returns it to its original position. The lever-actuated switches require actuation in both directions.



**VICTOR'S MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE. . . . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39

**RECONDITIONED CIGARETTE MACHINES**

Uneda Mod. E, 5 Col., 150 Pk. . . . .	\$39.50
Uneda Mod. E, 6 Col., 180 Pk. . . . .	42.50
Uneda Mod. E, 8 Col., 240 Pk. . . . .	57.50
Uneda Mod. E, 9 Col., 270 Pk. . . . .	62.50
Uneda Mod. A, 6 Col., 168 Pk. . . . .	60.00
Uneda Mod. A, 8 Col., 224 Pk. . . . .	67.50
Uneda Mod. A, 9 Col., 270 Pk. . . . .	72.50
DuGrenier V, 7 Col., 238 Pk. . . . .	59.50
DuGrenier V, 7 Col., 298 Pk. . . . .	64.50
DuGrenier W, 8 Col., 308 Pk. . . . .	64.50
DuGrenier WD, 9 Col., 388 Pk. . . . .	59.50
DuGrenier Champion, 9 Col., 420 Pk. . . . .	69.50

**RECONDITIONED CANDY BAR MACHINES**

National 9-18, 9 Col. . . . .	\$110.00
National 6-18, 6 Col. . . . .	75.00
Rowe, 8 Col. . . . .	100.00

**NORTHWESTERN BULK VENDORS**

Deluxe . . . . .	\$27.00	Model 33 . . . . .	\$12.00
Model 39 . . . . .	14.40	Model 40 . . . . .	10.85
33 Ball Gum \$11.40			

**NEW COUNTER GAMES**

ABT Strikeoff . . . . .	\$49.50
ABT Model F . . . . .	49.50
ABT Challenger . . . . .	49.50
Gottlieb Grip Scale . . . . .	24.50
Advance Electric Shocker . . . . .	22.50
Buddy, 1¢ . . . . .	19.50
Imp, 1¢ . . . . .	14.75
8 or More . . . . .	13.75
Exhibit Card Vendors, with 1000 Cards . . . . .	25.00
Bat-a-Ball . . . . .	19.50
Basketballs, 1¢ . . . . .	29.50
Grip Vues . . . . .	39.50
Kicker & Catchers . . . . .	37.50
Test Quest, 1¢ . . . . .	39.50
Penny-Back Target Vend . . . . .	39.50
1948 Bingo, 1¢ . . . . .	24.50
Camera Chief . . . . .	19.95

**RECONDITIONED 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 Shockers . . . . .	12.50
Millis Vest Pocket . . . . .	49.50

**RECONDITIONED VENDORS**

Cash Trays, 5¢ (Like New) . . . . .	\$ 4.95
Master No. 8, 5¢ . . . . .	10.00
Snacks, 3 Comp., 1¢ . . . . .	14.50
Variety Shops, 5 Comp., 1¢ . . . . .	14.50
Dup. Stamp, 1-3¢ . . . . .	22.50
Adams Gum . . . . .	17.50
Match Box (New) . . . . .	4.95

WRITE FOR COMPLETE LIST!  
1/3 Deposit Must Accompany All Orders.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN ST., PHILA. 23, PA.  
LOmbard 3-2676

**SILVER KING**

Bulk Vendors, 1¢ or 5¢  
Ball Gum Vendors, 2 for 1¢ or Straight 1¢.  
Sample **\$13.95**  
2 to 5. Ea. \$12.50.  
6 to 11. Ea. \$11.55.  
12 to 49. Ea. \$11.05.  
50 or More. Ea. \$10.55.



Victor Model V Globe Type . . . . . \$12.50  
Master 1¢ and 5¢ or 5¢ Only . . . . . 16.50  
Master 1¢ Only . . . . . 5.00  
Advance Model D Ball Gum, 2-11 . . . . . 11.90  
Columbus 462B, 5¢, Lots Under 12. . . . . 12.75

Send for Free Catalog and Quantity Prices on All Machines.  
1/3 Deposit Required With Orders

**FRANK DISTRIBUTING CO.**  
605 SPRING GARDEN ST., PHILA. 23, PA.  
MARt 7-5191

**CHARMS** Write at once for free details on how CHARMS can double or even triple your profits in bulk vendors. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Balloons, Bells and Jumping Beans.  
**BECKER VENDING SER. BRILLION, WIS.**

**"OVER 50% RETURN ON YOUR INVESTMENT" WITHIN ONE YEAR!**

**... WITH HAMILTON SCALES IN AVERAGE LOCATIONS!**

The annual net cash return from each and every Hamilton scale you purchase will amount to 50% or more of its original purchase price. Hamilton Scales are the lowest priced penny weighing scales on the market . . . and they're attractive, accurate, and easy to operate . . . available in white, blue, green.

**WRITE TODAY FOR MORE DETAILS! HAMILTON SCALE COMPANY**  
214 Oliver Street Toledo, Ohio



**ORDER NOW FOR IMMEDIATE DELIVERY**  
**MASTER #2**  
 PENNY-NICKEL COMBINATION VENDOR

Handles Pistachios or Any Other Merchandise. Time Tested and Proved. **\$17.50**

**MASTER #6-2**—Straight Nickel Vendor—Another Proven Money Maker **\$17.50**

**MASTER NOVELTY PENNY VENDOR**—The Ideal Penny Play **\$13.95**

ALL MODELS have adjustable merchandise wheel. Cabinets two-tone—all porcelain—capacity 5 lbs.

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.

**TRI-STATE VENDING CO.**  
 561 10th Avenue New York, N. Y.

## Victor Vending Distrib Change

CHICAGO, April 10.—H. M. Schaef, president of Victor Vending Corporation here, announced a change in firm's Pacific Coast distributors this week.

New distributors are Ace Vending & Distributing Company, 2702 West Pico Boulevard, Los Angeles, headed by Bill Evangeloff, for Southern California; Leon (Hi Ho) Silver, Inc., 760-A Hayes Street, San Francisco, for Northern California; A. & B. Distributing Corporation, 1533 N. E. Union, Portland, Ore., covering Oregon; Bert Farmer, 1435 23d Avenue South, Seattle, covering Western Washington, and Harold Farmer, S. 159 Browne Street, Spokane, servicing Eastern Washington.

## New England Candy Makers Expanding; Volume Up 13.2%

BOSTON, April 10.—The candy business here is undergoing an expansion move. Volume sales report of the New England Manufacturing Confectioners' Association (20 manufacturers in Massachusetts and one in Connecticut) for February, showed a 21.6 per cent rise over last year, Walter L. Guild, managing director, announced this week.

Volume for February, 1948, was \$4,689,665. Volume for February, 1947, was \$3,856,130. The jump was further spotlighted by the figures for January, which showed a 13.2 per cent increase. Volume for January, 1948, was \$4,628,573; for January, 1947, \$4,088,626.

For the first two months of this year, the industry here has a percentage rise of 34.8. According to industry spokesmen, the March figure, which will be released the latter part of this month, will show another percentage jump. Altho manufacturers are still cautious about predictions, it looks like a big year for the candy industry.

The bad weather bugaboo here Easter week, culminating with a driving rain storm on Saturday before the holiday, did not affect the candy sales. Easter week dollar sales volume in candy stores and candy departments of department stores were generally ahead of 1947.

Added to this candy and ice cream business in Greater Boston movie theaters is booming, and many theaters are installing ice cream bars alongside their candy counters. Practically every theater in the section now has a candy counter, and most of them have either recently installed, or are now installing ice cream bars. The ice cream sandwich remains the favorite type for theater sales.

Theater candy bars are now predominantly featuring name bars and brands of confectionery. The relatively unknown bars, which sold well during the war have backed up, concessionaires report.

Reports of the increase in sales volume of confectionery in the first two months of this year indicate that vending operators are getting their share of the business. Manufacturing confectioners in New England all predict a big year for the automatic vending machine operators.

## Bayuk Sales Increase

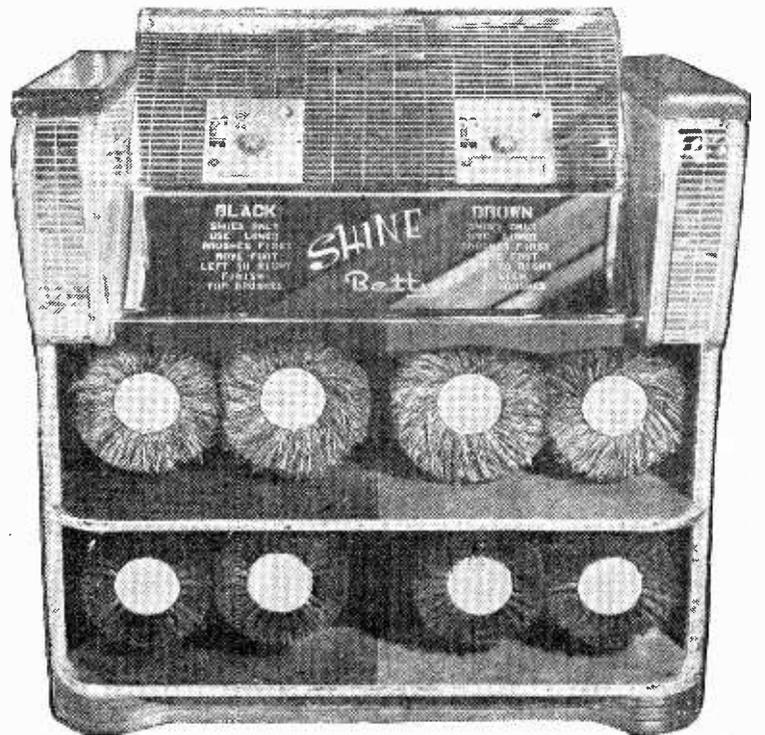
PHILADELPHIA, April 10.—Bayuk Cigars, Inc., suppliers of cigars for venders, this week reported that sales rose 38 per cent last year, and earnings 32.9 per cent. Net income reached \$2,488,937, an increase of \$617,464 over the 1946 net of \$1,871,473. The 1947 net was equal to \$3.17 a share as compared with \$2.38 a share the previous year.

Introducing...

# SHINE

# Betty...

Latest and Most Unique  
**SHOE SHINING MACHINE**  
 Produced to Date . . .



## A DUAL MACHINE

BLACK AND BROWN

One set of brushes for black. One set of brushes for brown. Both units can be operated simultaneously. No mixing of colors.

Only 70 seconds required for a complete and thorough job. DUAL BRUSHES by method of rotation, gives customer approximately 24,000 lineal inches of 2-WAY brushing in 70 seconds.

Machine completely safe and appealing to the customers.

The Greatest Job of Shoe Shining  
 Ever Done in History

No bottleneck in production

**DISTRIBUTORS:** Prices and available territories upon request. Territorial rights will be exclusive.

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# SHINE Betty CO.

Manufacturing Plant

1001 Del Paso Blvd., North Sacramento, Calif.

Telephone: 92710

Mailing Address: P. O. Box 928, Sacramento, Calif.

NON TILT



**SUCTION-GRIP CUPS**  
 For Vending Machines

Live Rubber, 1 1/2" diam. Powerful Grip; with standard 8/32" machine screw.

100 ..... \$ 3.00  
 1000 ..... \$24.00

Lower prices in quantities; write for catalog. 25% dep. on C.O.D. orders; prompt delivery.

**GORDON MFG. CO.**  
 Dept. VM, 110 E. 23d St., New York City 10

## VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

• We are Authorized Victor Distributors and carry a complete line of parts for all Victor models.

• Write us today for prices and information. Ace Vending & Dist. Co. 2702 W. Pico Blvd., Los Angeles 6, Calif. Distributors

## ALL VICTOR MACHINES

recommended and sold on

**TORR TIME PAYMENT PLAN**

Pay for same in 16 weekly payments.

WRITE FOR DETAILS

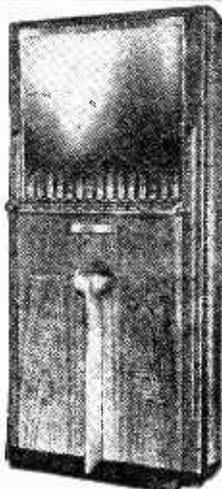
NEW candy-coated chocolate CONFETTI, 450 count to the lb.—assorted colors, 36 lb. to the ctn.—36¢ per lb.

**ROY TORR**

LANSDOWNE PENNA.

**CIGARETTE MACHINES**

Rowe President, 10 Cols., 475 Pack Cap.	\$125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
National 9-50, 350 Pack Capacity	100.00
National 9-30, 270 Pack Capacity	75.00
National 6-30, 6 Cols., 180 Pack Cap.	32.50
UNEEDA MODEL E, 12 COLS., 300 PACK CAP.	60.00
Uneeda Model E, 8 Cols., 240 Pack Cap.	57.50
DuGrenier Champion, 9 Cols., 420 Pack Cap.	75.00
DuGrenier Model W, 9 Cols., 300 Pack Cap.	55.00
DuGrenier, 4 Cols., 100 Pack Capacity	25.00
NEW Uneeda, 8 Columns, 510 Pack Capacity	159.50
NEW DuGrenier Challenger, 7 Columns	100.00
Lehigh PX, 10 Columns	140.00



**SPECIAL \$85.00**  
Uneeda Model 500, 15 Cols., 425 Pack Cap.

**CANDY MACHINES**

Stoner Candy, 8 Cols., 165 Cap.	\$125.00
Rowe Candy, 8 Columns	100.00
DuGrenier Candyman	67.50

**10c CIGAR MACHINES**

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

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

**Candy Bar Poundage Sales, Per Pound Price Increase**

WASHINGTON, April 10.—Candy sales by manufacturers are rocking along toward new highs with February dollar volume 18 per cent higher than February, 1947, Commerce Department disclosed this week. Poundage sales showed an increase of 11 per cent over the previous February.

For the first two months of this year, dollar volume amounted to \$137,314,000 or 17 per cent above the corresponding 1947 period.

February sales of candy bars added up to 71,723,000 pounds with a wholesale value of \$30,352,000. For the previous February 59,868,000 pounds were sold for a total wholesale price of \$20,650,000. Average price per

pound of candy bars rose from 34½ cents in February, 1947, to 42.3 cents last February.

While bar sales were going up, sales of bulk candy started to skid, Commerce estimates revealed. Only 11,547,000 pounds were sold last February as compared with the 15,148,000 pounds sold in February, 1947. Dollar volume of bulk sales, however, was the same for months, \$3,719,000, since the price rose from 24½ to 32.2 cents per pound.

Despite the rise in over-all candy business, manufacturers in various sections of the country reported wide variances in receipts. The 28 largest firms in New England registered a 43 per cent increase over February, 1947, while 49 Illinois manufacturers showed gains of 26 per cent. On the other hand, 11 firms in the Ohio-Indiana section told Commerce their business was off 31 per cent, while five firms in Colorado reported business declines averaging 15 per cent.

**Clear Atlantic City Cigarette Tax Set-Up**

ATLANTIC CITY, April 10.—Atlantic City's 2-cent levy on cigarettes, a major source of luxury tax revenue for the resort, and the new State tax on cigarettes of 3 cents per pack can each be applied to cigarettes sold in this city without violation of a State law, State Senator Frank S. Farley declared. The State senator stated that Atlantic City could continue exacting 2 cents per cigarette pack on top of the 3 additional cents which will go to the State.

Local authorities had feared that the city would have to stop its collections after July 1 when the new State law becomes operative. But State tax department officials in Trenton also stated that the resort could continue its local levy.

If both taxes are imposed, meaning an extra nickel per pack, it would mean a drop in cigarette sales here, both in retail stores and in vending machines. Since the summer population is transient, vacationists are sure to come here loaded with their smoke supplies so as not to pay the extra taxes here. Moreover, it will undoubtedly invite the smuggling of tax-free cigarettes from other States into New Jersey and especially into Atlantic City. The prospect of a total of 5 cents in taxes on each pack of cigarettes is not a pleasant one here, either to smokers, the retail shops or the vending machine operators.

According to a local agent for the Federal Bureau of Investigation, illicit transfer interstate of cigarettes would be a matter for State and not federal action. He said it would then be the duty of the New Jersey State Department of Taxation and Finance to stop any smuggling.

The city has been collecting a 2-cent tax per pack since last June 15. The tax is part of a four-year luxury levy which includes amusements, hotel room rentals and liquor. The tobacco tax has been an important money raiser for the resort. For the month of March the 2-cent cigarette levy brought in \$21,446.40 and in February of this year \$12,819.55.

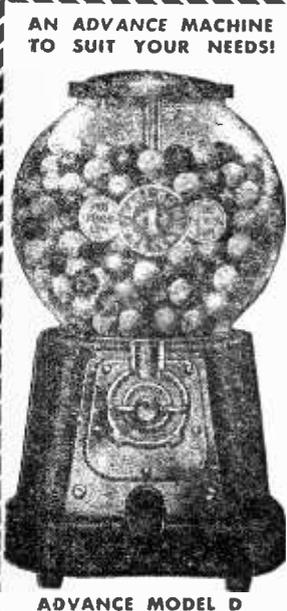
**Test Ala. Right To Collect Cig Tax**

BIRMINGHAM, April 10.—Injunction proceedings which will bring the first test of the legality of the State's drive against "mail order" cigarettes have been filed here against State Revenue Commissioner J. A. Stephens and Jefferson County License Inspector Bradley Brown.

J. A. Mealey, Birmingham resident, seeks to restrain Stephens and Brown from collecting taxes from him. Mealey had been served notice by the State that he owes \$1,957.20 in taxes and penalties on cigarettes shipped from outside the State. The State also contends he owes over \$250 in sales tax and use tax. Mealey was listed as having handled 1,160,000 cigarettes on which tax was owed as of January, 1947.

Mealey said that he was "not a dealer, merchant or broker in tobacco or tobacco products."

He also asked for declaratory judgment holding that certain State tax statutes do not apply to him. If the statutes do apply, he asked that they be held unconstitutional and void.



ADVANCE MODEL D

**BULK VENDORS**

Advance #11, 2-11	\$12.80 Ea.
Model D, Gum Machine, 2-11	11.90 Ea.
Stick Gum, 2-11	12.80 Ea.

**MERCHANDISE**  
WRITE FOR PRICES  
Ball Bubble Gum - Candy - Pistachio - Peanuts - Cashew  
Almonds - Charms, etc.

**Coin Weighing Scales . . . . \$18.50**

**PARTS FOR ALL ADVANCE MACHINES**  
STANDS | PLATES  
BRACKETS | GLOBES

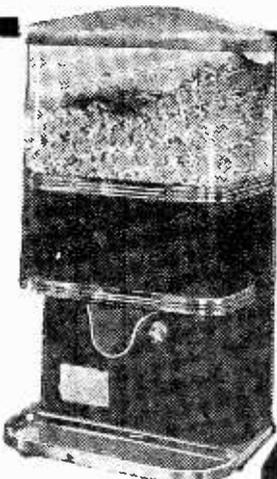
**COUNTER GAMES**

Camera Chief	\$19.95	New Challenger	\$45.00
Advance Electric		Mutual Card Vendor	
Shocker, 2-11	18.75	With 1000 Cards	27.50
Bingo	32.50	Best Hand	50.00
New Model Kicker & Catcher	37.50	Bouncer	40.00

**MACHINES, SUPPLIES AND ACCESSORIES**  
**J. SCHOENBACH** 1645 BEDFORD AVE., BROOKLYN 25, N. Y.

**The "Little Giant" HOT POPCORN DISPENSER**

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



Manufactured by **ABC POPCORN CO.**  
Wholesale and Supplies  
3441 W. North Ave., Chicago 47  
DICKens 3375

Also Suppliers of  
● Raw Corn ● Seasoning  
● Boxes ● Bags  
● Pre-Popped Corn ●

**Roni Sales Expands Corn Mach. Distrib**

NEW YORK, April 10.—Roni Sales Company's distribution territory for Norsoamerica's hot popcorn machine has been expanded to include all of New England, Max Weiss, president of the Brooklyn distributing house, disclosed this week. Roni's franchise territory for the popcorn vender previously was limited to New York State.

At the same time Weiss announced that his firm has perfected a minor mechanical adjustment to the vender which enables it to dispense peanuts in the shell as well as popcorn.

**VICTOR'S MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

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- Write us today for prices and information. Bert Farmer 1435 23rd Ave. So. Seattle 44 W. Wash. Distributors

**5c GUM AND 5c HARD CANDY AND MINT VENDORS**

for Charms, Lifesavers, Gum and similar sized products.

**ALKUNO & CO.**  
408 Concord Ave., New York 54, N.Y.  
MElrose 5-7757  
Mechanical Manufacturing Laboratories

**WANT TO BUY—CIGARETTE ROUTE**

Brooklyn, Queens or Lower Manhattan. Minimum 25 case a week.  
Write full particulars at once.  
**BOX 299, THE BILLBOARD, 1564 BROADWAY, NEW YORK 19, N. Y.**

# Automatic Coin Massage Unit Unveiled in N. Y.

NEW YORK, April 10.—A new twist in the application of coin operation to specialized service equipment drew thousands of interested spectators here this week as Massage-o-Mat was unveiled at the International Beauty Show in Grand Central Palace. The device, which offers 15 minutes of massage for 50 cents, is the product of the just-organized Massage-o-Mat Company, 345 East 23d Street, New York.

Basically a canvas-covered couch in which 270 separate rubber rollers, traveling back and forth, exercise massage action, Massage-o-Mat can be used to massage any part of the body, depending on which position the user lies. A Robco meter, specially adapted to accept 50-cent coins, controls the mechanism. No attendant is required as the machine is completely automatic. It was pointed out that the rollers rest on springs, thus conforming to individual body contours. Pressure of massage is entirely dependent on the user's weight.

Principals of the new firm, newcomers to the coin machine industry, are Abe Benjamin and Max Pollack. They said the machine would be sold only to operators and would be promoted for use in beauty parlors, reducing salons, athletic clubs, gymnasiums and similar establishments.

Under the projected system of distribution, not yet fully blue-printed, operators would be given exclusive franchise territories. But, since the machines would be sold at less than cost, according to Benjamin, operators would have to return to Massage-o-Mat Company a still undecided monthly royalty. A 50 per cent location commission would be recommended, he added.

The machine is being manufactured for Massage-o-Mat, the patent holders, by D-J Industries, Inc., of Clearfield, Pa. The firm already has 110 finished units on hand, Benjamin declared, and the manufacturing concern is geared to produce up to 300 a month. Distribution will begin within 30 days, he said.

Benjamin reported that the machine was invented about seven years ago and was used successfully for four years as a weight reducing device in several cities in the Midwest. But during that time it had no coin mechanism and was operated at \$1 a treatment. Benjamin and Pollack acquired all rights to the machine several months ago.

# Kelner Appointed Head of Chi Fund Drive for Cancer

CHICAGO, April 10.—Jack Kelner, head of Kelner Vendors, has been appointed chairman of the Chicago area's tobacco division cancer fund drive by the American Cancer Society, it was announced here this week. Appointment runs thru April, a period set aside as National Cancer Month by proclamation of President Truman.

Kelner, who is also chairman of the Chicago Tobacco Table, will have the following assistants to help him put the tobacco division over its quota: Harry Clarke, Congress Cigar Company; Kibby Chapman, Consolidated Tobacco Company; J. J. Van Buren, Middy Tobacco Company; Hal Peavler, Ohio Match Company, and Joseph Loeser, of Tobacco Leaf.

Goal for all divisions in the Chicago area during April is \$1,150,000.

# Open New Lily-Tulip Factory in Georgia

AUGUSTA, Ga., April 10.—Lily-Tulip Cup Corporation's directors, officers and various sales and operating department heads attended the recent formal opening of the new plant here. New factory, covering approximately 180,000 square feet of floor space, has underground tunnels for all service lines and an air-conditioning and humidifying system. It will employ about 500 people when in full operation.

Firm's main plant is in College Point, N. Y., while other factories are located in Brooklyn, Chicago, Los Angeles and Listowel, Ont.

# Bowman To Reintro 1-Cent Bubble Gum

PHILADELPHIA, April 10.—Bowman Gum, Inc., here will shortly re-introduce its pre-war penny bubble gum, Blony, reports Bill Savage, firm official.

Firm will continue to market its nickel Bub bubble gum, and will manufacture the penny line in stick form in addition to its original roll form.

# F.-R. Program Promotion Aim of Fund-Raising Team

CHICAGO, April 10.—To promote consumption of confectionery products and open new markets for candy, the Council on Candy's 1948 fund-raising team, composed of 26 leaders in the confectionery fields, has been formed. Chairman of the Council on Candy, Oscar G. Trudeau, Trudeau Candies, Inc., announced formation of the fund-raising team this week, said the team was now ready to swing into action.

Funds raised by this group will be used to promote the Candy Council's promotional and public relations program. A large share of this activity is directed to educating the public to the nutritional values of candy as a food.

# Chaperoning Cigs

TALLAHASSEE, Fla., April 10.—Cigarette smokers here have been offered a new slogan, dreamed up by a local hotel man in connection with the State's drive against forest fires. The sloganeer, C. E. Hames, passed along the following to officials for use in the campaign: "Chaperone your cigarettes. Don't let them go out alone."

# Saudi Arabian Co. Gets Candy Machs. From Chi

(Continued from page 98)

(While in this country, the Sheik also purchased two cargo steamers to supplement the group's marine activities.)

Main office of this Saudi Arabian trading firm is in Mecca, with a branch office located in Jessah, a port where the vending machines are to be unloaded. It was not clear in what manner the firm intended to operate the vendors, but the Sheik touched on one method when he stated that the machines may be given to individuals to operate if they, as operators, stocked only the trading firm's merchandise and located units in the firm's factories, warehouses, etc.

The Sheik gave further indication of his knowledge of automatic merchandising by stressing the importance of rotation of merchandise so as to eliminate possibility of stale items remaining in a vender. Loading thru the top of each column accomplished this purpose, and was a feature desired in vending equipment purchased by the trading firm, he stated. He also showed interest in possible use of soft drink vendors in his country, Vendall officials said.

While detailed description of the type of merchandise to be vended was not given, Sheik Bahamein did state that the type of candy sold varied with the season, as in the winter and summer months here. He said that the average temperature in Saudi Arabia (thruout the year) was 70 degrees, so a wide type of candy could be handled without spoilage.

# Worcester Homes Okay Launderalls

WORCESTER, Mass., April 10.—Coin-operated automatic washing machines installed in private homes for single family use have proven unusual sales boosters in this area. Under the new Rent-a-Plan sales method, indorsed by the local Launderall distributor, Walker Electrical Supply Company, home owners may have coin-metered Launderalls installed for a moderate installation fee, with coin box collections earmarked for future purchase of the washers.

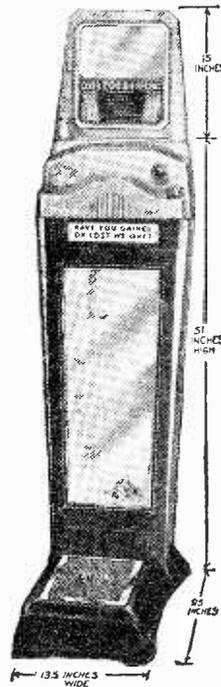
Installations are limited to families who own their homes, according to Irving J. Walker, president of the distributing house, and who have either an infant or three or more children. "We have found that financial risk and return can be justified only when these two considerations are observed," he said.

But the installation is in no way contingent on an agreement for future purchase of the washer, Walker stressed. If the home owner decides to buy the machine after a reasonable length of time, usually 90 days, all money collected from the meter is applied toward the purchase price. The balance may be financed in 24 equal monthly payments.

# Keeney Names New 3-State Distributor

CHICAGO, April 10.—J. H. Keeney & Company announced thru W. J. Ryan, vice-president, this week that Cleveland Coin Machine Exchange, Cleveland, is now distributor for the Keeney Deluxe cigarette vender in a three-State area.

Cleveland Coin Machine Exchange will cover Ohio, West Virginia and Kentucky, Ryan stated.



**199% PROFIT**

Not a Novelty  
But an Investment

**200 FORTUNE TELLING  
NO SPRINGS SCALE**

Height, 51 In. Width, 13 In.  
without sign

Depth, 25 In. Sign, 15 In.

Net Weight . . . . . 185 Lbs.

Shipping Weight . . . . . 245 Lbs.

Invented and Made Only by

# WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 2770.

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# OPERATORS, NOTICE

Your complete vending needs can be fulfilled by our all-around service.

Brand New Atlas Vendors. Ea. \$12.50

Silver King Vendors. Ea. . . . . 13.95

A.B.T. Challengers, like new.

Ea. . . . . 24.95

Heavy Steel Stands. Ea. . . . . 4.25

1/3 Deposit—Bal. C. O. D.

WE CARRY A COMPLETE LINE OF NEW AND EXPERTLY RECONDITIONED MACHINES. WRITE FOR PRICE LIST.

# Danco Coin Machine Co.

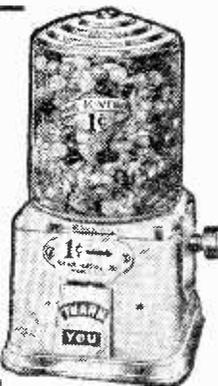
1304 E. Baltimore St., Baltimore 31, Md.

# VICTOR'S NEW MODEL K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of  
**VICTOR VENDING CORP.**  
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# WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

# San Filippo and Company

Nut and Confectionery Importers and Wholesalers.  
104-14 37th Ave., Corona, L. I., N. Y.  
Telephone: Havemeyer 9-8946

# PRESENT ROUTES FOR SALE DISPENSING JERGENS LOTION

- Livonia, N. Y. . . . . 50 Units
- Rochester, N. Y. . . . . 50 Units
- Grand Rapids, Mich. . . . . 50 Units
- Dayton, O. . . . . 31 Units

All replies are to be made to  
**UNIVERSAL ENTERPRISES**  
Youngstown, Ohio  
806 Elm St.



# 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.

• We are Authorized Victor Distributors and carry a complete line of parts for all Victor models.

• Write us today for prices and information. Leon "Hi Ho" Silver 760-A Hayes St. San Francisco 2 No. Calif. Distributors

### SILVER KING

Bulk Vendors, 1c or 5c  
Ball Gum Vendors, 2 for 1c or Straight 1c  
Sample \$13.95

2 to 5, Ea. \$12.50.  
6 to 11, Ea. \$11.55.  
12 to 49, Ea. \$11.05.  
50 or More, Ea. \$10.55.

**IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS WRITE FOR NEW SALES PLAN!!**  
We carry all vending machine merchandise. Write for prices. Address mail to Dept. B. 1/3 Deposit Required With Orders.

**T. O. THOMAS CO.**  
Phone 2131  
1572 Jefferson Paducah, Ky.

## Al Gorner Forms 2d N. Y. Coin Washer Association

NEW YORK, April 10.—Albert I. Gorner, who recently quit the Coin-Metered Washing Machine Operators' Association (CMWMOA), this week announced formation of a competing organization composed of operators with coin washers on location in apartment houses. Called the Affiliated Washing Machine Operators' Association (AWMOA), the newly launched group already claims membership of 40 firms here, which operate some 6,000 washers.

While the new association has not yet formalized its organization with a constitution and by-laws, Gorner declared that two of its guiding prin-

ciples would be not to form any outside affiliations and to seek to maintain the best possible relations with landlords and building agents. It was understood that differences of opinion on these points caused the split in the older organization.

### Functions of AWMOA

Among the functions of AWMOA, which Gorner said were designed "to create stability within the industry," were co-operation with city, State and federal legislatures in matters of taxation and sanitation; guidance of newcomers in the industry by experienced operators, and an increased public confidence in the industry by raising standards of service.

The first formal meeting of the new association will be held later this month, Gorner stated, at which time association officials will be elected and a constitution discussed.

Gorner, who has been associated with the laundry industry for many years, is public relations director of AWMOA. This is the position he formerly held with CMWMOA. David Sherman has been retained as attorney.

## Ice Cream Unit First Product of New Coin Firm

NEW YORK, April 10.—Entry of a new manufacturing firm into the vending machine field was announced here this week as National Servitors, Inc., reported its coin-operated ice cream machine will be in production within six weeks. Tooling up for quantity production is nearing completion at the company's plant, located at 19 East Main Street, Little Falls, N. J.

National's machine, called the Choice Master ice cream vander, is operated electrically and features multi-selectivity, according to Irving Kangun, treasurer. Up to six varieties of ice cream packs can be vended. By means of a simple adjustment, each of the six columns can be made to dispense different size units, such as ice cream sandwiches, pops, ice cream cups, etc.

### 120-Unit Capacity

With a capacity of 120 units at 10 cents each, Choice Master features a coin changer, slug rejector, and a specially designed automatic defroster. The last-named feature precludes loss of operating time in defrosting. The interior of the machine is all aluminum.

Choice Master stands 5 feet 10 inches high, is 30 inches wide and 25 inches deep. Exterior is of baked enamel, and will be supplied in any desired color. Windows in front of each column, lighted by fluorescent lamps, are for package display. Light indicators are built in to flash when columns are empty.

National Servitors plans to serve as its own distribution agency and will sell directly to operators. In certain cases exclusive franchise contracts will be negotiated.

Officers, besides Kangun, are John W. Lauricella, president; Abe Kopp, vice-president; Joseph LaBell, secretary, and Victor Morin, assistant treasurer.

## Chase Candy Plans New Distrib Plant

SEATTLE, April 10.—Chase Candy Company has plans for the establishment of a distributing plant in the Pacific Northwest, according to Homer L. Rothleitner, vice-president of the firm, who came here from St. Louis to study market conditions.

According to Rothleitner, the company "is definitely interested in the . . . trade areas in the Pacific Northwest. We have come to Seattle to get a first-hand picture of the possibilities which this . . . market offers."

Rothleitner did not divulge where Chase Candy would erect the new plant.

## Granted Patent On Cooler for Bottle Machine

WASHINGTON, April 10.—A patent, covering five claims on a forced air circulation cooler for bottled beverages, has been granted Clarence F. Munshower, Columbus, O., who, in turn, has assigned it to Colbar, Inc., also of Columbus. The patent, number 2,439,261, was applied for May 18, 1946.

Description of the cooler is as follows: A cooler for bottled beverages comprising a cabinet, a plurality of vertically arranged relatively spaced refrigerating panels stationarily mounted in the cabinet, the panels being relatively spaced to form air passages, a duct for delivering air to each of the passages for downward circulation there-thru, and upward circulation across bottles arranged in contact with the panels, a return duct for air travel, and a motor actuated means for effecting forced travel of the air thru the ducts and the passages.

## Commerce Dept. Asks Co-Op in Candy Study

WASHINGTON, April 10.—Department of Commerce's office of domestic commerce, to obtain an accurate picture of the country's 1947 candy business, is urging manufacturers to co-operate by answering a recently distributed confidential questionnaire. Occasion is the 21st annual survey of confectionery sales and distribution.

Over 400 candy manufacturers submitted similar information for the department's 1946 survey. Department officials revealed that preliminary estimate of the 1947 candy sales picture, in terms of poundage produced, fell off slightly from the 1944 record of 2.8 billion pounds.

## Universal Match Net Down

ST. LOUIS, April 10.—Universal Match Corporation has reported that net income for 1947 totaled \$725,405, equal to \$5.24 per share. Figure compares with \$855,292, or \$6.18 a share, earned in 1946.

### CAMEO SPECIAL DEALS!

DEAL #1 5 Globe Type 1c Silver King Ball Gum Vendors with 50 lbs. 3/4" Bubble Ball Gum, all for \$70.00

DEAL #2 5 Globe Type 1c or 5c Silver Kings with 50 lbs. of Virginia Peanuts, all for \$70.00

DEAL #3 5 5c Silver King Hot Peanut Machines with 25 lbs. of Fresh Cashews, all for \$149.75

25 1c ABT Challengers, late 1947 Model, like new, \$30.00 Ea.  
50 1c 2 Col. Nut Vendors, Entire Lot \$250.00

1/3 Deposit with order, bal. C. O. D.  
**CAMEO VENDING SERVICE**  
432 W. 42nd St., New York 18, N. Y.  
Phone: LOnsacre 3-1334

### Atlas

## 1c ACE VENDOR

ALL PURPOSE, ALL PRODUCT VENDOR  
BEAUTIFUL, STURDILY CONSTRUCTED

WRITE FOR PRICES AND DETAILS  
JOBBER INQUIRIES INVITED

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

### BUILT for OPERATORS

## Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators. Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment—insist upon Northwestern. Write for the name of your nearest distributor.

**THE NORTHWESTERN CORPORATION**  
53 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

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PAGE 122, COIN MACHINE SECTION

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# AFM BAN'S EFFECT ON JUKES

## Music Machines Okay in Ala. Taverns, Says ABCB; Local Laws Continue To Prevail

### Mobile Mayor Refers All Applications to Commission

MONTGOMERY, Ala., April 10.—Music machine operators and dealers got another break from the Alabama Alcoholic Beverage Control Board (ABCB) this week when all restrictions were lifted on use of juke boxes where beer and liquor are sold.

The board's action does not mean, however, that the way is wide open or return of the music machines to all drink places. It was pointed out that an act of the 1945 Legislature lets local governing bodies regulate all types of vending machines. Several municipalities have such legislation. Beer dealers in places where local law does not conflict were authorized by the ABCB Board to install juke boxes several weeks ago. At that time it was said that liquor dealers could make installations only if they surrendered their whisky licenses.)

### Gives Views

Chairman Lowell Gregory, of the ABCB Board, said that the board felt the 1945 legislative act adequately

covers operation of music machines. "We will have the power to revoke licenses when we find places are not being operated properly," Gregory said. "If licensees can not have music machines and keep them from becoming a nuisance, then they face possible loss of their license."

Oliver Taylor, board member, said (See Music Machines on page 110)

### Op Is Born

CHICAGO, April 10.—Martin Fryer, local juke box op and son-in-law of Mack Postel, veteran cigarette and candy vending machine distributor, sent out the following announcement this week: Announcing the release of the 1948 model baby Cathy Fryer. Model released March 23, weight nine pounds. Designer and chief engineer, Martin Fryer. Production manager, Shirley Postel Fryer. Specifications: Two-lung power, free squealing, water-cooled, latest ball bearings, economical feed, changeable seat covers, perfect knee action, natural airflow.

## New Releases Prove Better Money Makers

### No Shortage Seen as Yet

CHICAGO, April 10.—With the American Federation of Musicians (AFM) ban on recordings now slightly more than three months old, definite effects of the ban have been noted in the music machine field. Most of these happenings have been to the good, with the operators benefiting by being able to make more scientific selections of records for their machines; records having a longer over-all life due to the strictly scheduled releases; smaller labels setting up schedules for new releases instead of jumping on a hot tune and releasing sides at random; a more competitive market which features a small number of titles, but sides that are cut to please the greatest number of customers, and finally a definite and growing trend which has seen the major firms enter the hillbilly and race fields on a larger scale, thereby forcing the smaller companies to improve this type of release which has large juke box appeal in selected markets.

### No Dearth

Distributors, retailers and operators in this area are agreed that so far there has been no dearth of records because of the ban. Pop hits are not only available but, according to the operators, they now have their choice of seven or eight versions of a hit as opposed to the (See AFM Ban's Effect on page 108)

## Ohio State Ops Completing Agenda for Annual Meeting

CLEVELAND, April 10.—Anticipating a heavy turnout of operators and manufacturers, the Ohio State Automatic Phonograph Operators' Association (OSAPOA) will open its 9th annual convention at the Hotel Hollendon here Wednesday (14) with a State board meeting at 10 a.m. Following the meeting will be luncheon, which is scheduled to start at noon. The entire afternoon session will be confined to an open meeting at which current problems of the industry will be discussed. A banquet at 6:30 p.m. in the ballroom will close the one-day get-together.

The OSAPOA will key its convention this year with a concerted effort to raise \$25,000 for the American Cancer Society fund. The association will sponsor the appearance of such prominent entertainers as Dorothy Shay, Carmen Cavallaro and Frank (Sugar Chile) Robinson at the Cleveland Public Music Hall Monday and Tuesday (12 and 13), and has scheduled the same artists for the annual banquet Wednesday. All proceeds from the three evenings, along with all funds raised from the convention year book, will be donated to the American Cancer Society.

Originator of the plan to tie in the

convention with the drive for funds was Jack Cohen, association president. Cohen felt it would be most appropriate to commemorate the association's major event of the year, its convention, by backing a much-needed cause.

### Banquet Plan

With the banquet set as the high point of the convention, plans have been made for William Rosenfeld, ASOPOA attorney, to make the various introductions, to be followed by Cohen who will make a welcoming address to the assembled members and guests in the ballroom. The entertainment program will follow the dinner, and will feature, in addition to the above-mentioned artists, Artie Malvin, Vaughn Horton and the Polka Debs, Frankie Connors, Kay Ballard, and others. Howie Lund, Cleveland disk jockey, will emcee the show.

Plans for the banquet were made by Cohen who acted as chairman of the banquet committee, and his co-chairman, Sanford Levine. Committee members included Lester Bieber, John Bousliman, Leo Green, Richard Head, Henry Ilg, Edward Kenney, Harry D. Lief, Louis Nemes, Robert Pinn, James Ross, Hyman Silverstein, Joseph Soloman and Barney Wert.

## Ops Eye Tele Promotion in Boston Area

### Sets Going on Location

BOSTON, April 10.—Boston's introduction to television received an extra impetus this week with the first annual Electric Show at Mechanics Building (April 3-10) featuring video, while local department stores and shops massed tele sets in their windows, and bar and tavern owners, not yet set up with tele outfits, thronged distributors' show rooms.

Boston has been allotted five channels and already nine companies have made application for these channels. Station WBZ-TV will start about May 15. The Yankee Network expects to open a tele station in the middle of June. Other local companies are seeking stations here, and 20th Century-Fox Film of New England is an applicant for a Boston station.

In the meantime no tele stations are operating, but numerous bars have video already installed, mostly favoring small receivers.

The show was sponsored by the Electric Institute of Boston and staged by the Campbell-Fairbanks Expositions, Inc.

The tele promotion gave Boston newspapers their first whack at television advertising on a big scale, and they gave heavy space to special Electric Show special sections.

It is evident that set manufacturers are well equipped to serve those who are hungering for video, but television officials are inclined to be conservative in claims of coverage and will not positively guarantee adequate coverage of a television signal much over 30 or 35 miles from the transmitting site.

## Committee Reports on Bill Favoring Copyright Change

WASHINGTON, April 10.—The continuing struggle of certain music interests to have the federal copyright laws amended to allow music owners to levy royalty fees on juke box play scored a point this week with the first favorable action to date taken on Bill H.R. 1269. The subcommittee on patents, trademarks and copyrights, of the House Judiciary Committee, reported the bill favorably Wednesday (7).

If the bill runs the gauntlet of congressional action successfully, it may place a new financial burden on music operators already beset by boosts in equipment costs, the impracticality of raising nickel play and competitive inroads by television.

H.R. 1269 specifically eliminates exemption from royalty payments now enjoyed by the juke box industry under the provisions of the Copy-

right Act of 1909. This exemption, contained in Section 1, Subdivision E, of the act, now reads:

"Reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

### Complementary Bill

The next step is for the bill to go before the entire committee and, if reported favorably by that body, it will be considered by the rules committee before final action is taken on the House floor. A complementary bill, S. 2164, was introduced in the Senate February 13.

In view of the subcommittee's action, Sidney H. Levine, general counsel representing the recently organ-

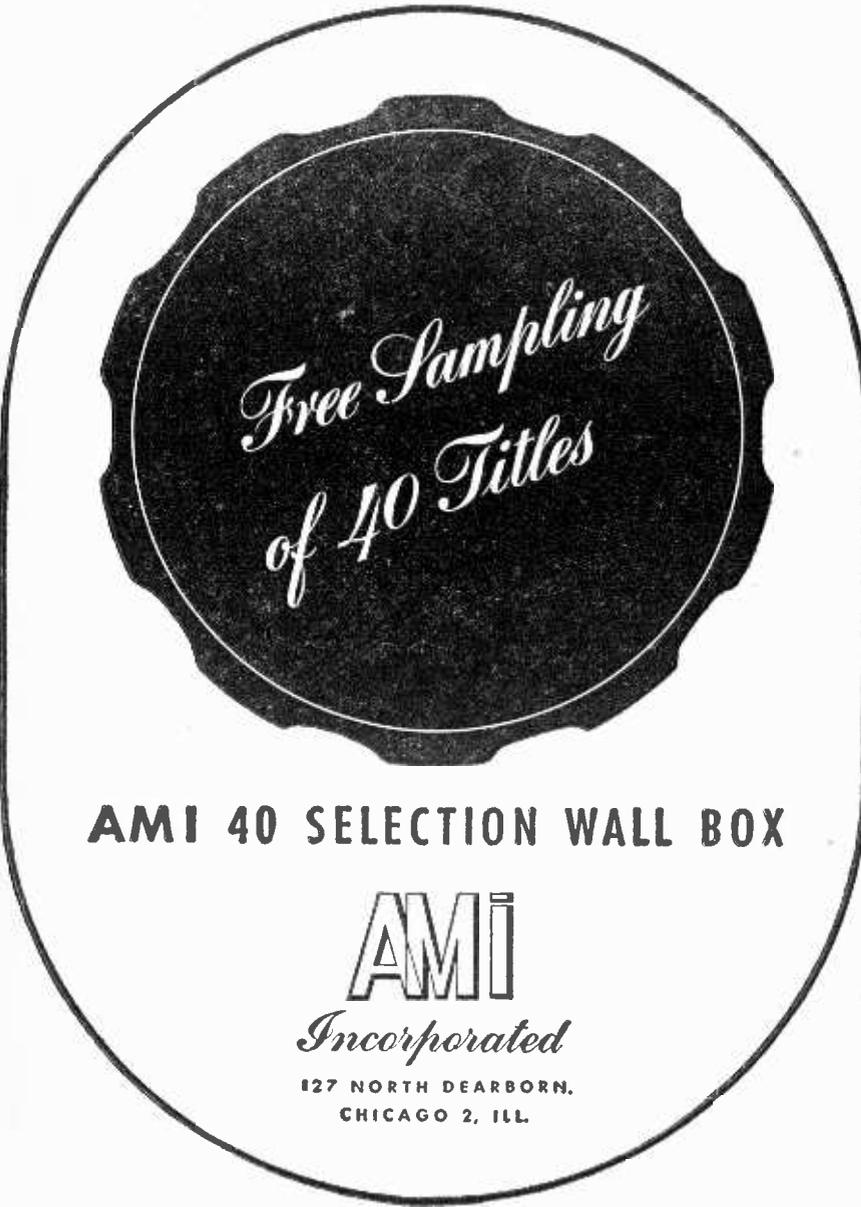
## Man. Phono in Move To Halt Aireon Sales

### Claims N. Y. Deal Still On

NEW YORK, April 10.—Injunction proceedings to prevent further sales of Aireon music equipment by Modern Music Sales in this area were instituted this week by the former holder of the Aireon franchise, Manhattan Phonograph Company. The suit also calls for an accounting of Modern's profits since the transfer of the franchise to Modern in January, and the payment of damages to Manhattan's owners, Rocco Marino and Leo Dixon.

Basis of the suit against Modern is the charge that Nat Cohn, Modern's president, induced Aireon to transfer distributor rights to his firm before Manhattan's contract with the manufacturer had run out, Israel Seeger, attorney for the complainants said. Seeger claims that Manhattan's contract is actually still in effect and does not expire until June, 1948.

Cohn, who was served with a summons this week, branded the charges "ridiculous." He said that he had used no special inducement to influence the transfer and that, to his knowledge, contractual relations between Manhattan and Aireon were terminated as of January.



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ROCK-OLA SUPER . . . . .	159.50
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WURLITZER 1015 . . . . .	524.50
WURLITZER 950 . . . . .	225.00
WURLITZER 750-E . . . . .	274.50
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WRITE ABOUT  
SEEBURG 146-W

# AFM Ban's Effect on Jukes: New Releases Money Makers

(Continued from page 107)

pre-ban method of grabbing up a Vaughn Monroe hit (such as *Ballerina*), while subsequent releases are, in many cases too late for the operator's need. A current example is the song *Baby Face*, which has been rocketing into prominence recently.

In the April 3 issue of *The Billboard*, *Baby Face* made its first appearance in the Most Played Juke Box Records chart, showing up in 12th place. One week later the song had climbed to seventh place, with Art Mooney's MGM recording the one most preferred by the ops. However, those music machine men throughout the country who were ready to purchase this song had eight other versions to pick from, including the Flint, Decca, Stellar, Apollo, Modern, Tower, Krantz and Victor labels.

### N. Y. Reaction

As regards the quantity of records available after the first three months of the AFM ban, Nat Cohn, head of Modern Music Sales in New York, who also is in the recording business and is a music publisher, says ops in that area are having no difficulty buying the records they want. "In fact," says Cohn, "the shoe is on the other foot."

According to Cohn, many juke box operators in the New York area have made large investments in other phases of the coin machine business during recent months. Now most of their finances are tied up and the operators are devoting much of their time to activities other than their music routes. As a result, in many cases, juke box routes have suffered, and record outlets supplying the ops are reporting decreased, rather than increased, sales.

Here in Chicago retailers say that

since the ban went into effect January 1, 1948, the market has become more highly competitive. This is due, report the retailers, to several reasons, including the fact that releases are now scheduled more strictly and that apparently the music publishers are working longer on their tunes, hence the market remains active for a longer period of time.

As to the quality of the records released during the past three months, retailers and distributors here believe the manufacturers, when building their post-ban stockpiles, kept one eye on the future market, and as a result, practically all of the releases were done in a straight manner (rather than highly stylized versions) which would appeal to greatest segment of the record buying and listening public. As a result, practically every hit song today has at least six, and in many cases from eight to 10 recordings from which the operator and the retail store customer can make his selection. A look at the Honor Roll of Hits in any issue of *The Billboard* will confirm this reaction. One of the few exceptions is *Manana*, a sleeper which shot into prominence quickly and now has only four versions out, including Peggy Lee's best seller on the Capitol label.

Another result of this type of recording release and the record ban has been, according to operators, a longer life for the record hits in their juke boxes. Thus by scientifically picking their new records and selecting the hits from a greater number of versions, ops are able to save some money on their record buying and are realizing more profit from a hit due to its longer life in the hit class.

### Operator Co-Operation

During the past few months operators have reported closer liaison between themselves and their local distributors. An example of this is the King set-up in Cincinnati. One of the newer labels, King has moved steadily ahead. According to Al Miller, sales manager, the firm has now expanded its activities to include 13 nationally located branches, thereby offering better co-operation with the operators in those areas.

Featuring hillbilly records, which are excellent attractions in juke boxes in many regions of the country, Miller says King plans to further extend its branches to cover more rural areas, especially in the Southern States where that type of music is most popular.

While the operators are, to date, getting adequate supplies and are finding themselves in a position whereby they can more carefully select their records, they are hoping that such things as manufacturer-promotional tie-ins, more accurate release dates and better distributor relationships will remain when the ban is finally lifted.

## Industrial Sapphire Moves to Pa. Factory

QUAKERTOWN, Pa., April 10.—The Industrial Sapphire Manufacturing Company, Inc., manufacturer of the Norris jewel needle, has completed the move into its new plant here from its former headquarters in Flushing, N. Y., it was announced by Phil Heaver, vice-president and general manager. The new plant includes a research department and increased manufacturing facilities.

Officials of the firm, in addition to Heaver, are Joseph W. Haines, president; Donald MacNeill, chief engineer, and Robert S. Haines, who was recently appointed superintendent of the company.

## Packard Hiking Juke Box Price \$50 on June 1

INDIANAPOLIS, April 10.—In a letter to be sent out Monday (12) the Packard Manufacturing Company is announcing that as of June 1, 1948, the prices of the Manhattan phonographs will be increased \$50 each. The prices of hideaways, wall boxes and other Packard products will, at the same time, be increased 10 per cent across the board.

Explaining the reasons behind the price hike, William H. Krieg, president of the firm, in his letter, said that "due to a big rearmament program on the part of the government and the almost certainty that the government will return to a priority system on all raw materials in about 60 days and that Congress will reinstate the draft in the near future, it will be necessary for this company on its next run of Manhattan phonographs to raise its prices.

"It is not possible to maintain present prices in the face of billions for rearmament—hundreds of thousands of men back in the armed forces—and a priority system on scarce materials (which includes all metals) and billions to help all of our allies thruout the world."

### Correction

Thru a typographical error the price of the new Tradio hotel radio was reported as \$44.95 in the April 10 issue of *The Billboard*. The price should have read \$49.95.

# Preventative Reconditioning Program Pays Off for Juke Ops

By Fred Amann

CHICAGO, April 10.—Frank Padula, Melody Music head, attributes the present 50 per cent reduction in major-type juke box service calls effected over the last two years to his firm's employment of a "dis-assembly and re-assembly" line method of reconditioning all machines that have been on location for two years. "About the only kind of service call we get these days is traced to such unpredictable failures as bulbs, bent coins in coin chutes, defective records, or the sudden determination of location owner to take off or put on a certain disk," Padula said.

Firm's service manager, Rene Pirard, who with Padula was instrumental in putting the reconditioning program into effect, figures that since the average service call costs the firm about \$3 in an employee's time and transportation expense, the reduction in number of such calls substantially reduces operating overhead.

### Preventative Repair

"The two men who concentrate on this shop repair work more than pay their salary thru 'preventative' repair work which is accomplished at the time they recondition a machine," he states. A big advantage to the thorough refurbishing of a juke which has been in service for a two-year period, according to Pirard, is the fact that such work often uncovers parts of the machine which are at a near-breaking point or badly worn. Replacement of such parts eliminates a later break-down on location (perhaps during a busy period) with the resulting expense (from both play-offpage and employee's time—often

time-and-a-half, angles).

Another advantage is that the brightly polished, new-looking juke invites more play, keeps the location owner satisfied with his equipment. "While we feel that all top-notch locations are deserving of the newest and best machines, demands for newer machines by lower-play spots that cannot support a new juke are often eliminated by our appearance-renovation system, which is part and parcel of the repair program," Pirard said.

### Complete Overhaul

In locations where open-grill hamburger and quick snack cooking means a large amount of dust and dirt-catching grease constantly in the atmosphere, it was found that machines had to be taken in for a complete overhaul after a year's operation instead of two.

As part of the "no break-down on location" campaign, Melody Music instructs its roulemen to keep inside floor and all ventilating screens (in floor and sides) of each machine free of clogging dust. If not removed periodically, resultant shutting off of the normal ventilation such screens afford the interior of a juke (taking in cool air near the floor and passing it off, as it becomes heated, thru the upper portions of the machine) often means failure of some working part because the machine then becomes overheated.

Describing the equipment and servicing procedure employed in reconditioning juke, Pirard listed the four principle items responsible for the system's success. They are: Use of

a detailed "phonograph check-up chart" which shows what has been done on each machine; a special tank where metal juke parts are immersed and scrubbed clean; double-tray wheeled carts each of which holds the dis-assembled parts of individual machines, and a "horse" upon which record changing units are mounted, repaired and tested. This horse allows the unit being inspected to be swung into any position so as to facilitate observation and repair.

Upon removal from a machine, all metal parts (such as record trays, trim, housings, etc.) are immersed in a soilax bath in the special tank and scrubbed until they are clean. This tank, which measure 40 inches wide, 30 deep and 24 high, is kept half filled with a strong soilax solution which is changed frequently. After and before the bath, parts are kept together on one of the carts tagged with that particular machine's number. There is no danger of misplacing parts.

Electrical parts, wiring, etc., not receiving the soilax immersion are repaired or replaced as the need occurs. Parts that have been washed and scrubbed are placed beneath a four-bulb infra-red lamp on a platform and quickly dried.

### Cabinet Refinishing

Cabinets, whether, wooden, metal or plastic are refinished in a manner suitable to each. Plastic parts are sandpapered and then waxed to renew the lustre.

The "check-up chart" lists the following points, which are checked off as the work is completed: (1) Clean and wash; (2) cabinet defect; (3) tone-arm weights; (4) sealing of tone-arm wire; (5) needle; (6) slots; (7) tubes; (8) screen; (9) casters; (10) bulbs; (11) tighten plastic; (12) motor level; (13) title strip holder—celluloid; (14) rotating lights; (15) total meter; (16) take off paper and

# Testing Public Tele in Madison

MADISON, Wis., April 10.—The Evans Radio Service has installed a public location television receiver in the Monona Hotel's Indian Room to test reception of the visual programs. Operators in this area are watching the tests with interest, as there are no television stations in Madison, and the only reception possible is from Milwaukee.

The tests mark the first time a television set has been placed on public location in Madison. Whether or not the installation is to be a permanent one, and whether or not additional locations will be opened up, will be determined by the Evans' tests.

chalk marks; (17) check selector buttons; (18) polish tone-arm and post; (19) oil and lubricate all gears and cams; (20) oil can to be filled. Heading this chart are spaces for model, serial number and date.

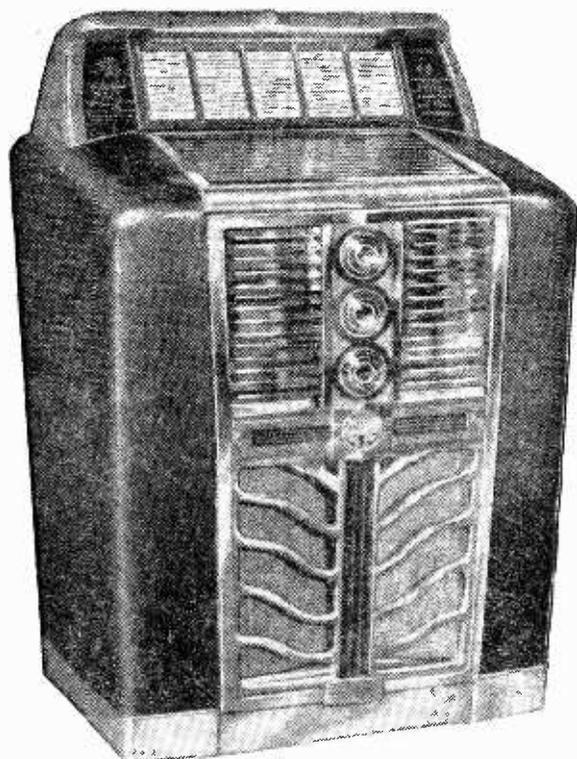
Visible proof of the value of Melody Music's two-year old preventative reconditioning program is in the number of service call slips filed away by the month. Pirard explains that while the 24-hour average runs from 8 to 12 calls, these are almost always minor adjustments and not time-consuming, play-stopping major repairs.

"Two years ago, when our operation was half its present size, we had an average of six to eight service calls per 24 hours; now with double the number of machines, our calls are only increased by about two to four in the same period. This is actually a reduction in the number of such calls, percentage-wise when you consider the 100 per cent increase in on-location equipment," Pirard said.

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3447 San Pablo Ave., Oakland, Calif.

# Music Machines Okay in Ala.; Local Laws Still Prevail

(Continued from page 107)  
one of the new regulations adopted by the board was aimed particularly at keeping licensees in line on the use of music. This rule, he said, is in part:

"It is the definite policy of this board to check closely the facilities and operations of all persons selling alcoholic liquors and other beverages under an ABC license. Those who comply with the law and the regulations of the board will have the cooperation of the board, and those who fail to so comply will have their privileges promptly canceled."

The board's new regulations were adopted Wednesday, March 31. At that time Chairman Gregory said that it was due to a "misunderstanding" that regulations for music machines were omitted. The board met Monday (5) to set its new policy for juke boxes.

MOBILE, April 10.—The Mobile City Commission Tuesday (6) continued its "no action" policy regarding the licensing of juke boxes in locations selling beer and whisky. With the State ABC Board action on the previous day (5), whereby restrictions were lifted on music in locations where alcoholic beverages are sold, Mayor Baumhauer said all applications for juke box permits will continue to be referred to the city commission.

Eight applications for such licenses have been submitted to the Mobile

License Office and forwarded to the commission, the mayor reported. "The commission has taken no action on them," he said, "they have not been approved or rejected."

Thru previous Alabama legislation, known as the Merrill Act, Mobile has the power to issue or deny permits on the operation of a vending machine within the city. Juke boxes are classified as vending machines here.

Following its decision to stand pat on the elimination of the music controls the previous week, the ABC Board approved regulations which locations allowing dancing will have to comply with. These are as follows: (1) Allow couples only on the floor. (2) Stop the practice of "cutting in" on dancers.

## Aireon Holding First Op Class In Middlewest

MILWAUKEE, April 10.—Initial service school for operators to be conducted by Aireon in the Midwest has been scheduled for Tuesday (13) at the Hasting Distributing Company headquarters here. According to Fred Mann, regional manager, an Aireon engineer and an assistant will be on hand from the Kansas City, Kan., factory to conduct the school to which all operators of Aireon equipment in Wisconsin have been invited. The school will be held for one day only.

Mann, who will attend the school here, reported additional service school dates for other cities in the region will be set up following the Milwaukee session.

## Conn. Music Machine Ops To See Coronet

NEW YORK, April 10.—Connecticut music operators will have an opportunity to view the low-priced Aireon Model 400 on home territory in a series of Connecticut showings of the complete Aireon line, Ben Palastrant, Aireon's Eastern regional sales manager, announced here this week. First in the series will be held at the State Music Distributing Company, Hartford, beginning Tuesday (13). Others will follow shortly in smaller cities.

Ralph Colucci, head of State Music, will be host at the Hartford showing, which many recording artists are expected to attend. Colucci has added a salesman to his staff to promote the Aireon line.

## American Tobacco Company Replaces Advertising Firm

NEW YORK, April 10.—American Tobacco Company has announced the appointment of Batten, Barton, Durstine & Osborn, Inc., as the new advertising agency replacing Foote, Cone & Belding, which resigned the account last week.

## COMMITTEE REPORTS

(Continued from page 107)  
ized Music Operators of America (MOA), declared that spokesmen for the music machine industry must now redouble their combined efforts to block final passage of the bill. While not minimizing the seriousness of the subcommittee's decision, he expressed confidence that H.R. 1269 would not become law if the industry kept the facts of the business known to the legislators.

But Levine cautioned operators to

## N. Y. Ops Feted At Distrib Party

BUFFALO, April 10.—Western New York coin machine operators were guests at an elaborate cocktail party April 7 when Victor's Bickford Bros. (Western New York distributors) presented Vaughn Monroe in person. Monroe was in town for two one-night concerts at Kleinhans Music Hall. Night club operators Harry Altman and Harry Walens, of Town Casino, and Murrah Whiteman, owner of a record, appliance and novelty store, promoted the concert. Affair was held at Town Casino, where Monroe rushed after making television broadcast over WBEN.

At the Casino he recorded interviews with disk jockeys John Boothby and Foster Brooks and met music operators and their wives. Disk jockeys and radio staffers attended same party, swelling the number of guests to over 150. Louis Wolke, vice-president of Bickford's, was host, together with Leo Leavers. Bickford's sales promotion manager Frank McDonald, record sales manager, and Bill Huntington, of RCA Victor factory.

Music operators from Rochester, Batavia, Jamestown, Olean, Niagara Falls and Buffalo were on the guest list, and among those attending were Bernie Blacher, Amplified Music Company; Mr. and Mrs. James D. Blakesle, Iroquois Amusement Company; Sarkas Stephens and Charle Hayke, Stephens Amusement Company; Shaefer brothers, David Ayers, Charles Broderick, Empire Vending Company; Fred Van De Walker, Modern Automatic Music Company; Alfred Bergman, Royal Amusement Company; Alfred Salesinc and Mr. and Mrs. James Volker, all of Buffalo. Also Ben Walenitz, Rochester, and Mr. and Mrs. Michael Bellard, Jamestown.

## David Bender Heads New Atlas Division

CHICAGO, April 10.—David G. Bender, who recently joined Atlas Music Company here as sales director of firm's new Seeburg industrial commercial music division, was officially introduced at the special five-day preview showing of the new equipment at the Hotel Stevens April 2-6, Atlas officials stated this week.

Bender, who was in charge of demonstrations at the showing, has a 22-year background of advertising and promotional experience. From 1926 to 1930 he headed his own advertising agency here, Bender Displays, handling railroad and cosmetic copy. From 1930 thru 1933 he was sales manager of E. Fred Erickson, Inc., New York, an agency specializing in beauty field advertising; period between 1936-38 found Bender head of Bender House, Inc., handling sales and promotion of cosmetics and beauty equipment. He was amusement editor of Myer Newspapers, Chicago, from 1938 thru 1943, at which time he joined the navy and became an officer in the air division, public information branch.

While with the navy he wrote a book on the history of carrier aircraft. Leaving the service in 1945 he rejoined Myers Newspapers until 1946, when he became associated with Advance Transformer Company, Chicago, as director of public relations.

represent their case thru organizations, such as MOA, which are equipped specifically for such purpose. George A. Miller, chairman and Al Denver, vice-chairman of the association, are keeping close watch on developments, Levine said.

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"Capehart Scores Again"  
"A Homer" "Sparker to Profits"  
"Best News in 15 Years"  
"Only Deal Today for Ops"

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**PACKARD MANUFACTURING CORP.**  
Indianapolis 7, Indiana

The **"Manhattan"** BY PACKARD

**WHY PAY \$900 FOR A PHONOGRAPH WHEN YOU CAN GET ONE FOR \$300**  
That will make as much money and work as well. 15 1946 AIREON Phonographs that have late conversion features. The following have been incorporated in these Phonographs: NEW GUARDIAN ACCUMULATORS, REWIRED CONTROL BOXES, NEW MECHANISMS, EXTERNAL VOLUME CONTROLS, KEYBOARDS REWIRED, SLUG REJECTORS REWORKED AND IMPROVED. WE ARE AIREON DIST. WRITE, WIRE OR PHONE  
**TRI-STATE DISTRIBUTING CO.**  
248 CHARLOTTE STREET ASHEVILLE, N. C.

# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

### Air Happy Gang

Mutual network is now airing the Happy Gang, emceed by Bert Pearl, from its Canadian Broadcasting Corporation emanation point. . . . Doc Williams's Musselman's Grove, near Altoona, Pa., opens May 9, with headliners such as Bob Nolan and the Sons of the Pioneers, Smiley Burnett, Eddy Arnold, Patsy Montana, Mac and Bob, and Big Slim, already booked for appearances. Tentative commitments have been received from Ernest Tubb and Roy Acuff. The park will operate Sundays and holidays until the first week in October.

Doc Williams and Toby Stround, of WWVA, Wheeling, W. Va., are taking a tent show on the road starting May 18. The 1000-seat tent will tour thru Ohio, Pennsylvania, Maryland and New York. . . . Hawkshaw Hawkins, the King platter singer, plays Constitution Hall, Washington, April 24.

A new folk music park site will open in Southeastern Ohio soon, with

further details in this column. Opening day will be May 2 with a group of Western singers and a rodeo. . . . Day Snyder, the Majestic disk bal-ladeer, is visiting in Ohio and intends to work a Georgia or Alabama station when he gets back South. . . . Buster Doss, the Cactus Kid, is heard over KELD, Eldorado, Ark.

The newest ABC network show airs from Hollywood, with the cast including Ken Curtis, Slim Duncan and His Texas Troubadours, Polly Parson, Shug Fisher and Jack Rivers in the cast. It airs at 1:30 p.m. each Saturday.

### Snare Site

Donna Newman reports that the Georgia Crackers, heard over WHKC, Columbus, O., have finally snared a site for their Saturday night dances and will hold a folk music get-together each Saturday at Smith's Dance Gardens, Columbus. The Crackers, who are now on Victor label, are set to do two Columbia pictures in September. They also will try their hand at circus business, appearing with the Grotto Circus when it works Columbus for a week, starting April 15.

Tex Ritter has been on the road so much lately that the horses which he owns have been placed on an Arizona ranch to get the exercise they need. All during April he will be in Pennsylvania, Ohio and Maryland, doing one-nighters. . . . Jo Stafford, who just completed her album of folk music for Capitol, intends to set up an annual award for work in that field. Details of the award will be available later in April.

Pee-Wee King, whose Tennessee Waltz is the rising tune of the day, reports that he and Roy Acuff and their bands will work the National Theater, Louisville, April 15 to 21. Pee-Wee, who is heard regularly over WAVE, Louisville, also has been getting his first taste of television work, doing two shows daily recently over WAVE-TV, the local video outlet. . . . Teardrops in My Heart is a strong contender for top music honors currently, with records out by Bob Nolan on Victor, Rex Allen on Mercury, Red River Dave on Continental and Jack Grant on Crystal.

### Cuts Deck

Nelson King, the top-notch folk disk jockey over WCKY, Cincinnati, has cut Deck of Cards for King and the platter is reportedly getting a heavy early sale. . . . Tiny Hill has temporarily disbanded his folk music troupe and is resting in Chicago with his songwriting wife, Jenny Lou Carson.

Michael Harrison, who plays Western roles in the movies as Sunset Carson, has filed a petition in the Federal District Court, Charlotte, N. C., for bankruptcy, listing debts of \$75,000 and assets of \$3,550. He is currently on tour with his troupe in North Carolina. . . . Claude Casey, member of WBT's Briarhopper Band, of Charlotte, N. C., has been signed to play in two Western pictures to be produced by Western Adventure Productions in Hollywood. Casey is to be cast with Lash Larue and Al (Fuzzy) St. John. He will be in Hollywood several weeks, returning to Charlotte to rejoin the Briarhoppers in their radio performances.

Jack W. Gordon, general manager of Gordon's Entertainment Bureau, Hartford, Conn., booking agency, reports the agency is booking Pee Wee Menard and his hillbilly unit for a number of banquets in the Connecticut area.

# Choate Resigns Post With Ala. Music Op Assn.

MONTGOMERY, Ala., April 10.—Col. R. E. L. Choate, who is now engaged in the insurance business here, has announced his resignation as executive secretary of the Alabama Music Operators' Association.

The resignation was submitted last October, but Choate agreed to remain until January 1 at the request of the association. At that time he did not sever his connection because the association was embroiled in efforts to have the Alabama Alcoholic Beverage Control Board restore juke boxes to drink places. This fight was won.

### Served Without Pay

Colonel Choate, a member of the association said, has served without pay since January 1.

"I am sold on what these boys (of the association) are trying to do," Colonel Choate said. "They are just an ordinary trade association trying to further their business interests in the State like any other organization and trying to give music to the masses in a perfectly fair, honest way.

"They are just another business trying to work in harmony with the authorities. It is unfair to consider them in any other light. Accordingly I have done what I could in the past to organize meetings for them so that the operators could come together often and work with each other, and face the trade problems as a team."

Main objectives in the association's program have been realized, Choate thinks. He said he would continue to help the group in every way possible until "the clouds have rolled away." By that, he explained, he means until the association, treasury of which is now low, has regained its feet and employed a successor.

# Atlas Music Company Adding New Building

CHICAGO, April 10.—Atlas Music Company here recently started construction on a two-story building, across the street from its present site, which will house music equipment, firm officials, Eddie and Morrie Ginsburg, announced this week.

New structure, containing 10,000 square feet of floor space on each level, is scheduled for completion by fall. It will be in modern style with white face-stone and glass brick construction on its two street sides.

In Atlas's present building, which will continue to be used after the new building is completed, a special demonstration and exhibition room for the new Seeburg industrial and commercial music system has been opened. Room features a miniature stage at one end where new units are on spotlighted display. Other highlights of the room include hand-built furniture, square paneling in natural white finish, and recessed photomurals depicting leading business, industrial and cultural centers of Chicago. Murals are illuminated by indirect lighting.

# Musicraft Adds Four New Distrib Outlets

NEW YORK, April 10.—Musicraft Records, Inc., this week announced the addition of the following four new distributors: Allied Appliance Distributors, Memphis; Commercial Distributing Company, Kansas City, Mo.; Davis Sales, Denver, and the Nola Distributors, New Orleans.

Appointments were announced by Oliver Sabin, Musicraft's director of national sales.

Aireon

Castroville FOR 405

**RECORDS! RECORDS! RECORDS!**  
**FRESH OFF OUR JUKE BOXES**  
**ONLY 10¢ EACH**  
*(Packed 100 to a box)*  
 These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit with order, balance C. O. D. Can ship any size order same day received.  
**Write—Wire—Phone**  
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**"THE HIGHEST BIDDER"**  
**TURN YOUR USED RECORDS**  
**\$\$ INTO CASH \$\$**  
 WRITE, CALL OR JUST SHIP TO  
**NATHAN MUCHNICK**  
 1251 N. 52nd St., Philadelphia, Pa.  
 Phone: GRE 3153  
 WILL PICK UP WITHIN 100 MILE RADIUS.

**PHONOGRAPHS**  
 ALL A-1 RECONDITIONED  
 WURLITZER 950 ..... \$295.00  
 WURLITZER 780, COLONIAL... 219.50  
 WURLITZER 500 ..... 165.00  
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 WE BUY, SELL AND EXCHANGE  
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 3147 Locust St., St. Louis 3, Mo. **CALL NOVELTY CO.**

**WE BUY USED PHONO RECORDS**  
  
**MERVIS TRUCKING COMPANY**  
 7026 LEXINGTON AVENUE  
 CLEVELAND 3, OHIO

**Chicago:**

A. Garrick Alex, heading Vendall Company, says that he received a recent letter from Albert A. Torres, acting chief of the First Division of the Argentine Aeronautical Purchasing Commission in New York, on the subject of vending equipment. Seems that Torres desires a general briefing on the automatic merchandising business. He wrote: "We are in the process of planning the acquisition of a general line of vending machines." Other inquiries on the automatic merchandising front have also recently come in from Hawaii and the Philippines, Alex says.

Herman Duenisch, operating jukes thruout Du Page County, and with headquarters in Glen Ellyn, Ill., was confined to the hospital last week, but word is that he is getting along fine. Herman is in Room 435 at the Elmhurst, Ill. Hospital. Mrs. Duenisch says. . . . Harold Schwartz, Atlas Music Company, reports the entire staff of firm's sales representatives is on the road carrying the news of the successful showing of the new Seeburg commercial industrial music system. A specially designed and outfitted room at Atlas headquarters houses the new Seeburg equipment for display and demonstration.

Joe Schwartz, National Coin Machine Exchange, came back Friday (2) from a relaxing vacation in Florida, all set for some renewed activity in the coin machine field. . . . Vic Comforte, general manager of (See Chicago on page 114)

**Detroit:**

Carl Angott was host to the industry Saturday (10) at the opening of his new offices and display rooms on Puritan Avenue, completed after nearly a year's construction. . . . Darrell B. Chadwick and Allen M. Kilkka, both newcomers in the coin machine field, are establishing a small route of television machines, using a number of the types now on the market in order to diversify their experience in this pioneer stage of the business. They are specializing in bar and tavern locations. . . . Elmer C. Starr, veteran vending machine operator, who retired from the business to go into tool making during the war, still has a number of machines in stock and may reactivate his route.

Reuben Moulds and Manny Kpelman, of the Crystal-Tone Record line were in from Boston this week, calling on the local trade. . . . Gordon McBain is developing a new model book match vending machine. . . . The Dixie Music Company, operating firm which is also in the record distributing field, managed by Ario Dixione, has moved to a new headquarters at 1501 West Euclid Avenue.

**Philadelphia:**

Photographers from Life magazine in town for a picture story on the firm of Melikian and Rudd, local manufacturers and promoters of hot coffee vending machines. . . . Studio Music Corporation in Atlantic City adds to its location list in placing music machines in the newly-opened Stenton Restaurant at the resort.

Many members of the vending trade turned out for the funeral services here last week of Leonard S. Schlesinger, president of the newly-organized Warner Brothers Service Corporation, the movie company's subsidiary which manages and supervises theater concessions and vending machine operations. . . . Music operator Nathan Muchnick set up a retail record shop, Melody Record Shop, in the West Philadelphia section at 5 South 52d Street.

Installation of parking meters to relieve traffic congestion in the Germantown section of the city was proposed in an ordinance introduced in city council. . . . An attempt to install parking meters in Central Philadelphia died in committee last year.

**COINMEN YOU KNOW**

**Twin Cities:**

Resurgence of five-ball machines favor has distributors in this area quite pleased. The jobbers say the flippers are the cause for great interest in the unit, and operators are so anxious to get the games that they are deluging jobbing houses with calls asking for immediate shipments. Oscar (Ozzie) Truppmann, back from a swing thru Western Wisconsin last week, reported five-balls in terrific demand. . . . Hy Greenstein, of Hy-G Music Company, said the rush for the machines is so great, and supply unable to meet it, that he had to leave the office early to get away from the calls. . . . Matt Engel, of Mayflower Novelty Company, reported five-ball business "hot" at his company's headquarters, too.

Phil Moses, of Phillips Specialty Company, Minneapolis, is busy expanding his own route as well as running the coin machine business of his brother, Max Moses, of Atlas Novelty Company. . . . Norman Hanson, of Osakis, Minn., here buying music wall boxes, reported that he is turning over his summer resort business at Lake Osakis to a brother, Rusty Hanson, and will devote all his time to the coin machine business. . . . Greg Mraz, Brainerd, Minn., coinman, is finishing a new night club he is opening at Lake Mille Lacs sometime next month. . . . The Befera brothers, of Hibbing, both University of Minnesota graduates, are taking over the coin machine route operated by their father until his death a short time ago. (See Twin Cities on page 115)

**Los Angeles:**

There is a new operating company, called Quickserv, in the San Francisco Bay Area. Firm handles the Kwik-Kafe coffee vender. Russell Snyder is general manager of Quickserv. . . . Robert (Bob) Portale, formerly of the M. S. Wolf Distributing Company, here on business and pleasure. He is preparing to open a new coin machine distributing company in Portland about May 1. . . . R. E. Smith and Dick Haupt, Automatic Enterprises, exclusive Southern California distributors for the new Kwik shoe-shine machine, busy lining up locations in this area.

John Conrowe, sales manager for Keeney Vending Division, in town for the showing at Badger Sales for Keeney's new cigarette vender. . . . Fred Gaunt, General Music Company, visiting his territory calling on ops in the interests of the new Rock-Ola Magic Glo. . . . Crystalette Music Company, of Long Beach, soon to announce a new mechanism for coin-operated devices, reports Lyman Berg, partner in the firm. . . . George Rudolf, Kwik Shoe Shine Company, of Sacramento, in Los Angeles on business.

J. R. Giesler is busy lining up distributors for the hot popcorn machine, the Aristocrat. . . . Bob Stark, Ideal Weighing Machine Company, back from a business tour in Northern California and Arizona. . . . Hal Smoot, Kwik-Kafe of California, on the sick list. . . . Carl Danielson, head of the newly-formed Shine Betty Company, (See Los Angeles on page 114)

**New York:**

Harry A. Rockefeller, sales manager of Tradio, Inc., leaves for Cleveland Monday (12) to prepare an exhibit of the complete Tradio line for display at the annual convention of the National Restaurant Association. The show, to be held in Cleveland's Public Auditorium, will run from April 14 to 17. . . . Lou Brown, president of Coradio, was in Atlanta last week on biz.

Charles Kaiser, president of the Coin Metered Washing Machine Operators Association, reports that the association's annual dinner-dance, scheduled for this Saturday (10), has been indefinitely postponed. . . . Max Weiss, Roni Sales prexy, says he is having Norsocamerica hot popcorn machines flown in from the Coast to meet operator demand.

Al Schwarz, public relations director of the National Association of Automatic Machine Owners and assistant to its president, F. McKim Smith, announced last week his resignation from the organization, effective Saturday (10). His next job will be as public relations and advertising manager for a Chicago manufacturing firm.

Jack Mitnick, who resigned April 3 as sales manager of Runyon Sales, local AMI distributor, says he will soon announce his plans in the industry. . . . Al Simon won't be able to open his new store on 42d Street this week as planned. Extensive alterations to the new location, which promises to be one of the show spots (See New York on page 114)

**Indianapolis:**

The Indiana Music Operators Association, Chapter 1, Tuesday (6) held its regular monthly dinner business meeting at the 40 & 8 Club quarters. Abe Fleig, president, handled the meet. Business matters were discussed after the reading of the minutes of the last meeting. . . . Peter Stone, Indiana Automatic Sales Company, visiting ops in the western part of the State, reports business improving. . . . Dan Brennen, regional sales manager for Aireon Manufacturing Corporation, is off on a jaunt to Memphis and points in Kentucky looking after Aireon interests.

Lloyd Anderson, Terre Haute, Ind., operator, was on coin row Tuesday buying new equipment and parts. . . . James and Irving Eyster, Eyster Music Company, Terre Haute, have returned from an extended vacation in Florida. . . . Robert Swering and Ted Ingmire, Northern Automatic Music Company, were visitors on coin row inspecting new equipment.

Sure sign of spring in Indianapolis are the signs advertising Pollack Bros.' Circus, at the Murat Temple, sponsored by members of the Shrine. Posters are being displayed in all windows on coin row. . . . William Bolles, advertising manager of Packard Manufacturing Company, is calling on operators in the Southern States.

**Houston:**

The Seeburg Select-o-Matic 200 Library was introduced here with a four-day public showing last week. A press and radio party held evening of March 31 gave about 150 representatives of the local press, nine local radio stations, several near-by town radio stations and numerous out-of-town newspapers and magazines a preview of the new music library. The party consisted of cocktail hour, luncheon, entertainment and a demonstration of the Select-o-Matic by J. R. Johnson, of the Houston branch, S. H. Lynch & Company. A. A. Sage, manager of the Lynch branch, acted as host. Among guests at the speakers table was S. A. Lynch, owner of S. H. Lynch & Company Seeburg distributor in most of the Southern and Southwestern States.



SOUTH DAKOTA Phonograph Operators' Association holds annual meeting in Huron, elects officers for coming year. Above (left to right) Mike Imig, president; Norman Gifke, secretary, and Gordon Stout, vice president. Bottom, banquet highlights evening program.

**Boston:**

Thousands of operators, location owners and interested citizens visited Hotel Touraine last week to view the new Seeburg Select-o-Matic automatic machine, which plays 200 recordings and operates for 14 hours without repeating, displayed by Atlas Distributors, exclusive distributors here. E. T. Montague, newly appointed sales manager for the company, reported the company is expanding its distribution organization. Montague is well known to New England industrialists and research laboratories, having been for several years identified with the radio and electronics industry. Atlas Distributors also exhibited the machine at the first annual Electric Show in Mechanics Building. Montague reported New England interest in the equipment as "very enthusiastic."

Television is playing a big part in the first annual Electric Show being held here this week at the Mechanics Building. With actual, regularly scheduled telecasts set to make their debut here early next month when Station WBZ-TV starts operation, ops had a chance to preview the visual medium at the show, where many special features, including spring training camp baseball movies were shown.

**Knoxville:**

The Shaffer Music Company here held a showing of the new Select-o-Matic, J. P. Seeburg's commercial-industrial music equipment, at the Kanawha Hotel. Attracting large crowds, which included not only members of the coin machine field and industry, but also the general public, the showings featured demonstrations of the 200-selection machine. Several hundred persons were on hand daily.

**Hartford, Conn.:**

Quite a bit of ballyhoo went on in Connecticut's capital city April 7-10 in conjunction with the New England regional display (at the Hotel Bond, Hartford) of Seeburg's "Selecto-Matic." The machine was given extensive promotion over disk jockey Joe Girand's WCCC two-hour show April 9. On April 10, Girand broadcast his show from the Bond Hotel's ballroom, featuring a coke party for local youngsters, invited thru the YWCA teen-age canteen. Buzz Seeburg, grandson of the Seeburg founder, was slated to arrive from Florida April 9 to attend the party. Girand built an entire disk jockey show around the "Select-o-Matic" deal afternoon of April 10, with Connecticut radio station disk jockey invited to attend. Local Seeburg distributor, Atlantic-Connecticut Corporation, tied up with the radio station on the jockey promotion. Girand, of WCCC, worked thru George Hurwitz, of Atlantic-Connecticut Corporation, on the deal.

The Cigarette Vending Service Company, 726 Withersfield Avenue, in Hartford's south end, is celebrating its first anniversary. The outfit, which is operated by World War II veterans, has extended its operations into some 18 towns and cities in the Hartford territory. Owners of the company are Nathan Weil, G. G. Weil, and Leon Fishberg.

**El Paso, Tex.:**

E. J. Pepper, Hereford, Tex., district sales manager for Aireon here, reports the showing in El Paso of the new Coronet 400 was a success from every aspect. With W. F. (Bill) Roberts, Aireon's regional sales manager in attendance, operators in this area had an opportunity to see the new location Coronet as well as the club model which also features a radio set. Sam Guido and Joe Moro, Border Amusement Company, talked Pepper into selling them his own sample machine before he left Hereford. Operators from the various cities thruout the State attended the showing, as did a good representation from New Mexico.

**Atlanta:**

Along with numerous other cities thruout the country, Atlanta last week-end had the opportunity to view the new J. P. Seeburg Select-o-Matic 200 Library player. The showing, held by the Sparks Specialty Company, Inc., at the Biltmore Hotel, attracted hundreds of industry, press, radio and coin machine representatives as well as a large number of residents of the city. Demonstrations were conducted from 10 a.m. thru 10 p.m. during the run of the show.

**Oklahoma City:**

S. H. Lynch & Company office here held a four-day showing last week of the new J. P. Seeburg Select-o-Matic in the Green Room at the Skirvin Hotel. Handling the demonstrations of the new industrial-commercial music equipment was Wayne Copeland, of the Lynch office. Showings were held from Thursday (1) thru Sunday (4) with a record turnout of the industrial representatives in this area noted.

**Memphis:**

The S. H. Lynch Distributing Company here introduced the new J. P. Seeburg Select-o-Matic in this city last week in a showing at the King Cotton. A specially invited first night audience, made up of press and radio representatives, was treated to a showing of Seeburg juke boxes, dating back to a model produced in 1934, by George Sammons, manager of the distributing company's Memphis branch. The firm's sales staff was on hand from Thursday thru Sunday to demonstrate the new equipment.

*Look To The GENERAL For LEADERSHIP*

### CONSOLES

**NEW**

Jennings' CHALLENGER  
5c-5c, 5c-10c or 5c-25c  
Bally's DOUBLE UP  
Bally's WILD LEMON

**RECONDITIONED**

**FREE PLAY**

Jennings' SILVER MOON ..... \$ 49.50  
TOTALIZER ..... 39.50  
Mills' JUMBO PARADE .....

**PAYOUT**

Baker's PACERS, D.D. & J.P. \$150.00  
Bally's BIG TOP, Animal Reels 39.50  
Evans' GALLOPING DOMI-  
NOES, 1940, walnut cabinet,  
very clean ..... 99.50  
Mills' JUMBO PARADE ..... 39.50  
Evans' LUCKY LUCRE, 1940,  
walnut cabinet ..... 99.50  
Keeney's PASTIME ..... 150.00  
Keeney's 1938 SKILL TIME ..... 79.50  
Keeney's TRIPLE ENTRY ..... 89.50  
Mills' FOUR BELLS, 5-5-5c,  
stant heads ..... 89.50  
Mills' FOUR BELLS,  
5-5-5-25c, late heads, over  
2200 ..... 250.00  
Pace's REELS JR. two-tone  
cabinet with rails, 5c ..... 69.50

**CONVERTIBLE FREE PLAY PAYOUT**

Bally's CLUB BELLS ..... \$ 49.50  
Bally's HIGH HAND ..... 69.50  
Jennings' SILVER MOON  
TOTALIZER conv. with es-  
calator head ..... 89.50  
Evans' RACES, latest model,  
like brand new ..... 495.00

### SLOT MACHINES

**NEW**

5c, 10c, 25c, 50c, \$1 Play

Jennings' STANDARD CHIEF  
Jennings' SUPER DE LUXE CLUB  
CHIEF (lite up)  
Jennings' STANDARD & SUPER  
DE LUXE CLUB CONSOLE

All above with regular or  
new tic-tac-toe reels.

**RECONDITIONED**

Mills' BLUE FRONT, 5c ... \$109.50  
Mills' BLUE FRONT, 10c ... 114.50  
Mills' BROWN FRONT, 5c .. 114.50  
Mills' ORIG. CHROME, 10c . 124.50  
Mills' GOLD CHROME, 5c... 125.00  
Mills' GOLD CHROME, 10c.. 130.00  
Mills' GOLD CHROME, 25c.. 135.00  
Mills' BLACK CHERRY, 25c,  
3-5 ..... 139.50  
Jennings' TRIPLEX, 5-10-25c  
heads ..... 89.50  
Jennings' SILVER MOON  
CLUB CHIEF, 25c ..... 114.50  
Mills' CLUB BELL, 25c ..... 250.00  
Groetchen COLUMBIA BELL,  
25c ..... 79.50

Established 1925

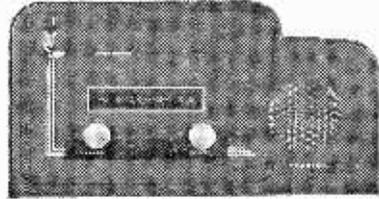


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Terms: 1/3 cash with order, balance C. O. D. Write for our regular bulletins. Growing Steadily Ever Since

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### the NEW TRADIO in ILLINOIS & IOWA

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

**FOR IMMEDIATE DELIVERY IN ILLINOIS AND IOWA**  
WRITE, WIRE OR PHONE  
**Bradley Distributors**  
1652 N. Damen Ave. Chicago, Illinois

### SPRING CLEARANCE SALE!

All of the following games are in shape to be placed on location at once. Kindly include one-third deposit in cash, cashier's check, or money order. Immediate delivery on all new games. Write for Prices on New Games. Time Payment Plan if desired for operators in Missouri and in Southern Illinois.

GENCO STEP UP .....	\$ 39.50
GENCO STATE FAIR .....	39.50
BALLY BIG LEAGUE .....	25.00
EXHIBIT FAST BALL .....	35.00
GOTTLIEB FLYING TRAPEZE .....	110.00
CHI-COIN SPELLBOUND .....	30.00
GENCO HONEY .....	74.50
GENCO BRONCHO .....	89.50

SERVICE OUR WATCHWORD  
**Morris Novelty Co., Inc.**  
2020 S. OLIVE ST. PHONE BR 1725 ST. LOUIS 8, MO.



"Don't be upset, miss. Nothing bothers Horace since he got G-E lamps for all his coin machines." General Electric lamps make burnout worries scurry—and that's good for any operator's disposition. Even if your lamp supplier can't always fill your order right away, keep asking for G-E! General Electric Co., Nela Park, Cleveland 12, Ohio.



## G-E LAMPS

GENERAL ELECTRIC

### PALISADES IS NOW DELIVERING!

CARIBBEAN—BALLERINA—TRADE WINDS—CINDERELLA—TENNESSEE—TRINIDAD

FACTORY BUILT FOR NEW YORK CITY OPERATION

READY FOR DELIVERY FOR OUR NEW JERSEY AND NEW ENGLAND FREE PLAY CUSTOMERS: Williams — Tennessee; Exhibit — Build-Up; United — Caribbean; Bally — Ballerina; Bally — Eureka; Bally — Gold Cup; Genco — Trade Winds; Gottlieb — Cinderella; Chicago Coin — Catalina; and other late new games in cases. ALSO SLIGHTLY USED ROBIN HOODS, STORMYS, BERMUDAS AND MELODYS. CANNOT TELL FROM NEW.

IMMEDIATE DELIVERY OF BALLY GOLD CUP, EVANS WINTERBOOK, EVANS RACES, AND ALL NEW JENNINGS BELLS AND MILLS BELLS.

**ONLY DEALER IN THE EAST WITH A COMPLETE LINE OF EVANS CONSOLES AND ALL SLOT MACHINES!**

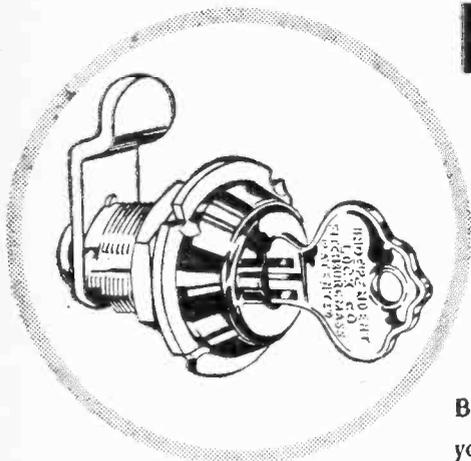
**PALISADE SPECIALTIES COMPANY**  
498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.  
ONLY 20 MINUTES FROM NEW YORK CITY VIA LINCOLN TUNNEL OR WASHINGTON BRIDGE.

# HERCULOCK\*

means

**HANDS OFF  
TO**

**NICKEL-NAPPERS!**



No. 4750Y HERCULOCK. Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and key. 90 degree cam movement. Cam bent inward—distance from head to cam 19/32 inch. Thousands of key changes.

WRITE FOR CATALOG

By putting ILCO HERCULOCKS on all your coin boxes, every nickel of your take is insured. HERCULOCKS are always dependably tight-fisted till collection time . . . then they "give" instantly at the turn of the right key. They're the safest collection policy you can have.

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CHICAGO, 555 W. Randolph St.  
DETROIT, 2109 Cass Ave.  
PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.  
SAN FRANCISCO, 121 Second St.  
LOS ANGELES, 406 Wall St.  
SEATTLE, 568 First Avenue, South

# COINMEN YOU KNOW

## New York:

(Continued from page 112)  
of coin row, are taking longer than expected.

Arcades in the Times Square area are brightening up for the warm weather. Twenty-four-hour spots have already removed their doors, which won't be replaced until late fall. . . . Hamilton Hoge, president of U. S. Television, reports that the firm's new large-screen television set is now in production. The set projects a picture three feet by four feet.

Kuno Hamann, Alkuno & Company president, informs he will soon release the list of distributors handling his firm's hard candy venders. Up until recently Alkuno sold direct to operators. . . . Harry Kunstler, head of Kay Distributing Company, says sales of the Emerson television sets he handles are zooming. He plans to enlarge his television service department.

Nash Gordon, office manager of the Associated Amusement Machine Operators of New York (AAMONY), is now conducting the association's biz from its new suite of offices at 501 West 48th Street. With the move just completed last week, it will be a little while before the place is fixed up. In a few weeks AAMONY will invite ops to a housewarming.

Ralph Hotkins, president of Capitol Projectors Corporation, reports his staff busy meeting the demand for Midget Movies, now that the outdoor season is under way. Amusement parks, arcades and resort hotels are among Capitol's top customers. Also, he says that deliveries of the firm's new sound-equipped midget movies have now exceeded the 25 mark.

Joseph Kolodny, president of the National Association of Tobacco Distributors (NATD), and Jerome Kaufman, the association's director of industry and public affairs, left for Chicago Friday (9) to be on hand for the opening of NATD's annual convention at the Palmer House Monday (12). . . . Also heading for Chi is Abe Benjamin, who heads the newly-formed Massage-o-Mat Company.

George Hurwich, of the Atlantic Connecticut Corporation, relays the news that his showing of Seeburg's new 200-play Select-o-Matic in Hartford, Conn., this week drew hundreds of interested spectators. Thru a special tie-in, WCCC's disk jockey, Joe Girard, broadcast his afternoon program from George's showrooms.

## Los Angeles:

(Continued from page 112)  
manufacturers of a dual shoeshine machine, lining up business for his Sacramento company. . . . Norso-america, national sales agents for the Kunkel hot popcorn vender, has announced a new conversion kit which enables operators to convert their popcorn machines to hot peanut venders at a very low price.

Leon (Hi-Ho) Silver, in town from San Francisco on vacation. He is accompanied by his son, Leon Jr. . . . Operators seem to be enthusiastic about the new Shipman three-column Select-A-Bar, candy vender. . . . Recent visitors at Badger Sales Company here were Cecil Vincent, Robert Boyd, A. J. Bartholomew, E. E. Peterson, Kenneth Wolfe and H. E. Quinn, all of San Diego; E. S. Trimble, Huntington Park; Frank Walnum, San Luis Obispo; S. L. Griffen, Pomona; Stanley Little, Lake Wood Village; J. W. Mystrom, Bell Gardens; L. G. Wagner, San Bernardino; L. D. Smith, Downey; J. L. Orr, Gardena, Orville Kindig, Long Beach, and Talman Andress, Phoenix, Ariz.

## Chicago:

(Continued from page 112)  
Distributing Corporation of Illinois, which handles the new Aireons under the Biltmore Distributing monicker, is quite the optimistic lad these days. Vic says that "the old \$\$\$s seem to be loosening up and things are a bit freer."

Tom Forester, Johnson Fare Box Company's vending division sales manager, is currently in Dallas on one leg of his extensive Western business tour. He is due back in Chicago May 8. . . . Al Schechter, Howard Machine Products Company, reports the line of coin-operated portable typewriters the firm handles are being pushed by an expanded sales force. Al is going to enlarge the coverage still further by additional salesmen to be added soon.

Swing Time Music Company, thru Manager Vince Angeleri, is inaugurating a week--by-week rate-of-play chart for each route. Taking in the over-all route, the chart, which starts from an arbitrary zero point, will eventually show play progress and graphically illustrate up, down or steady earnings on any one route. Vince promises more details after the system has been in operation several weeks.

Jack Kelner, head of Kelner Vendors here, is really deep in the sugar these days. He has been named to head the drive of the Chicago area tobacco division by the American Cancer Society. Pat Wilson, Kelner's assistant, is doing a good job of running the business these days, Jack reports. . . . AMI has pushed back the date of its distributors meeting two weeks, from April 23 to May 7 because of some important religious holidays that fall on the former date. Lindy Force, AMI's manager of general sales, reports that O. O. Mallegg, foreign representative for the firm, is back from a two-month business trip thru several Central American countries.

Out-of-towners continue to drop in at the United Manufacturing Company headquarters on Upper Broadway to look over the firm's newest products and to renew acquaintances with Lyn Durant, firm head, and Billy Deselm, sales manager. Among the visitors this week were George Prock,

**GOTTLIEB  
HUMPTY  
DUMPTY  
\$165.00**

**ATTENTION!**  
We will install  
**FLIPPERS**

on any 5-ball game listed below for \$10.00 additional charges.

**NEW  
JENNINGS  
SLOTS**

5c-10c-25c-50c-\$1  
WRITE

Hawaii	\$135.00	Lucky Star	\$99.00	Baffle Card	\$62.50
Nevada	135.00	Cross Fire	94.50	Smarty	62.50
Flying Trapeze	129.00	Honey	89.50	Amber	61.50
Bowling League	125.00	Cyclone	82.50	Dynamite	60.50
Torchy	116.90	Tornado	82.50	Miss America	60.00
Mexico	110.00	Havana	82.00	Step Up	57.50
Coed	110.00	Rio	82.00	Show Girl	55.90
Flamingo	99.50	Lightning	79.00	Sea Breeze	50.00
Malsie	99.50	Mystery	79.00	Fast Ball	44.50
Marjorie	99.50	Rocket	72.50	Super Score	44.00
Ranger	99.50	Ballyhoo	69.50	Spellbound	34.50
Gold Ball	99.50	State Fair	69.50	Stage Door Canteen, late	29.50
		Kilroy	69.00		

Terms: 50% Deposit With Order, Balance C. D. O. or Sight Draft.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

## free buyer's guide ... for operators

**PIN GAMES—RECONDITIONED AND READY FOR LOCATION**

Baffle Card	\$ 54.50	Show Girl	\$ 39.50
Cover Girl, Keeney-Flippers	149.50	Spellbound	34.50
Cyclone	95.00	Step Up	34.50
Hi Ride	120.00	Superliner	55.00
Miss America	57.50	Superscore	57.50
		Suspense	37.50

Established 1913

**ROY MCGINNIS CO.**

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**ROLL DOWN GAMES FOR RENT—TO ESTABLISHED OPERATORS**

Exhibit—BANJO	\$80.00 Per Mo.	2/3 of rentals may be applied toward purchase price.
Chicago Coin—CATALINA	60.00 Per Mo.	
United—MANHATTAN	50.00 Per Mo.	
Williams—BONANZA	40.00 Per Mo.	
Hawaii ROLL DOWN	40.00 Per Mo.	

When writing ask to be put on Mailing List. Send three references.

**NATIONAL NOVELTY COMPANY**

183 E. MERRICK RD. MERRICK, N. Y.

## INTRODUCING



**the NEW TRADIO  
in LOUISIANA**

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

**FOR IMMEDIATE DELIVERY IN LOUISIANA**

**WRITE, WIRE OR PHONE**

**F. E. DOWNS**

808 Carondelet Street New Orleans, La.

of the General Distributing Company, Dallas, and Leonard Goldstein, T & C Distributing Company, Cincinnati.

Clarence Bayne, United States Vending Corporation, has been spending most of his time recently on the road in behalf of the firm's new air-conditioned candy machine. Clarence was absent from his Chicago headquarters all last week, traveling thru the South. He'll be back Tuesday (13) but not for long. Meanwhile, USVC reports enthusiastic response to their unit and, with summer coming on, increased interest is being displayed in the air-conditioned vender.

Fred Mann, Aireon's Midwestern regional manager, continues to burn up the rail and air ways with his travel schedule. He was scheduled to leave for Milwaukee the beginning of this week, then continue on to Cleveland for the Ohio State Phonograph Owners' Association meeting Wednesday (14), return to Chicago to catch up on his mail here, then again head north, winding up in Minneapolis to attend the four-State convention in the Twin Cities. Fred is also working out a series of operator-schools to be held in the various cities he covers for Aireon.

William Rabin, Filben president, is spending more time in the air than he is on the ground these days. Bill returned from the East last week to work on the showing schedules for the firm's new Maestro '48 juke box, but Friday he was back in the air, this time winging his way to Miami where he had scheduled a series of meetings over the week-end, and was due back in Chicago by Monday (12). Sam Drucker, meanwhile, has also been doing a lot of traveling in connection with Filben business. Sam spent last week-end in St. Paul with Jack Carter, Midwest Distributing Company, setting up a showing in the Twin Cities for the Maestro.

Bob Soper, sales manager for Self Service Laundries, distributors of the Wilcox Gay Coin Recordio in this area, reports good response to the coin-operated voice recorder. Self Service, which is headed by Walter Graham, is marketing the recorder as a service vender. Graham and Soper claim that the recorder's many uses as a voice letter writer both for use by business firms and for writing personal letters home has great play appeal. . . . Even coinmen not interested in the music field put in an appearance at the Seeburg showing held by the Atlas Music Company in the Stevens Hotel. Genial Eddie Ginsburg, head of Atlas, was never too busy to explain in detail the operation of the Select-o-Matic. His staff was also exceptionally co-operative.

Regional exchange office here of the Army Exchange System takes a very enlightened view toward the location of vendors on army and air force installations located within its 12-State sphere. The considered of prime value as a morale booster, the automatic merchandisers provide an excellent source of revenue. . . . Riverview Park, one of the leading amusement parks in the Midwest States, is getting ready to do a renovating job in preparation for the coming season which opens late in May.

Cigarette vender operators attending the NATD convention will be entertained by both Diamond Match and Universal Match. Diamond will hold an open-house type of cocktail party, while Universal will put on its annual corn beef party, with both events scheduled for the Palmer House's Red Lacquer Room. One of the top features of the two match firm parties is that out-of-town ops usually get a better chance to meet each other and talk shop under pleasant surroundings.

Some game manufacturing firms report that altho parts are still reaching

them in steady quantities, a prolonged coal strike could change the parts picture. Virtually all coin manufacturing firms in this area have been asked by the Department of Commerce to fill out questionnaires regarding their production capacities. . . . Several local coinmen plan to attend the Ohio State Phonograph Owners' annual convention in Cleveland's Hollenden Hotel Wednesday (14).

**Twin Cities:**

(Continued from page 112)

Doug Gleason, of Atlas Sales Company, Minneapolis, was catching his breath last week following a showing at the Northwest Sportsmen's Show of merchandise in his other business—fishing lures. . . . Lyle Kesting, Bellingham, Minn., operator, who was here shopping, reported he is pleased with operating five-ball games with the new flippers. . . . Milo Whisman, Iron Range operator, has moved his headquarters from Hibbing to Virginia, Minn. . . . Nels Nelson, Hy-G Music Company salesman, is off the road and taking a postman's holiday—traveling to Chicago to visit his people there.

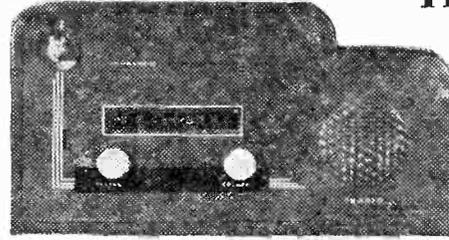
The State tax commissioner reports that cigarette taxes collected in March were \$658,581.68, bringing to \$6,115,643.10 the excise collected since the levy went into effect last July 1. . . . A. E. Coddington, Minneapolis operator, is recovered from a flu attack and back taking care of his locations. . . . Flu victim last week was Sid Levin, of Hy-G Music Company. . . . Phil Smith, already operating in Iowa and in Fargo, N. D., is starting route operations in Minnesota—"40 miles from the Twin Cities"—he told Minneapolis-St. Paul jobbers whom he visited this week.

A. E. Oberg, Grand Forks, N. D., operator, is back from his annual vacation trip to Hot Springs. . . . A weekly visitor is Pete Vanderheid, Dodge Center, Minn., coinman. . . . Herman Paster, head of Paster Distributing Company, St. Paul Wurlitzer distributors, was due at his desk last week-end following a vacation with his family in Florida. . . . Bob Addington, Minot, N. D., operator, reported by telephone to the Twin Cities that Minot and Bismarck are snowed in again with a 12-inch fall of the white stuff. . . . Van Middlemas, of Bismarck, due in Minneapolis to pick up a load of scales, couldn't make it because of the snowfall.

Rumor has it that Ted Seligman has left Twin Ports Sales, Minneapolis, and is dicker to go back with Mayflower Distributing Company, where he worked several years ago. . . . Eddie Holman, of Minnesota Machines Company, reportedly placing several diggers in Minneapolis locations. . . . Hy-G Music Company is enjoying considerable action on Watling scales. Hy Greenstein said. . . . Rudy G. Greenbaum, general sales manager, and Fred Mann, regional sales manager for Aireon, are due in this week to attend the coin machine show at the Radisson Hotel, Minneapolis. . . . Ken Willis, Aireon sales manager for Nebraska and Iowa, was visiting Bush Distributing Company, Aireon jobbers here, on whose sales staff he once was.

Among visitors last week were Don Hazelwood, of Aitkin, Minn., and Walter Hugelback, of New Hampton, Ia., buying five-balls; L. A. Anderson, Hudson, Wis.; Frank Davidson, Spooner, Wis.; Charles Kopacek, La Crosse, Wis.; L. Chiepiowski, Bangor, Wis.; L. J. Savard, Red Lake Falls, Minn.; Jerry Hartwig, St. Cloud, Minn.; Carl Peterson, Fergus Falls, Minn.; Frank Phillips and Don Ehm, Winona, Minn. . . . Bob Murphy, show window columnist for The Minneapolis Star, went all out in a recent pillar extolling Seeburg's new SICM, claiming that the device can do everything but cook and cuddle.

# Did You Know...



**TRADIO**, America's finest coin-operated radio, has been priced at a new low of \$49.95 to give you the fastest possible return on your investment.

★  
**TRADIO** the new Tradio—features an easy-to-read slide rule dial and an outside coin box which simplifies collections.

★  
**TRADIO** now boasts added strength and rigidity; a more compact chassis and Tradio's exclusive trouble-free timer.

Buy **TRADIO** and be sure!

ORDER NOW for immediate delivery  
**WRITE Dept. A-4**

**TRADIO, Inc.** ASBURY PARK, N.J.  
Telephone ASbury Park 2-7447-5-9

## WHILE THEY LAST!

1946 ROCK-OLA, 1422, LIKE NEW . . . . \$329.00  
SEEBURG LOTONE, PROFESSIONALLY REBUILT . 269.50

**WIRE ORDER IMMEDIATELY**

**OTHER BARGAINS**

COMPLETE, IN WORKING ORDER, BUT NOT REBUILT

WURLITZER	SEEBUG	ROCK-OLA
950-850-800 . . . . . \$219.00	Hitone, RC . . . . . \$149.50	Commando . . . . . \$127.50
780 . . . . . 224.50	Hitone, ES . . . . . 139.50	Super & Master . . . . . 127.50
500 . . . . . 119.50	Commander, Cadet, . . . . . 149.50	DeLuxe . . . . . 107.50
600 . . . . . 99.50	Classic, Major, etc. . . . . 109.50	Standard . . . . . 107.50
24 Victory . . . . . 79.50	Plaza, Vogue . . . . . 89.50	Twin Twelve . . . . . 69.50
616, Ill. . . . . 59.50	Regal . . . . . 89.50	5-Wire Cellar Job . . . . . 69.50
616, Plain . . . . . 49.50	Casino . . . . . 89.50	Rock-Ola Spectravox, rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console . . . . . \$99.50
61 . . . . . 64.50	Royal . . . . . 69.50	
Cellar Unit . . . . . 79.50	Rex 30-Wire Cellar Job . . . . . 69.50	

**Above Phonographs Rebuilt**

Mechanism overhauled, cabinets refinished, amplifier reconditioned, tonehead renewed

**UNCONDITIONALLY GUARANTEED**

\$35 ADDITIONAL PER MACHINE

**WALL BOXES** Seeburg: S-20-1Z, \$3.95; W5-2Z Wireless, \$19.50; D5-20-1Z 3 Wire, \$15.00. Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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**SEEBUG** FACTORY DISTRIBUTORS  
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**ARCADE OUTFITTERS SINCE 1912**  
Best Arcade & Location Equipment in Stock

**NEW**  
Art Shows (Shipman), Gorgeous Girl Models \$ 49.50  
Hot Popcorn Vendor (Hawkeye) 175.00

**BASEBALLS**  
Big Inning & Heavy Hitter (Bally) Write  
Pitch 'Em and Bat 'Em (New Scientific) Write

Camera Chief \$ 19.95  
Grip Motor (American) 175.00  
Scale (Mercury) 195.00

**USED**  
Factory Reconditioned—Old Reliable Money-Makers—Modernized With the "New Look"—at Pre-War Prices.

**BASEBALLS**  
Western \$ 75.00  
Western DeLuxe 110.00  
Battering Practice (Scientific) 95.00  
Upright (Scientific) 75.00

Grandmother (Can't Tell From New) \$150.00  
Punching Bag (Muto.), With New Bag & Bladder 165.00  
Punching Bag (Mills), With New Bag & Bladder 125.00  
Mutoscope With Reels, Sign & Frames 65.00  
Name Plate (Roovers) 110.00  
Basketball (Scientific Upright) 95.00  
Scale (Kirk Astrology) 95.00  
Scale (Waiting Large Dial) 45.00  
Scale (Waiting Guessing or Fortune Telling) 65.00

**COMPETITIVE GAMES—2 PLAYERS**  
Racer (Bally) \$ 95.00  
Racer (Stoner) 95.00  
Racer (Chester Pollard) 150.00  
Hockey (Seeburg—Muto.) 75.00  
Santa Anita Handicap 185.00  
Knockout Fighter 75.00  
Basketball (Peo), With Base Cabinet 75.00

**FREE! May, 1948, Illustrated Catalog**  
New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

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610-514 W. 34th St.  
N. Y. 1, N. Y. (Bryant 9-8677)

**ARCADE MACHINES**

Voice-O-Graph, like new.....\$1,200.00  
Voice-O-Graph 900.00  
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Atomic Bomber 200.00  
Bally Undersea Raider..... 175.00  
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Champion Hockey..... 150.00  
Mutoscope Punching Bags (2).. 150.00  
Night Bomber..... 125.00  
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Mutoscope Sky Fighter..... 75.00  
Life League..... 65.00  
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Strike the Clock..... 45.00

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

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**Coin Collection Serves as Guest Register in S. D.**

SIOUX FALLS, S. D., April 10.—If he wanted to, City Treasurer Ed Carey, of Sioux Falls, could play billiards in any pool hall east, south, west and north of here; he could ride on almost any city transit service in the United States, and he could start a foreign coin collection.

All of those items, in addition to the regular coins, have been taken from Sioux Falls parking meters. So far, Carey has gleaned from the meters coins from India, Norway, Japan, China, Italy, Germany, France, Canada, England, Mexico, Belgium, Argentina, New Foundland, Palestine, Liberia, Egypt, Holland, Denmark, and even Russia.

In addition to at least 1,000 broken, punched, beaten and battered pennies and 100 nickels in similar condition have been removed from the coin boxes since the installation of meters in January, 1947.

**Portale Forms New Portland Distrib Firm**

PORTLAND, Ore., April 10.—Robert (Bob) Portale, well-known Northwest coinman, has announced the opening of a new distributing agency here. The new firm, to open offices about May 1, will be known as the Maport Distributing Company and will act as jobber and distributor for coin-operated games and phonographs, Portale said.

Portale was for two years outside representative for the M. S. Wolf Distributing Company, Seattle, and was made general manager of the Portland branch of this firm in May, 1947.

Maport Distributing Company will feature Filben Mirrocle Music as well as other lines of amusement machines and phonographs.

**J. A. Gilmore Quits As CMI Secy.-Mgr.**

(Continued from page 97)  
years spent in association work, especially in the oil field.

After joining CMI he traveled extensively, attending many State and city meetings of operators.

With the outbreak of World War II, Gilmore, after CMI had decided to disband its activities as manufacturers in the field were converting their facilities for production of war materials, joined the National Hardwood Lumber Association, where he managed a major membership drive for the association.

In September, 1945, when CMI again resumed its activities, Gilmore returned as secretary-manager, and took up his duties at the point where he left off with the advent of war. On April 2, 1946, the CMI recognized his service by electing him a member of the board of directors for three years. He still had one year to go when he tendered his resignation.

Following the acceptance of his resignation, Gilmore said he had no immediate plans for the future, beyond his desire to take a much-needed rest. After that, he indicated, he would either enter business for himself, or possibly take another position in the trade association field.

**Coin Parts Flow Eases; Market Starts Slowly**

(Continued from page 97)

level. When this awaited demand did not return towards the end of January and well into February, several makers of home appliances whose production schedule had been stepped up gradually over a long period of time immediately felt the affects of the stiffened market. This was particularly true of producers of lower-priced radios, and a few were forced to close their plant doors.

**Radio, Juke Output Off**

With the lessened output by home appliance manufacturers and the drop in production of radio builders, suppliers of these industries were left with heavy surpluses of electrical component parts, many of which are readily adaptable to the building and maintenance of coin machines. This competition from suppliers of the general appliance and radio supply field had the effect of throwing heavy stocks of electrical components on the open market, a factor readily grasped by coin machine manufacturers. Another contributing factor from within the coin machine trade itself was that more than one juke box maker cut his music machine production schedules while others stopped production lines altogether at least for a temporary period. Naturally less demand from within the field itself loosened the tension on parts channels.

Another factor weighing heavy on the flow of materials for coin machine output is that the demand for certain types of furniture which started slackening toward the end of 1947 became more pronounced in early 1948. This material is of a type that is usable for cabinets on both amusement games and some music machines.

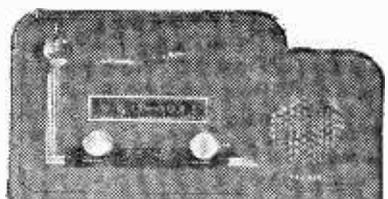
Sheet steel, a product in constant demand by producers of candy, hot coffee and soft drink venders, has been considered a hard nut to crack during the post-war era because of the tremendous use this product has in automobile construction. However, steel authorities claimed this week that the alleged gray market value of sheet steel has slumped approximately \$80 a ton recently, with a scant number of buyers taking advantage of the drop. The reason that this product has become devaluated to such an extent is that sheet steel output has picked up noticeably in the past months. Two factors that could again make the alleged gray market more profitable in a short time are the continuance of the soft coal strike for any appreciable period and re-entry of production for the military by producers of sheet steel producing concerns.

One item pointed to as short and that will remain under demand at least for the remainder of the year is aluminum. Produced chiefly in two areas—the Tennessee Valley and the Columbia River Valley—aluminum reduction processes have been sharply curtailed because both producing regions have been hit by severe drouths recently, which in turn caused a drop in the use of electricity in both areas and decreased aluminum reduction.

**Evanston Installs Meters**

EVANSTON, Ill., April 10.—Installation of 750 parking meters was started here Wednesday (31), after the city council authorized coin meter parking January 29. Current installation is first of proposed total of 1,100 meters to "lick the suburb's growing parking problem." City officials estimate that the annual meter revenue will hit \$70,000 to \$80,000. This will be used for purchase of city-owned parking lots, it is claimed.

**INTRODUCING**



**the NEW TRADIO**  
in TEXAS & NEW MEXICO

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

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Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

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Dallas, Texas

**THE ORIGINAL**

**NICKEL NUDGER**



PRICE FORMERLY \$9.85  
**NOW \$3.45**  
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**WESTERN DISTRIBUTORS**

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**GOTTLIEB DAILY RACES**  
Clean .....\$225.00 ea.

**ROUTE FOR SALE**

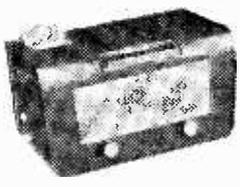
**BEST OFFER TAKES**  
Doing better than \$250.00 per week in Hudson County, N. J.

11 AMT's; 3 Rock-Glas, Model 1422; 1 Seeburg Hideaway, 1948 Model with 2 new 5-10-25¢ Bar Boxes; 1 Seeburg 8500 A.C. with 5 Bar Boxes; 2 Seeburg Vogue; 1 Seeburg Classic R.C.; 11 Wurlitzer 500 R & K; 2 616; 1 312; (off location); 2 Seeburg 8800 Hi Tones; 2 500K; 1 24.1 Seeburg Classic; and 1 AMI Singing Tower.

To be included are:  
2 Genco Play Balls, 1 Tri Score, 1 Tally Roll, 1 Total Roll, 1 Surf Queen, 1 Big League, 1 Gun Club, and 6 Skee Balls, 2 off location.

Must be sold. Leaving town. Submit offers to:  
**SOFTONE MUSIC CO.**  
903 CLINTON ST. HOBOKEN, N. J.

**S-T-E-A-D-Y PROFITS**



**CORADIO**  
COIN OPERATED RADIO  
108 W. 31st St. N. Y. WISCONSIN 7-5902

### No Parking Room

MITCHELL, S. D., April 10.—A youth was released without charges here recently after police found a parking meter in his room. The youth said he had found the meter in the street and had taken it to the room to show his friends.

## Marvel Starts Deliveries on New Five-Ball

CHICAGO, April 10.—Leap Year, the new five-ball game being produced by the Marvel Manufacturing Company here, is being delivered, Eed Rubenstein, Marvel president, and D. A. Wallach, sales manager, announced this week.

Marvel's latest product is highlighted by an outhole feature which is specifically designed to give the players peak interest until after the final ball in each game has come to a complete stop. Reason for this is that it is entirely possible for the player to record 240,000 points after the last ball drops in the outhole if the player has built up the bonus score and skillfully made use of the new game's filpper bumpers.

#### Bonus Wheel

Bonus wheel on the new game goes to 50,000 points, is built up in 10,000-point blocks. A kick-out pocket in the center of the playfield advances the bonus wheel 10,000 points and adds 10,000 points on the regular scoreboard. Leap Year also includes a scoring feature wherein it is possible for the player to try for extra points each time the regular scoreboard is at 5,000-point denominations.

On this new Marvel game, the player, with the aid of skill, must put out the words "leap year" as they appear on the scoreboard. This is accomplished by going thru key roll-over switches in the center of the playfield. After the player has successfully accomplished this feat he has a good opportunity to win many extra points.

#### Improved Outhole

Outhole feature on Leap Year is an improved version of this Marvel special scoring feature on a previous game. Main improvement is that the outhole has six holes, compared with five before. This added hole makes the play of the game run in smooth fashion.

Marvel has Leap Year equipped with either the conventional single coin chute or with the firm's specially developed "plus-four" coin chute that has proved popular with operators and players alike. In the plus-four coin chute the player has a choice of inserting one to four nickels in the playing of a single game. Player inserting two nickels for one game must attain a lower point score to win replays. The more nickels the player inserts, up to four, the lower is his replay winning score. For instance, in the current game, 550,000 points win one replay on the insertion of a single nickel, whereas if the player made the same number of points playing two nickels he would win two replays, or three replays for three nickels and finally four replays on four nickels. Other winning scores are also scaled to give a graduated number of replays according to the number of nickels inserted.

### Ga. Town Tries Meters

SANDERSVILLE, Ga., April 10.—Parking meters installed here during the last two weeks went into operation this week, city officials announced. Meters will be given a trial for six months and, if popular with merchants and public, will be retained.

## Reorganized Allite Mfg. Readies New Bowling Game

LOS ANGELES, April 10.—A new automatic scoring and pin-setting bowling alley, claimed to be the only device of its kind, is soon to be released under the name of Allite 1948 Bowling Alley. Manufactured by Allite Manufacturing Company, the former manufacturers of Strikes "N" Spares, the machine will be 14 feet long, 33 inches wide and have approximately 30 features.

A spokesman for Allite, reorganized and operating under new management, said that the new game will have all-metal spring pins weighing only 4½ ounces each and in durable chrome finish so that they will not chip or break. The new pin maintains all of the suspense noise but is deadened a point, and the manufacturers believe it is a selling point to locations.

Bowling alley has a new cable stressed at 600 pounds per square inch, working on a flanged pulley, thus eliminating cable jump. Cables are fully spring covered to assure long life. The pin release switch has been eliminated with a simplified design of the cable spring touching the contact ring. There are no moving parts.

In designing this game, actually 220 parts less than were used in Strikes "N" Spares are used, which allows for a minimum of working parts in the pin pulley units. The shock factor in the pin pulley has also been reduced 300 per cent. The unit is easily accessible from service doors on each side of the cabinet.

The game will also feature an all-metal tubular shield over the front end of the game, scoring field and with full protection the full length of the alley. The front shield also serves to reinforce the front end of the cabinet along with the reinforced locking system. Another "front" improvement is the alley cushion. An additional over-all protection is secured with a time clock set to cut all electric current 1½ minutes after the last setting of pins. A new foul line stand is included with the machine to insure player's standing close to machine.

### Penn. Ops Request Lower Games Taxes

LANCASTER, Pa., April 10.—Enactment of a \$20 annual city tax on pinball and juke box machines will cause local distributors to withdraw half of their locations, representatives of the amusement machines told a recent meeting of city council here, and asked the council to lower the proposed tax rate.

In fighting the tax, the juke box distributors were legally represented by Charles W. Eaby Jr. Eaby also asked that the proposed tax on music machines be lower than the levy on pinballs.

The attorney told council that Lancaster now has about 125 juke boxes in operation. If the levy is reduced to \$10 a year, Eaby said, about 20 per cent of the locations will be abandoned.

Ralph M. Barley, representing pinball operators, cited the advanced costs of the machines, and said that an amusement game now costing \$230 remains in service for about one year. Both industry spokesmen predicted that when television machines appear in the city, business on pinballs and juke boxes will drop 50 to 60 per cent, because operation of the machines mar television reception.

Mayor Dale Cary told the 10 operators and their counsel that "your objections will be given every consideration before the bill is called for final reading."

Allite also declared that a 16 to 18-ounce ball will be used. The game has a new simplified ball lock-out that locks open during the entire game. The roll-over switches are in a dustproof container and factory adjusted. Ball returns in an all metal rail trough.

In improving the coin mechanism, Allite engineers have arranged for the coin to trip the game instead of the coin chute, thus eliminating player control. Money box is separately locked. Scoring unit features metal ratchet gears.

The firm will manufacture the new game on a limited basis. On special order, the machine will be divided thru the head so that it will pass thru a 30-inch door.

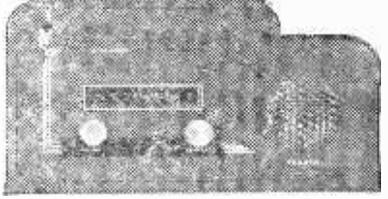
### Ask Return of Cash From Lodge Bells

PHILADELPHIA, April 10.—Representatives of local fraternal lodges, in whose clubrooms city hall authorities recently seized more than 30 bell machines, are making vigorous demands for the return of cash contained in the machines. Thru prominent city officials who are also members of the lodges, the fraternalists are insisting that the bell machines were maintained to assist welfare funds and that the cash cannot be called "gambling evidence."

One question to be answered is what happened to the money, said to total several thousand dollars in all, and to produce records that would show whether the cash was deposited with the city treasury. The bells were of the 10, 25 and 50-cent variety and were recently removed from the lodge rooms reportedly after a number of complaints had been received that the machines were operating.

Lodge officials said they began asking various police officials about the money in bells and when they got no response, took up the matter with city officials who happen to be lodge brothers. These city officials made no promises, but it is understood that they, too, began to ask questions about what happened to the money that was in the machines. They wanted to know whether it was in the custody of the chief clerk of the department of public safety or was turned over to the city treasury. Thus far, it is reported that their questions have gone unanswered.

**INTRODUCING**



**the NEW TRADIO in NEW YORK**

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

**FOR IMMEDIATE DELIVERY IN NEW YORK WRITE, WIRE OR PHONE**

**Tradio Corp. of New York**  
377 Fourth Avenue New York 16, N. Y.

**UNITED, MILWAUKEE**

is now in new quarters at  
**3754 W. VLIET**  
Phone: West 3224

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**United Coin Machine Company**

**TUBES**

6J5 . . . . .	45	60%
5Y3 . . . . .	38	OFF
6L6C . . . . .	91	
2051 . . . . .	45	All Other
6C4 . . . . .	29	Tubes

**ENGLISH Sales Co.**  
620 Randolph Street Chicago 6, Ill.  
Andover 6604

**SCOOP**

**BRAND NEW POPCORN MACHINES TO SETTLE CLOSE-OUT INVENTORY. LIST PRICE \$750.00 EA.**

**OUR PRICE—\$199.50**

Floor Model, Kettle Type. Specifications: 54" high, 44" long, 29" deep. Chrome trimmed exterior. Shipping weight: 560 lbs. each. Full amount with order. Deduct 2%. First come, first served. Guaranteed satisfaction. Wire for actual photo. Immediate shipment (specify rail or truck freight).

**P. K. SALES CO.**  
507-509 WHEELING AVE. Phone: 3-2941 CAMBRIDGE, OHIO

**THANKS FOR BEING PATIENT**

WE ARE NOW FILLING ORDERS AND CAN PROMISE DELIVERY WITHIN ONE WEEK ON

**GOTTLIEB CINDERELLA and EXHIBIT BANJO** MEMBER

ATTENTION, OPERATORS IN MISSOURI AND ILLINOIS, WE CAN NOW FINANCE YOUR PURCHASES ON EASY TERMS.

**OLIVE NOVELTY CO.**

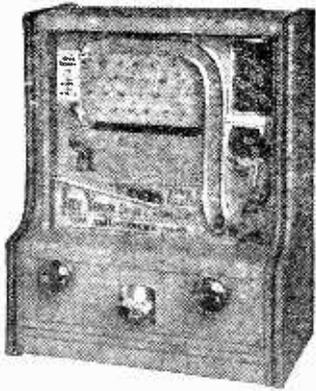
2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)

**GIVE TO THE DAMON RUNYON CANCER FUND**

NOW DELIVERING  
THE NEW 1948  
MODEL

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR  
INVESTED THAN ANY GAME MADE!

5 Balls **\$37.50** F. O. B.  
For One Cent CHICAGO

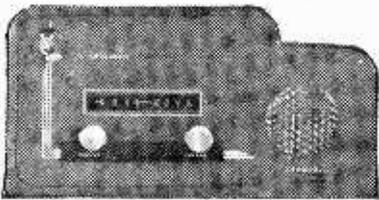
5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money  
Back If Not Satisfied. You Keep Receipts!

**BAKER NOVELTY CO.**

Headquarters for Slot Machines  
and Bakers Pacers  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## INTRODUCING



the **TRADIO**

in OKLAHOMA & ARKANSAS

It's a dream radio from the word go. It  
incorporates everything our operators have  
asked for during the past two and a half  
years. What's more, the new TRADIO is  
priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled  
T-R-A-D-I-O — is even better. That's  
why there are more TRADIOS installed  
throughout the country than any other  
coin radio.

FOR IMMEDIATE DELIVERY IN OKLAHOMA  
AND ARKANSAS

WRITE, WIRE OR PHONE  
**THE MILSHANE CO.**

P. O. Box 565 Ardmore, Oklahoma

7 Rock-Olas, Model 1422, Like  
New. Each ..... \$350.00

5 Advance Rolls, Perfect Condi-  
tion. Each ..... 125.00

3 Wurlitzer 600's. Each..... 125.00

**Noonan Amusement Co.**  
270 West Fordham Road Bronx, New York

## Record Reviews

(Continued from page 28)

RATINGS  
(100 Point  
Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

**CHUCK FOSTER**  
(Tommy Ryan)  
(Mercury 5125)

*Dardanella*  
Nice bass pattern beneath  
good ensemble and vocal  
work on standard.

*Who Put That Dream in  
Your Eye?*  
"Near You" rhythm get-  
ting to be a trademark  
with sweet bands. Mass  
choral just fair, but  
Ryan and piano set-off  
hold up.

**SNOOKY LANSON**  
(Mercury 5124)

*What Do I Have To Do  
(To Make You Love  
Me)?*  
(George Barnes  
Quartet)

Snooky's following is  
strong and climbing.  
This is fine for what  
it is.

*The Dream Peddler*  
(Owen Bradley  
Quartet)

More good Lanson styl-  
ing on pretty ditty.

**GUY LOMBARDO (Don  
Rodney)**  
(Decca 24402)

*Spring in December*  
Purty reminiscent mel-  
ody with routine lyric  
idea. Lombardo tune-  
and-tempo tidy as ever.

*At a Sidewalk Penny  
Arcade*  
Lombardo never changes!  
A tuneful melody.

**STAN FREEMAN**  
(Rainbow 10030)

*Sweet Leilani*  
Piano study by a capable  
kid.

*Ain't She Sweet*  
More pop piano virtu-  
osity. Well played.

**JOE LOSS ORK**  
(Howard Jones)  
(Victor 20-2819)

*Teresa*  
A little heavy on the vo-  
cal but orking is neat  
and melodic.

*Manana*  
(Elizabeth Batey)  
Too much Beatrice Kay  
stuff, not enough L-A  
inflection. Late to cash  
in on Peggy Lee's over-  
pour.

**TOMMY DORSEY**  
(Harry Prime-The  
Clark Sisters)  
(Victor 20-2779)

*Evelyn*  
Another "gal" tune.  
Prime can sing and TD  
has taste but tailoring  
can't improve the cloth.

*The Miracle of the Bells*  
(Stuart Foster)  
If it's a hit, it's a mir-  
acle.

**PHIL HARRIS**  
(Victor 20-2821)

*Deck of Cards*  
Dramatic recitation of  
old religious allegory  
(that didn't come out of  
World War II). Misses  
the folksy flavor of the  
Phil Harris ork other  
versions but it's good.

*Somebody Else—Not Me*  
More like Philliste. Cute!

POPULAR

75	77	75	77
79	79	77	81
78	78	78	78
78	78	78	78
76	74	78	76
75	73	77	75
65	70	60	65
75	78	70	73
78	76	78	80
76	72	79	77
60	65	50	65
50	50	30	40
80	77	80	85
83	83	82	84

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

**JACK PATTON**  
(Gold-Tone 1000-G)

*The Old Painted Desert*  
Dull nasal Patton piping,  
yodel, of fair Western  
tune.

*Cowboy's Polka*  
Patton's difficulty in  
pronouncing r's very  
evident here in chanting  
of gay polka.

**ERNEST TUBB**  
(Decca 46091)

*I Hate To See You Go*  
Tubb's tonsils caress la-  
ment in mournful mode.  
Some fancy guitar work  
here, too.

*Time After Time*  
Folk warbler again does  
well, chanting stronger  
sob-ditty. Backing again  
rates mention.

**JOHNNY BOND**  
(Columbia 38160)

*John's Other Wife*  
Novelty happily executed  
by Bond with good group  
vocal and instrumental  
aid.

*Oklahoma Waltz*  
Romantic Bond warbling  
of above average hill  
waltz.

**AL DEXTER AND HIS  
TROOPERS**  
(Columbia 38168)

*I'm Leaving My Trou-  
bles Behind*  
Dexter's twangy tones  
amble thru rhythm la-  
ment. Nice blend of  
folk fiddling and full  
orking.

*Rock and Rye Rag*  
Good fiddle, accordion,  
piano, guitar solos fea-  
ture well-paced folk in-  
strumental.

RACE

**EDDIE SUGARMAN  
PENIGAR BAND**  
(Victor 20-2775)

*Yes, That's a Woman*  
(E. George Layne)  
An anomaly. Restrained,  
tasty blues in the shout-  
vein. Good, with feeling.

*Please Stop Your Low  
Down Ways*  
(Eddie Penigar)  
Louis Jordan style of  
backing. Penigar vocal  
not up to Louis.

**THE BEALE STREET  
BOYS**  
(MGM 10141)

*Teach Me, Teach Me,  
Baby*  
Clean-cutting quartet  
work. These boys can  
push the Mills, Spots or  
Ravens.

*Why Does It Have To  
Rain on Sunday?*  
Ballad tempo harmoniz-  
ing with the boys still  
clean and impressive.

**ROSE MURPHY**  
(Majestic 1271)

*Honeysuckle Rose*  
Chi-chi's back with an-  
other oldie; lady plays  
fine piano—gets tremen-  
dous beat—and sings in  
that nickel drawing  
squeaky voice.

*Sweet Georgia Brown*  
Mostly instrumental;  
good but not as spirited  
as the other side.

**T-BONE WALKER**  
(Black & White 125)

*I Want a Little Girl*  
Walker sings and plays  
engagingly thru this old  
race tune.

*T-Bone Jumps Again*  
Instrumental featur-  
es Walker's twangy guitar  
and some fine Bumps  
Meyer tenor.

44	46	48	40
31	28	36	30
75	75	70	79
79	79	76	81
82	83	80	84
78	79	76	79
78	78	76	80
80	81	79	80
85	88	80	85
72	65	70	80
86	86	84	88
75	77	70	79
84	88	80	84
78	78	79	77
71	72	68	72
65	65	60	70

**Eagle**  
REPLACEMENT  
PLASTICS

- SOLID COLOR
- TOUGH CONSTRUCTION
- PERFECT FIT
- TOP QUALITY
- LOW COST

Strongest, toughest con-  
struction . . . almost  
¼" thickness. Solid  
colors through and  
through — not sprayed  
or painted.

**Eagle Coin Machine Co.**

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Chicago 22, Illinois  
Phone Michigan 1247

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GUARANTEE

### EXCELLENT OPPORTUNITY FOR TOP SALESMAN.

Must have sales and promotional ex-  
perience in phonograph business; some  
operating background preferred. Write  
Box D-271, c/o The Billboard, Cincinnati  
22, Ohio, stating qualifications and  
references.

"P. S." MEANS  
PROFIT SURPLUS  
With "PRO-SCORE"

See your local dis-  
tributor or write us  
for details. Write  
today.

**GEORGE PONSER CO.**  
158 E. Grand Ave. CHICAGO 11, ILL.  
Phone: Superior 4427

**SPRING SPECIAL!**  
**ABT CHALLENGERS**  
1948 MODELS, SLIGHTLY USED  
**\$29.95 EACH**

WRITE — WIRE — PHONE  
1/3 Dep. With Order—Bal. C. O. D.  
Write for Catalogue.

**WEST SIDE DISTRIBUTING CORP.**  
698 Tenth Ave. (49th St.), N. Y. 18, N. Y.  
Phone: Circle 6-8464

**FOR SALE!**  
**POKER  
GAMES**

34 Tables and  
**COMPLETE ARCADE**  
Established Coney Island Boardwalk.  
Excellent Income.  
**\$25,000.00 FOR EVERYTHING**  
Terms  
**EMPIRE AUTOMATIC CORP.**  
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Phone: BUckminster 7-7300

**ATTENTION SHOWMEN, CARNIVALS AND COIN MACHINE OPERATORS!**

Guaranteed Closeouts in Reconditioned and New Equipment. Phone or Wire Order.

1 A.B.T. Six Gun Rifle Range, complete. Original cost, \$1,500.00. Closing out for only \$450.00

2 Pre-Flight Trainers, 25¢ slot, used less than 3 months and first class. Ea. 100.00

2 Seeburg Jap Guns, with conversion, recently refinished. Each 69.50

1 Fist Striker, 5¢, used 80 days. Each 125.00

2 Mutoscopes, 5¢, with reels & stands. Each 45.00

2 1947 Evans Ten Strikes, like new. Ea. 165.00

5 Mutoscope World's Fair, 2¢ Card Venders, with base. Each 35.00

1 Exhibit Double Unit, 1¢ Card Vender, with base 45.00

4 Chicago Coin Hockey. Each 69.50

1 Chicago Coin Goatee 135.00

1 Brand New Spotlite 99.50

10 Brand New Exhibit Ideal 1¢ Card Venders, with 1000 cards. Each 24.75

6 Factory Rebuilt and Refinished Panorams, either individual or open screen. Write

4 Used Panorams. Write

2 Slightly Used Post-War DeLuxe Photomatics—2 slightly used Voice-ographs. These 5 pieces like new. Write

4 Used Late Model Vitalizers. Each 125.00

6 Refinished Wood Cabinet Vitalizers, 1¢ or 5¢ slot. Each 85.00

1 Brand New Bat-a-Ball Senior 65.00

12 Post-War A.B.T. Challengers, good condition. Each 11.50

48 Post-War A.B.T. Challengers, perfect condition, single 24.50

Lots of 5. Each 21.50

1 Pitch-Em, 1¢ 8.50

1 Pikes Peak, 1¢ 9.50

12 Gottlieb 3-Way Grippers. Each 17.50

5 Pop-Ups, 1¢. Each 10.50

12 Brand New Junior League Bat-a-Balls, with stands. Each 16.50

4 Brand New 5¢ Hi-Fly. Each 25.00

1 New Challenger Hot Nut Vender, with stand 45.00

1 New 10¢ Cigar Vender 31.50

2 Keeney 5¢ Super Bells. Each 75.00

1 Brown Cabinet Paces Races 85.00

1 Zoom, 1¢ 7.50

1 Baker Lucky Strike thoroughly reconditioned 8.50

Also the following thoroughly reconditioned Five-Balls:

3 Snappy, 2 Exhibit Stars; 1 each Broadcast, Zip, On Deck, Air Circus, Zomble, St. Moritz, Silver Spray, Knockout, Play Ball, Jolly, Band Wagon, Southpaw, All American, Sky Line, Star Attraction, Velvet, Sport Parade, Alert and Venus. Your choice. Each \$ 19.50

Six for 100.00

1 Sea Breeze 69.50

2 Double Barrel. Each 39.50

2 Step-up. Each 49.50

1 Big League 49.50

1 Streamliner 39.50

1 Canteen 44.50

1 Surf Queen 44.50

9 Post-War Vest Pockets. Each 45.00

3 Post-War Columbia Twins. Each 67.50

1 Jennings 5¢ Chief 65.00

1 Post-War 10¢ Watling Rotatop, used 60 days 95.00

Terms: 50% Cash With Order, Balance C. O. D.

**THE VENDING MACHINE COMPANY**  
207 Franklin St. Fayetteville, N. C.

**WANTED**

**SEEBURG } CONVICTS } CHICKEN SAM**

Must be complete with all parts

Will Pay \$30 Each—F. O. B. Write for Shipping Instructions Your City

**Coinex CORPORATION**  
1346 ROSCOE ST. CHICAGO 13, ILL.  
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**SPECIAL CLOSEOUT**

3 5¢ MILLS EXTRAORDINARY \$60.00

2 5¢ MILLS BLUE FRONT 70.00

1 5¢ MILLS PURPLE FRONT 65.00

2 10¢ MILLS CHROME FRONT 80.00

1 10¢ MILLS WAR EAGLE 70.00

1 5¢ MILLS BROWN FRONT 75.00

4 25¢ MILLS BROWN FRONT 85.00

1 10¢ JENNINGS SILVER MOON 90.00

2 1¢ WATLING TREASURY, D.T.P. 20.00

2 10¢ WATLING ROLATOP 60.00

4 25¢ WATLING ROLATOP 60.00

1 5¢ WATLING ROLATOP 55.00

All in good working condition. Money refunded if not satisfied. Cash with order — No C. O. D.

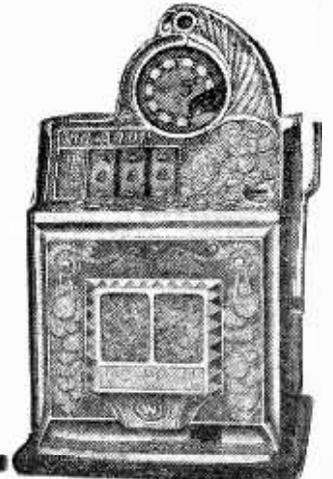
**THE OHIO NOVELTY CO.**  
ASHLAND, OHIO  
PHONE: 1080 MAIN

**ARTIST TUNES LABEL AND NO. COMMENT**

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>RACE</b>							
MARTHA DAVIS (Jewel ON-2003)							
Sarah, Sarah		75	72	72	80		
Miss Davis, now on Decca, sets a solid beat at the keys for her fine novelty singing on an amusing bit.							
When I Say Goodbye		63	62	61	67		
Weak ballad material but the gal really can sing and play.							
GATEMOUTH MOORE (King 4211)							
Don't You Know I Love You, Baby		62	60	60	66		
Lusty blues chanting on an ordinary ditty.							
Hey, Mr. Gatemouth		65	64	62	69		
Plenty of drive in this blues shout. Solid beat, rock-ribbed Moore shout-ings.							
LONNIE JOHNSON (King 4212)							
Working Man's Blues		65	66	62	68		
Earthy labor blues given authentic chant by Johnson.							
I Am So Glad		61	60	58	64		
More ordinary stuff by the veteran guitarist-singer.							
PERLINE ELLISON (Decca 48064)							
Now That Ain't Right		70	67	70	72		
More lyrics set to an old blues now finding favor via a Frankie Laine record—this one's good for race boxes.							
Razor Totin' Mama		66	60	63	74		
Femme blues singer does well with ordinary lyric.							
DINAH WASHINGTON (Rudy Martin Trio) (Mercury 8079)							
Walkin' and Talkin'		66	68	64	66		
Material deficiency doesn't help the talented Dinah.							
West Side Baby		69	66	69	72		
Blues is a little better materially—performance is fine.							
SAX MALLARD ORK (Aristocrat 2001)							
The Mojo		63	69	60	60		
Interesting instrumental with tootled walls set off against L-A rhythms.							
Let's Love Again		32	30	30	35		
Poor vocal on trivial material.							
BUDDY JOHNSON ORK (Decca 48076)							
L'il Dog		65	68	62	66		
Lionel Hampton-like instrumental rocker much of which is pointless.							
Far Cry		68	72	64	69		
Slower tempoed, more imaginative instrumental which displays a much cleaner band than Johnson has ever put on wax before.							
SLIM GREEN (Decca 48074)							
What's the Reason?		37	35	35	40		
Can't think of one why this was issued.							
S-h-i-n-e		48	48	47	50		
Fourth or fifth Decca version of the song—"Fats" Waller-like quality to it but still inferior.							
JOLLY TUNESMITHS (Standard F-14002)							
Tempest		66	61	70	67		
Tunesmiths carouse thru bright paced old fashioned jig.							
Rakes of Mallow		60	57	64	59		
Group styles another jig at same pace as flip, tho rendition a bit too repetitious.							
BROWNIE MCGHEE (Savoy 5348)							
Mabelle		63	62	60	68		
Backroom type blues shout with a firm piano and rhythm backing.							
First and Fifteenth		38	40	33	40		
Material is weak while performance is reversal of form from backside.							

**ARTIST TUNES LABEL AND NO. COMMENT**

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>HOT JAZZ</b>							
CHARLIE VENTURA QUINTETTE (Savoy 663)							
Charlie Comes On		72	72	74	69		
Venturo and Arnold Ross share solo honors in a jumping jazz work.							
Jack-Pot		69	68	74	66		
Mainly Venturo's tenor and good tootling too.							
ELLA FITZGERALD (Decca 24387)							
How High the Moon		87	89	85	88		
Ella's scattling again and it's great. Should clean up in race boxes and do well everywhere else.							
You Turned the Tables		80	80	80	80		
On Me		80	80	80	80		
Scat or straight, Ella still a wonderful singer. Here it's straight with the revived oldie.							
NAPPY LAMARE'S LEEVEE LOUNGERS (Capitol 15056)							
South Rampart Street Parade		63	70	65	55		
Dixieland march identified with the old Bob Crosby ork revived with some of the Crosby cats.							
Mama Inez		72	77	68	72		
Strictly for laughs with Nappy cutting vocal capers and the ork socking it out in rumba tempo with a sock Guy Lombardo-type ending.							
LOUIS ARMSTRONG (Louis Armstrong) (Decca 25355)							
I Can't Give You Anything But Love, Baby		77	80	80	70		
One of the Armstrong classics comes off plenty strong despite its age—it's a reissue.							
Ain't Misbehavin'		78	78	80	74		
Louis did this Waller tune up equally as good. Should still find a hefty audience.							
SARAH VAUGHAN (Jimmy Jones Quartet) (Musicraft 552)							
What a Diff'rence a Day Made		73	79	73	67		
Last year's song rendered with the usual line of appealing Vaughan vocal stunts.							
The One I Love (Belongs to Somebody Else)		75	79	76	70		
Full ork backing and oldie taken at slow tempo makes fine Vaughan fodder.							
MEL POWELL (Capitol 15056)							
That Old Black Magic		76	82	79	66		
Powell, former B. G. keyboard ace, branches out on his own and does an interesting job on the oldie fitted to a boogie figure.							
Anything Goes		68	73	72	60		
Clean keyboarding on the fave showtune which shows the Hines and Wilson influences.							
<b>CLASSICAL</b>							
GUIOMAR NOVAES (10") (Columbia 17522-D)							
Mompou: Jeunes Filles		68	68	68	NS		
Au Jardin							
Novaes commendably plays thru a light melody.							
Philipp: Feux-Follets		70	70	70	NS		
The pianist rolls off a bit of keyboard fluff effectively.							
MINNEAPOLIS SYMPHONY ORK-DIMITRI MITROPOULOUS. COND. (12") (Columbia 12755-D)							
Walton: Overture "Portsmouth Point"		72	74	70	NS		
This is Walton at his most radical level knitting some British folk melodies together in an extremely modern score tonally and rhythmically. Well performed.							



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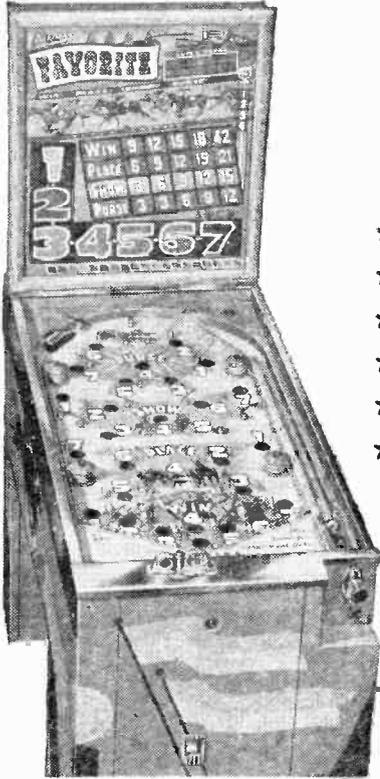
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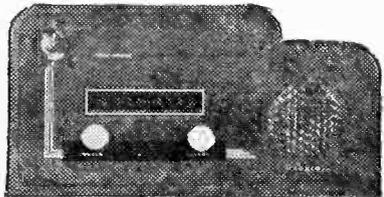
(Continued from page 29)

- \*On the Alamo  
T. Dorsey (This Love) Victor 20-2848
- On the Little Village Green  
F. Martin (A Little) Victor 20-2826
- On the Street of Regret  
Ames Brothers (A Tree) Decca 24411
- On the Painted Desert  
T. Dorsey (Mississippi Mud) Victor 20-2852
- Payday Polka  
Dana Serenaders (Hopeless Polka) Dana 2009
- Pecos Bill  
D. Jurgens (Pretty Eyes) Columbia 38177
- Pretty Eyes  
D. Jurgens (Pecos Bill) Columbia 38177
- Ramblin' Around  
T. Beneke (A Lovely) Victor 20-2837
- Harry Richman—Songs That He Has Made Famous Album  
H. Richman—Decca A-632
- It All Depends on You . . . Decca 24390
- On the Sunny Side of the Street . . . Decca 24390
- Puttin' on the Ritz . . . Decca 24391
- Singing a Vagabond Song . . . Decca 24389
- The Birth of the Blues . . . Decca 24389
- Walkin' My Baby Back Home . . . Decca 24391
- Rockin' in Rhythm  
Parts 1 & 11 L. Hampton Decca 24415
- Rumba Rumbero  
D. Arnaz (In Santiago) Victor 20-2827
- \*Sixty Seconds Got Together  
G. Olsen—E. Howard (Little Lady) Decca 25343
- Smash Hits From Broadway Shows Album  
M. Bell—Victor P-205
- Almost Like Being in Love—C. Fredericks . . . Victor 20-2802
- How Are Things in Glocca Morra?—C. Fredericks . . . Victor 20-2803
- I Still Get Jealous—C. Fredericks . . . Victor 20-2804
- If I Loved You—C. Fredericks . . . Victor 20-2802
- People Will Say We're in Love—C. Fredericks . . . Victor 20-2803
- So Far—C. Fredericks . . . Victor 20-2805
- Strange Music—C. Fredericks . . . Victor 20-2804
- They Say It's Wonderful—J. Carroll . . . Victor 20-2805
- So Much in Love  
B. Crosby (I'll Remember) . . . Decca 24413
- Some Day  
The Philadelphia 50-Piece String Band—B. Wood, Dir. (When You) Tempo TR658
- Souvenir Album (3-10")  
B. Little . . . Decca A-633
- Clop! Clip! Clop! (Peter Joe's Song) Decca 24393
- Honey Ma' Love . . . Decca 24393
- Lady Windermere's Fan . . . Decca 24392
- Oh for a Night in the Ballroom . . . Decca 24394
- The Yodeling Goldfish . . . Decca 24392
- Wind 'Round My Heart . . . Decca 24394
- So Tired  
N. Donovan (Makin' Love) DeLuxe 1165
- Someone Cares  
Mills Brothers (Confess) Decca 24409
- Stormy Monday Bines Album  
E. Hines Ork-B. Eckstine . . . Victor P-221
- I Got It Bad and That Ain't Good . . . Victor 20-2894
- I'm Falling for You . . . Victor 20-2896
- Jelly, Jelly . . . Victor 20-2895
- Skylark . . . Victor 20-2897
- Somehow . . . Victor 20-2895
- Stormy Monday Blues . . . Victor 20-2894
- Water Boy . . . Victor 20-2897
- You Don't Know What Love Is . . . Victor 20-2896
- Summer Moon  
C. Cavallaro (Beyond the) Decca 24412
- Suspicion  
J. Stafford (Clabberin' Up) Capitol 15068
- Sweet Adeline  
D. Todd (I Wish) Banner B-550
- Television Polka  
W. Dana Ork (Toodle-oo, Baby,) Dana 2016
- That's the Way He Does It  
R. Ray (Bert the) Coast 8046
- The Girl Who Came From Peru  
G. Lombardo (Did You) Decca 24408
- The One I Love Belongs To Somebody Else  
J. Tremaine-R. Moore Trio (Honey) Stellar SR-1011
- The Thrill of Love  
B. Cooper Tip Toe Music (Lil From) Dana 2007
- The Tune on the Tip of My Heart  
S. Kaye (I'll Always) Victor 20-2846
- There Goes My Heart  
J. Thompson Ork (Hold Me) Majestic 1246
- The Last Thing I Want Is Your Pity  
The Charloeters (When I) Columbia 38187
- There's A Man at the Door  
T. Pastor (I Wanna) Columbia 38178
- \*This Love of Mine  
T. Dorsey-F. Sinatra (On the) Victor 20-2848
- Toodle-oo, Baby (The "Too Smart" Polka)  
Day-Dreamers (Television Polka) Dana 2016
- Tumbling Tumbleweeds  
M. Thal's Three Tops (Mary Lou) Modern 20-575
- Turkish Delight, Parts 1 & 11  
R. Noble . . . Victor 20-2880
- What Is This Thing Called Love?  
L. (Hip-Billy Boogie) Capitol 15070
- When I Grow Too Old To Dream  
The Charloeters (The Last) Columbia 38187
- When You Wore a Tulip (And I Wore a Big Red Rose)  
The Philadelphia 50-Piece String Band—B. Wood, Dir. (Some Day) Tempo TR658
- You Can't Be True, Dear  
R. Deauville-Nouvelle Harmonica Trio (My Happiness) Bullet 1032
- You Were Meant For Me  
B. Andrew-E. Bleck (As Time) Hollywood Rhythms 1653

## RACE

- Ain't She Mean?  
Trenier Twins (It's A) Mercury 8078
- Alimony Blues  
E. Vinson Ork (Some Women) Mercury 8076
- Blue and All Alone  
Tampa Red (You Better) Victor 20-2849
- Boogie Woogie Baby  
C. Gant (If It's) Bullet 256
- Cadillac Boogie  
J. Liggins Drops of Joy (Tear Drop) Specialty SP 521
- \*Candy Blues  
L. Johnson (Going Down) Decca 48063
- \*Chirpin' the Blues  
A. Hunter (Fine and) Decca 48066
- Don't Let Nobody Worry You  
Fairfield Four (Standing In) Bullet 284
- Eight Ball Blues  
The Honeydrippers (Roosevelt Sykes) (Yellow Yam) Decca 48068
- Famous Door Boogie  
Buster Bennett Band (Three Different) Columbia 38173
- \*Fine and Mellow  
A. Hunter (Chirpin' the) Decca 48066
- Fruity Woman Blues  
"Doc" Pomus (My New) Savoy 5546
- Gabriel's Heater  
E. Hawkins (I'd Love) Victor 20-2836
- \*Going Down Slow  
L. Johnson (Candy Blues) Decca 48063
- Hey, Little Girl  
P. Gayten Trio-A. Laurie (One Sweet) DeLuxe 1470
- Honeysuckle Rose  
R. Murphy (Sweet Georgia) Majestic 1271
- If It's True  
C. Gant (Boogie Woogie) Bullet 256
- I'd Love To Make Love To You  
E. Hawkins (Gabriel's Heater) Victor 20-2836
- It's a Quiet Town in Crossbone County  
Trenier Twins (Ain't She) Mercury 8078
- I've Got the Situation Well in Hand  
D. Watson-Brown Dots (Pray For) Majestic 1244
- I've Had My Moments  
R. Milton Solid Senders (Train Blues) Specialty SP524
- Jumpin' on Sugar Hill  
H. Humes (Today I) Mercury 8077
- My New Chick  
"Doc" Pomus (Fruity Woman) Savoy 5546
- One Sweet Letter From You  
P. Gayten Trio-A. Laurie (Hey, Little) DeLuxe 1470
- Pray for the Lights To Go Out  
D. Watson-Brown Dots (I've Got) Majestic 1244
- Ramblin' Bill  
Big Bill (Summertime Blues) Columbia 38180
- Rock That Voot  
The N. Alexander Trio (Well-Well) Specialty SP308
- Some Women Do  
E. Vinson Ork (Alimony Blues) Mercury 8076
- Standing in Safety Zone  
Fairfield Four (Don't Let) Bullet 284
- Summertime Blues  
Big Bill (Ramblin' Bill) Columbia 38180
- Sweet Georgia Brown  
R. Murphy (Honeysuckle Rose) Majestic 1271
- Tear Drop Blues  
J. Liggins Drops of Joy (Cadillac Boogie) Specialty SP521
- Three Different Women  
Buster Bennett Band (Famous Door) Columbia 38173
- Today I Sing the Blues  
H. Humes (Jumpin' on) Mercury 8077
- Train Blues  
R. Milton Solid Senders (I've Had) Specialty SP524
- Well - Well - Baby  
The N. Alexander Trio (Rock That) Specialty SP308
- X-Temperate Boogie  
C. Howard Trio (You Don't) Specialty SP307
- Yellow Yam Blues  
The Honeydrippers (Roosevelt Sykes) (Eight Ball) Decca 48068
- You Better Woo Your Baby  
Tampa Red (Blue and) Victor 20-2849
- You Don't Love Me  
C. Howard Trio (X-Temperate Boogie) Specialty SP307

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- A Song For Mother
  - Karl & Harty (Sweetest Mother) Capitol Americana 40111
- Aha San Antone
  - D. Evans (We're Brandin') Majestic 6029
- Beyond the Purple Hills
  - B. Harter and the Ranch Boys (Lulu) Dana 4001
- Closed for Repairs
  - B. Boyd and His Cowboy Ramblers (American Patrol) Victor 20-2833
- Don't Come Cryin' To Me
  - Dude Martin and His Roundup Gang (Smooth) Victor 20-2843
- \*Each Night at Nine
  - F. Tillman and His Favorite Playboys (Why Do) Decca 46102
- End of Memory Lane
  - C. Monroe and His Kentucky Pardners (I Know) Victor 20-2834
- Flo From St. Joe Mo.
  - Tex Williams Western Caravan (Suspicion) Capitol Americana 40109
- \*Footprints in the Snow
  - C. Carlisle's Buckle Busters (Makes No) Decca 46105
- Gonna Give You Back to the Indians
  - J. Lou Carson and Her Tumbleweed Troubadours (Too Good) Victor 20-2842
- I Feel Good
  - Smoky Hogg (Long Tall) Modern 20-574
- I Hate To See You Go
  - S. Bryant and His Wildcats (Thunder Storm) Majestic 6026
- I Know You'll Understand
  - C. Monroe and His Kentucky Pardners (End of) Victor 20-2834
- I'm Picking Up the Pieces of a Broken Heart
  - Red Foley-The Cumberland Valley Boys (The Last) Decca 46123
- I've a Feeling I'm Losing You
  - J. Rivers (New Star) San Fernando SF-501
- If You Call That Gone, Goodbye
  - P. Cassell (The Burning) Majestic 6033
- Juke Box Blues
  - Pee wee King and His Golden West Cowboys (Oh! Mo'nah) Victor 20-2841
- Just Because
  - Sheriff T. Owens and His Cowboys (My Darling) Mercury 6086
- Long Tall Mama
  - Smoky Hogg (I Feel) Modern 20-574
- Lulu
  - B. Harter and the Ranch Boys (Beyond The) Dana 4001
- Makes No Difference, You See
  - C. Carlisle's Buckle Busters (Footprints in) Decca 46105
- My Darling Tell Me True
  - Sheriff T. Owens and His Cowboys (Just Because) Mercury 6086
- My Long Tall Gal From Tenn.
  - J. Saul and His Prairie Drifters (That's All) Redskin RS-500
- My Mother
  - Hank "The Singing Ranger" and His Rainbow Ranch Boys (My Sweet) Victor 20-2835
- My Rose Of Old Kentucky
  - B. Monroe and His Blue Grass Boys (Sweetheart You) Columbia 38172
- My Sweet Texas Blue Bonnet
  - Hank "The Singing Ranger" and His Rainbow Ranch Boys (My Mother) Victor 20-2835
- New Star in Heaven
  - J. Rivers (I've a) San Fernando SF-501
- New Texas Playboy Rag
  - B. Wills and His Texas Playboys (Texarkana Baby) Columbia 38179
- Oh! Mo'nah
  - Pee wee King and His Golden West Cowboys (Juke Box) Victor 20-2841
- Ozark Baby
  - Curly Remington (You Ain't) San Fernando SF-500
- Pal o' Mine
  - Pappy Howard and the Connecticut Colonels (That Guy's) Bullet 650
- Smooth
  - Dude Martin and His Roundup Gang (Don't Come) Victor 20-2843
- Spanish Bells
  - J. Dolan and His Texas Ramblers (Tennessee Baby) Modern 20-576
- Suspicion
  - Tex Williams Western Caravan (Flo From) Capitol Americana 40108
- Sweetest Mother
  - Karl & Harty (A Song) Capitol Americana 40111
- Sweetheart You Done Me Wrong
  - B. Monroe and His Blue Grass Boys (My Rose) Columbia 38172
- Tennessee Baby
  - J. Dolan and His Texas Ramblers (Spanish Bells) Modern 20-576
- Texarkana Baby
  - B. Wills and His Texas Playboys (New Texas) Columbia 38179
- That's All
  - J. Saul and His Prairie Drifters (My Long) Redskin RS-500
- That Guy's Out Gunning for You
  - Pappy Howard and the Connecticut Colonels (Pal o') Bullet 650
- The Burning of the Winecoff Hotel
  - P. Cassell (If You) Majestic 6033
- The Last Thing I Want Is Your Fity
  - Red Foley-The Cumberland Valley Boys (I'm Picking) Decca 46123
- Thunder Storm
  - S. Bryant and His Wildcats (I Hate) Majestic 6026
- Too Good To Be True
  - J. Lou Carson and Her Tumbleweed Troubadours (Gonna Give) Victor 20-2842
- We're Brandin' A Little Critter
  - D. Evans (Aha San) Majestic 6029
- \*Why Do You Treat Me This Way?
  - F. Tillman and His Favorite Playboys (Each Night) Decca 46102
- You Ain't Worth a Dime
  - Curly Remington (Ozark Baby) San Fernando SF-500

INTERNATIONAL

- Agapi Alithini
  - Fofu Valli (Petheno Ap') Standard F-9069
- Anyone Can Do the Polka
  - F. Wilson (Dancing Kissing) Grand G-25007
- Athanti Athina Mou
  - M. Thomakos (Liges Kardies) Standard F-9071
- Athina
  - J. Degaitis (Varda Bross) Standard F-9070
- Barbara Polka
  - The Melody Riders (Red Rose) DeLuxe 1143
- \*California Polka
  - "Whoopee" J. Wilfahrt (Half Schottische) Decca 45057
- Carusel Waltz
  - J. Vadnal Ork (Juke Box) Victor 25-1115
- \*Chimney Sweeper Polka
  - Viking Accordion Band-L. A. Berg, Dir. (New Fisherman's) Decca 45064
- Chlo-E
  - Mickey Katz Koshier-Jammers (Tico Tico) Victor 25-5083
- Cat Speech, Parts I & II
  - The Barton Brothers . . . Apollo 180
- Czemu Ty Dziewczyno
  - F. Wilson (Anyone Can) Grand G-25007
- Dolores
  - Accordion Masters (You Can't) Standard T-136
- Dolores
  - Accordion Ork (Nie Jestes') Standard F-3038
- Dolores
  - Accordion Ork (Du Kannst) Standard F-11017
- Du Kannst Nicht Treu Sein
  - Colonial Ork (Dolores) Standard F-11017
- Eileen McMahon
  - The McNulty Family (The Galway) Decca 12271
- Esik Eso Csenden
  - (The Rain Falls Quietly); Befordultan a Konyhara (I Stepped into the Kitchen) T. Rakossy (Hianyik Valaki) Victor 25-6078
- \*Half Schottische
  - "Whoopee" J. Wilfahrt (California Polka) Decca 45057
- He Likes the Girls
  - W. Solek Ork (Nightingale Polka) Harmonia H-1175
- Hianyik Valaki Ebbol az Uccabol
  - (Someone Is Missing in Our Street) T. Rakossy (Esik Eso) Victor 25-6078
- Juke Box Polka
  - J. Vadnal Ork (Carousel Waltz) Victor 25-1115
- Just Because
  - F. Zajc Polkateers (Traffic Jam) Continental C-1228
- Liges Kardies Agapoune
  - M. Thomakos (Athanti Athina) Standard F-9071
- Locomotive Polka
  - The Polka Kings (My Girl) Continental C-1225
- My Girl Friend Julayda
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- Napisze Kartezke do Rzymu
  - S. Jaworski (Zaswiec Mieslaczku) Dana 546
- \*New Fisherman's Waltz
  - Viking Accordion Band-L. A. Berg, Dir. (Chimney Sweeper) Decca 45064
- Nie Jestes' Wier Na
  - Colonial Ork (Dolores) Standard F-3038
- Nightingale Polka
  - W. Solek Ork (He Likes) Harmonia H-1175
- Pano Stous Vrahous Sta Vouna
  - Typical Greek Ork (Rinoula) Standard F-9072
- Peek-a-Boo Waltz
  - Spike Haskell and the Jolly Millers (Pretzels and) Capitol 15066
- Petheno Ap' Agapi Yis Sena
  - Fofu Valli (Agapi Alithini) Standard F-9069
- Red Rose Polka
  - The Melody Riders (Barbara Polka) DeLuxe 1143
- Pretzels and Beer Polka
  - Spike Haskell and the Jolly Millers (Peek-a-Boo Waltz) Capitol 15066
- Rinoula
  - Typical Greek Ork (Pano Stous) Standard F-9072
- Smutna Dziewczyna
  - F. Wojnarowski Ork (Zakochana Dziewczyna) Dana 573
- Songs of Palestine Album (3-10")
  - H. & J. S. Lengyel . . . Stinson 616
- Bum-Da-Li-Da
  - Haganah
- Halelot Bichnaan
  - Ruth and Boaz
- The Ahavath Raya
  - The Haganah
- Tsena-Tsena
  - Tumbah

(Continued from page 122)

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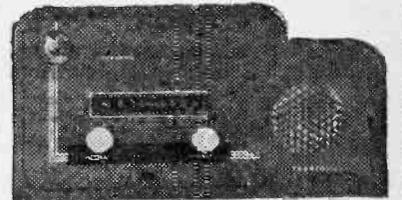
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**INTERNATIONAL**  
(Continued from page 121)

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Hymie Jacobson Ork DeLuxe 25
- The Galway Rogue**  
The McNulty Family (Eileen McMahon) Decca 12271
- Tico Tico (Tickle Kitzel)**  
Mickey Katz Kosher-Jammers (Chlo-E) Victor 25-5083
- Traffic Jam Polka**  
F. Zajc Polkateers (Just Because) Continental C-1228
- Varda Bross**  
Degaitis (Athina) Standard F-9070
- W. Poniedzialek Rano**  
F. Wojnarowski Ork (Czemu ty) Dana 550
- You Can't Be True, Dear**  
Colonial Ork (Dolores) Standard T-136
- Zakochana Dziewczyna**  
F. Wojnarowski Ork (Smutna Dziewczyna) Dana 573
- Zawieć Miśsiaczeu**  
S. Jaworski (Napisze Karteczke) Dana 546

**CLASSIC & SEMI-CLASSICAL**

- Brahms: Sonata No. 2 in F Major for Cello and Piano, Op. 99 Album (4-12")**  
G. Platigorsky-R. Berkowitz Columbia MM-590
- Chicken Reel**  
Boston "Pop" Ork-A. Fiedler, Dir. (Fiddle Faddle) Victor 10-1397
- Donizetti: So Anch'io La Virtù Magica (I Too, Thy Magic Powers Know) (12")**  
O. Boronat (Verdi: Tutte) Victor 15-1023
- Fiddle Faddle**  
Boston "Pop" Ork-A. Fiedler, Dir. (Chicken Reel) Victor 10-1397
- Grieg: Concerto in A Minor for Piano and Orchestra, Op. 16 Album (4-12")**  
O. Levant-E. Kurtz, Dir., Philharmonic Symphony Ork of New York Columbia MM-741
- Grieg: Sigurd Jorsalfar—Homage March, Op. 56, Parts I & II (12")**  
C. Lambert, Dir.—The Halle Ork—Columbia 72517-D
- I'll See You Again**  
D. Kirsten-R. Merrill (Why Do) Victor 10-1398
- Kabalevsky: The Comedians, Op. 26 Album (2-12")**  
E. Kurtz, Dir.—Philharmonic-Symphony Ork of New York Columbia MX-295
- Massenet: Promesse De Mon Avenir (Oh, What Promise of a Joy Divine) (12")**  
M. Renaud (Massenet: Fleeting) Victor 15-1021
- Massenet: Vision Fugitive (Fleeting Vision) (12")**  
M. Renaud (Massenet: Promesse) Victor 15-1021
- McLennan-Harris: The Hills o' Skye (12")**  
J. Spencer (Verdi: O) Victor 15-1022
- Mendelssohn: Concerto in E Minor, Op. 64 Album (4-12")**  
M. Elman-Chicago Symphony Ork—D. Defauw, Dir. Victor M/DM-1196
- Puccini: La Boheme Album (3-12") (2 Volumes)**  
R. Tucker-G. Cehanovsky-S. Baccaloni-B. Sayao-L. Oliviero-F. Valentini-N. Moscona-M. Benzell-L. Davidson-G. Antonicelli, Dir.—Chorus & Ork of the Metropolitan Opera Association Columbia MOP-27
- Saint-Saens: Omphale's Spinning Wheel**  
Sir T. Beecham, Bart., Dir.—Royal Philharmonic Ork Victor 0152
- Schubert: Ave Maria**  
J. Melton-RCA Victor Ork—F. Black, Dir. (Schubert: Serenade) Victor 12-0153
- Schubert: Serenade**  
J. Melton-RCA Victor Ork—F. Black, Dir. (Schubert: Ave) Victor 12-0153
- Stravinsky: L'Histoire Du Soldat: Oet for Wind Instruments Album (5-12")**  
L. Bernstein, Dir. Victor M/DM-1197
- Thomas: Addio Mignon, Fa Core (Farewell Mignon, Take Heart)**  
F. De Lucia (Verdi: Dei) Victor 15-1024
- Verdi: Aida E Me Togliesti (Aida Thou Hast Taken) (12")**  
L. Homer-E. Caruso (Verdi: Gia) Victor 15-1025
- Verdi: Dei Miei, Bollenti Spiriti (Wild Dream of My Youth) (12")**  
F. De Lucia (Thomas: Addio) Victor 15-1024
- Verdi: Fia I Sacerdoti Adunansi (The Priests Assemble) (12")**  
L. Homer-E. Caruso (Verdi: Aida) Victor 15-1025
- Verdi: O Don Fatale! (Oh, Fatal Gift!) (12")**  
J. Spencer (McLennan-Harris) Victor 15-1022
- Verdi: Tutte Le Feste Al Tempio (On Every Festival Morning)**  
O. Boronat (Donizetti: So) Victor 15-1023
- Wagner: Parsifal: Prelude and Good Friday Spell Album (3-12")**  
Boston Symphony Ork—S. Koussevitzky, Dir. Victor M/DM-1198
- Why Do I Love You?**  
D. Kirsten-R. Merrill (I'll See) Victor 10-1398

**LATIN-AMERICAN**

- Alma Ranchera (Country Spirit)**  
S. Alvarez (Celos) Victor 23-0816
- Ay, Nicholas (Oh, Nicholas)**  
Conjunto Casino (Como Una) Victor 23-0812
- Celos (Jealousy)**  
S. Alvarez (Alma Ranchera) Victor 23-0816
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Conjunto Casino (Ay, Nicholas) Victor 23-0812
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P. Vargas (Milagro de) Victor 23-0809
- El Bombon de Myrta (Myrta's Sweets)**  
M. Silva (Rumba Desafora) Victor 23-0814
- El Desterrado (The Exile)**  
P. Vargas-Mariachi San Pedro (Vuela Vuela) Victor 23-0815
- Falsa Moneda (Counterfeit)**  
M. Miranda Ork (Mira Tu) Victor 23-0810
- Hasta Manana Vida Mia**  
A. Landin-Hermanos Rigual (Luna Lunera) Victor 23-0797
- Milagro de Amor (Miracle of Love)**  
P. Vargas (Donde Quiera) Victor 23-0809
- Mira Tu (Look Here)**  
M. Miranda Ork (Falsa Moneda) Victor 23-0810
- Pobre Barbo (Unfortunate Bard)**  
Cuarteto Mayari (Tu Carta) Victor 23-0811
- Poinciana**  
J. Curbelo Ork (Rumba Rumbero) Victor 26-9032
- Que Desengano**  
B. Capo Ork (Tenme Compasion) Decca 50038
- Rumba de Cuba Album**  
C. Reyes Hollywood Mocambo Ork Capitol BD 74
- Almendra . . . Capitol 20144
- Baracoa . . . Capitol 20142
- Bien! Bien! Bien! . . . Capitol 20145
- Boteando . . . Capitol 20143
- Hokey Joe . . . Capitol 20144
- La Ultima Noche . . . Capitol 20142
- La Yuca . . . Capitol 20145
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M. Silva (El Bombon) Victor 23-0814
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- Suavecito Pollito (Gently Does It)**  
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- Tenme Compasion**  
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- Viva Coahuila!**  
J. Flores (Corrido De) Peerless 2664
- Vuela Vuela Pajarillo (Fly, Fly, Little Bird)**  
Tlaquepaque De G. Parra (El Desterado) Victor 23-0815
- Ya Lo Viste Mujer**  
Trio Hermanas Fallais (Porque Te) Pan-American Pan 084
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- Charlie Comes On**  
C. Ventura Quintette (Jack-Pot) Savoy 663
- Chicken Reel**  
Black-Smith Trio (The Mouse) Jewel G-4002
- Chillicothe, Ohio**  
The E. Heywood Trio (Plymouth Rock) Victor 20-2839
- Dutch Kitchen Bounce**  
A. Cobb Band (Go Red) Apollo 778
- Go, Red, Go**  
A. Cobb Band (Dutch Kitchen) Apollo 778
- Jack-Pot**  
C. Ventura Quintette (Charlie Comes) Savoy 663
- Plymouth Rock**  
The E. Heywood Trio (Chillicothe, Ohio) Victor 20-2839
- Shanty in Old Shanty Town**  
H. "Red" Allen Ork (Bill's Downbeat) Apollo 780
- Shirley Steps Out**  
The B. Goodman Trio (The World) Capitol 15069
- The Mouse With the Rat in Her Hair**  
Black-Smith Trio (Chicken Reel) Jewel G-4002
- The Parkers Album (3-10")**  
C. Parker-L. Parker Savoy S-509
- The World Is Waiting for the Sunrise**  
The B. Goodman Sextet (Shirley Steps) Capitol 15069

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- Songs Children Love Album**  
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- Good Morning, Everybody: My Kiddie Car; The Policeman; Hobby Horse**  
Melodee M-281
- Little Bell; Child's Praise of Music; The Fairies; In Drowsy Land**  
Melodee M-284
- Merry Sunshine; Tinkling Rain; Rainbow Fairies; The Milky Way**  
Melodee M-282
- The Purple Cow; The Elephant Trunk; Candyland**  
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## Liquor Dealers Seek Bell Curbs in Pa.

READING, Pa.,—April 10.—Berks County Retail Liquor Dealers' Association has joined the ranks of county units of the Retail Liquor Dealers of Pennsylvania in an effort to eliminate bell machines from clubs of its area.

John F. Stuber, president of the county liquor dealers' group, in a letter to the Berks County Chamber of Commerce, asked that organization's support in the campaign of the liquor group to eliminate what they call "unfair competition."

Stuber said "very few of the clubs could maintain themselves without the bell revenues, but with them they are financially able to erect buildings and provide service and entertainment far beyond anything that the retail liquor dealers can afford."

In a number of other communities the organized liquor men have enlisted the aid of law enforcement officers to crack down on clubs and either by persuasion or raids move the slot machines from their premises.

## Rule Courtesy Out For Fargo Parkers

FARGO, N. D., April 10.—Fargo's practice of putting courtesy nickels in its parking meters for drivers who have over-stayed their time limit is illegal, according to an opinion by Attorney General Nels G. Johnson.

Johnson's opinion was based on the fact that parking meters may be installed by cities only to regulate traffic and not as revenue producing machines.

Fargo adopted the courtesy nickel plan last May at the request of the Chamber of Commerce to build up good will between the city and visitors.

CAMDEN, N. J., April 10.—Revenue from 21 parking meters, installed on one block of Market Street here, netted the city \$592 in the first three days of operation, according to Dr. Ethan A. Lang, city comptroller. The average take for each meter was \$28.

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Havana (with motor) .. 67.50	Ranger .. 82.50
Honey .. 82.50	Starlight .. 129.50
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Kilroy .. 59.50	Treasure Chest .. 129.50

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Vogue '39 .. \$ 90.00	Envoy, E.S. \$110.00
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KEEN. COVER GIRL ..	
MARV. LEAP YEAR ..	
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GROET. COLUMBIA, J.P. .. 89.50
5¢ MILLS VEST POCKET .. 44.50

## ARCADE

CHI. COIN BASKETBALL CHAMP .. \$379.50
WMS. ALL-STAR .. 399.50
HARVARD METAL TYPER .. 219.50
DRIVE-MOBILE .. 189.50
FOOTBALL, IDEAL .. 189.50
GENCO TOTAL ROLL .. 169.50
CHI. COIN GOALEE .. 149.50
ROLL-A-BARREL, 10 Ft. .. 149.50
SUPER BOMBER .. 149.50
UNDERSEA RAIDER .. 139.50
SKY FIGHTER .. 129.50
SUPER TORPEDO .. 109.50
MAJOR LEAGUE BASEBALL .. 109.50
BALLY HEAVY HITTER .. 95.00
BATTING PRACTICE .. 89.50
WEST. DE LUXE BASEBALL .. 89.50
HOCKEY, CHICOIN .. 89.50
LIBERATOR OR PERISCOPE .. 79.50
ROCKET BUSTER .. 79.50
TEN STRIKE .. 69.50
AIR RAIDER .. 69.50
WHIZZ, WITH STAND .. 59.50

## ONE BALLS

SPECIAL ENTRY, F.P. .. \$359.50
VICTORY SPECIAL, F.P. .. 225.00
VICTORY DERBY, P.O. .. 189.00
TURF KING, P.O. .. 99.50
JOCKEY CLUB, P.O. .. 89.50
LONGACRE, F.P. .. 89.50
PIMLICO, F.P. .. 79.50
CLUB TROPHY, F.P. .. 74.50
KENTUCKY, P.O. .. 74.50
BLUE GRASS, F.P. .. 69.50
RECORD TIME, F.P. .. 69.50
LONGSHOT, P.O. .. 69.50
SPORT KING, P.O. .. 69.50
'41 DERBY .. 59.50
MILLS OWL, 1 or 5 Ball .. 49.50

## CONSOLES

KEEN. TRIPLE BONUS, 5-10-25¢ .. \$675.00
5-25 TWO-WAY BONUS SUPER .. 565.00
BALLY TRIPLE BELL .. 565.00
5¢ KEEN. BONUS SUPER BELL .. 345.00
DE LUXE DRAW BELL .. 325.00
TRACK ODDS, Late Model .. 275.50
DRAW BELL, Regular .. 245.00
4-WAY SUPER BELL, 5-5-5-25¢ .. 169.50
MILLS 3-BELLS .. 159.50
2-WAY SUPER BELL, 5-5 .. 125.00
GALLOPING DOMINOS, J.P. .. 119.50
EVANS LUCKY STAR .. 109.50
HI HAND, COMB. .. 99.50
MILLS 4-BELLS, 5-5-5-5 .. 99.50
BALLY CLUB BELL .. 89.50
WATLING BIG GAME, P.O. or F.P. .. 69.50
5¢ RACE SARATOGA, SR. P.O. .. 69.50
BALLY BIG TOP, P.O. or F.P. .. 69.50
MILLS JUMBO, LATE HEAD .. 69.50
PAOE REELS—CHR. RAIL .. 69.50
JENN. FAST TIME, P.O. .. 59.50

## SPECIAL SALE

### USED 5 BALL MACHINES

Stage Door .. \$24.50	Sea Breeze .. \$34.50
Surf Queen .. 24.50	Rio .. 54.50
Big Hit .. 24.50	Havana .. 54.50
Midget Racer .. 24.50	Kilroy .. 54.50
Suspense .. 27.50	Baffle Card .. 44.50
Spellbound .. 34.50	Playboy .. 74.50
Super Score .. 39.50	Maisie .. 65.00
Step Up .. 34.50	Crossline .. 79.50
State Fair .. 39.50	Tornado .. 74.50
Dynamite .. 39.50	Smoky .. 59.50

Flippers Installed on above machines at \$10.00 extra.

Write for prices on new Tropicana, Manhattan, Catalina.

TERMS: 1/3 Dep., Balance C. O. D.

## K. C. NOVELTY CO.

419 Market St., Philadelphia 6, Pa.  
Market 7-6391 or Market 7-4641

## SLOT ROUTE FOR SALE

1 1941 Buick Coupe; 18 1947 Jennings Chiefs, 5-10-25-50; 4 1947 Wurlitzer 1015, 1 1939 Rock-Ola, 1 950 Wurlitzer, 10 Late Marble Tables. Mechanic available who handles route. Federal taxes all paid. All covered under one-year contracts. Officers' Club, NCO Club and one post exchange. Route grosses \$25,000. Sale price, \$20,000. Large expansion expected shortly on this route. Will also sell a town route established 18 years. BOX D-229, The Billboard, Cincinnati 22, Ohio.

## CORRECTION

In our ad last week announcing our removal to new offices and showrooms our phone was incorrectly listed. Correct number is ..

LONGACRE 4-0006-7

ALBERT SIMON, Inc.  
501-503 W. 42nd St., New York 18, N. Y.

# Empire Coin

## MACHINE EXCHANGE

1012-14 MILWAUKEE AVE.

Phone EVERGLADE 2600

CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

# CLEVELAND COIN'S OUTSTANDING VALUES

## OUTSTANDING VALUES

- ★ 40 BALLY 200-CUP DRINK VENDORS ..... \$260.00
- ★ 7 Post-War Models, SCIENTIFIC POKERINOS, Like New ..... 225.00
- ★ 2 Slightly Used Mutoscope Voice-o-Graphs ..... 575.00

### USED CONSOLES

- 3 Mills 4 Nickel 4 ..... \$125.00
- 2 Bally Club Bells, Comb. .... 95.00
- 3 Keeney 5¢ Super Bells, Comb. .... 95.00
- 8 Keeney 5-5-5-25 Super Bells ..... 225.00
- 10 Silver Moons, F.P. .... 89.50
- 2 Bob Talls, F.P. .... 89.50
- 2 Bally Draw Bells ..... 225.00
- 3 Keeney 3-Way Super Bonus Bells ..... 750.00
- 2 Keeney 2-Way Super Bonus Bells ..... 550.00
- 2 Paces Reels, F.P., Comb. .... 95.00
- 2 Sun Ray, F.P. .... 85.00
- 2 Keeney '38 Track Time ..... 95.00
- 5 Buckley Track Odds, '46 Model ..... 550.00
- 2 Buckley Track Odds, Latest Model ..... 650.00
- 3 Baker's Paces, D.D. .... 175.00
- 1 F.S. 5¢ Evans Comb. Racers, 1947 ..... 750.00
- 1946 Bangtalls ..... 225.00

### USED PIN GAMES

- Flying Trapeze ..... \$135.00
- Fast Ball ..... 54.50
- Step Up ..... 64.50
- State Fair ..... 69.50
- Cover Girl ..... 175.00
- Rocket ..... 64.50
- Kilroy ..... 64.50
- Play Boy ..... 109.00
- Honey ..... 115.00
- Super Score ..... 74.50
- Torchy ..... 89.50
- Big League ..... 44.50
- Surf Queen ..... 34.50
- Sea Breeze ..... 64.50
- Lightning ..... 88.50

### NEW COUNTER GAMES

- Penny Target ..... \$39.50
- A.B.T. Chal-lenger ..... 42.50
- Kicker & Catcher ..... 35.00
- Champion Basketball ..... 22.50
- Acme Electric Shocker ..... 25.00
- Gottlieb Gripper ..... 22.50
- Camera Chief ..... 19.95
- Smiley ..... 15.00

### USED COUNTER GAMES

- A.B.T. Red, White, and Blue ..... \$20.00
- Pop Up ..... 14.00
- Post Card Vendors ..... 15.00
- Smiley ..... 10.00
- Bat-A-Ball Jr. .... 19.50
- Blue Bonnet ..... 15.00
- A.B.T. Target Skill ..... 20.00
- Pikes Peak ..... 15.00
- Whiz ..... 20.00

### USED VENDORS

- 6 15-Col. U-500 U-Need-a-Pak Cigarette Vendors ..... \$95.00
- 2 7-Col. S. & M. Cigarette Vendors ..... 65.00
- 2 10-Col. Rowe Presidents ..... 95.00
- 30 Du Grenier Champions, Clean Shape, 7, 9, & 11 Col. 75.00
- 20 Northwestern -33 1¢ Ball Gum Vendors, Like New, Plastic Globes, Ea. .... 8.50
- 25 Silver King Ball Gum Vendors ..... 8.50
- 25 Ace Nut & Gum Vendors ..... 8.50
- 5 Shipman Stamp Machines ..... 15.00
- 50 5¢ Silver King Nut Vendors ..... 8.00
- 50 1¢ Silver King Gum Vendors ..... 8.00
- 10 N.W. Deluxe 1¢-5¢ Vendors ..... 22.00

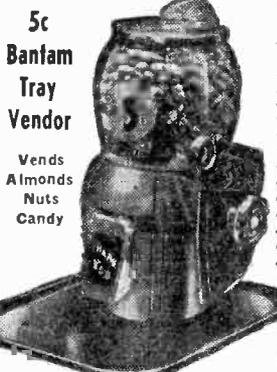
### ARCADE EQUIPMENT

- 1 Evans In the Barrel ..... \$110.00
- 2 Rapid Fires ..... 110.00
- 1 Pitchem & Katchem ..... 85.00
- 1 Scientific Baseball Jumbo 9-Ft. Barrel Roll ..... 125.00
- 3 Ten Strikes ..... 89.50
- 2 Batting Practices ..... 95.00
- 3 Chicken Sams ..... 95.00
- 3 Keeney Air Raiders ..... 110.00
- 3 New Bowl-a-Scors Keeney Submarine ..... 125.00
- Evans Super Bomber Major League ..... 195.00
- 2 Rotary, Claw Type Jack Rabbit ..... 169.50
- Williams All Stars ..... 145.00
- 2 Western Baseballs ..... 325.00
- 2 Goalee ..... 95.00
- 6 Pinch Hitters ..... 15.00
- 8 Boomerangs ..... 75.00
- 10 Wurlitzer Skee Balls ..... 95.00
- 4 Wurlitzer High Score Skee Balls ..... 185.00
- 7 Bally Heavy Hitters ..... 75.00
- Jack Rabbit ..... 150.00
- Hot Mon Golf ..... 75.00
- Panorams ..... 195.00
- 1 Genco Play Ball ..... 95.00
- 2 Chicago Coin Basketball Champs ..... 325.00
- Kiss-o-Meter, New Knotty Peaks, 2 Machines, 1 Base ..... 245.00
- Viewing Maoh, 2 Machines, 1 Base ..... 175.00
- Rotary Pusher Type ..... 75.00
- Magic Heart ..... 145.00
- 2 Strikes & Spares ..... 395.00
- Premier Skee Barrel Roll ..... 135.00
- 1947 Model Photomatic ..... 795.00
- 30 Exhibit Merchantsmen Diggers ..... 85.00
- Lito-o-League ..... 99.50

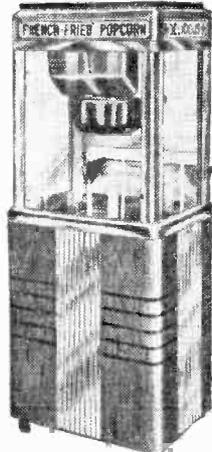
### SLOTS AND BELLS

- WATLING**
- 1 1¢ Blue Seal, D.J. .... \$ 50.00
- 1 5¢ Rollatop, D.J. .... 50.00
- 4 25¢ Rollatop, D.J. .... 75.00
- 2 10¢ Treasury, D.J. .... 60.00
- 2 5¢ Treasury, D.J. .... 45.00
- JENNINGS**
- 1 5¢ Silver Chief ..... \$ 75.00
- 1 25¢ 4 Star Chief ..... 75.00
- 5 5¢ 4 Star Chief ..... 60.00
- 1 5¢ Club Console ..... 95.00
- 1 10¢ Club Console ..... 105.00
- MILLS**
- 1 5¢ Black Cherry ..... \$105.00
- 1 10¢ Blue Front ..... 75.00
- 2 25¢ Giltzer Gold ..... 110.00
- 1 25¢ Black Cherry ..... 125.00
- 1 50¢ Black Cherry ..... 285.00
- 1 5¢ Giltzer Gold ..... 65.00
- 1 5¢ Blue Front ..... 65.00
- 4 25¢ Club Console ..... 125.00
- 1 1¢ Silver Chrome Bell ..... 60.00
- Mills Vest Pockets ..... 45.00
- 4 5¢ Q. T. Blue Front ..... 50.00
- 2 5¢ Giltzer Gold Q.T. .... 60.00
- 1 10¢ Giltzer Gold Q.T. .... 60.00
- 2 1¢ Blue Front Q.T. .... 40.00
- 1 10¢ Blue Front Q.T. .... 55.00
- PAGE**
- 2 10¢ Blue Front Comets \$ 40.00
- 1 10¢ Paces Deluxe ..... 65.00
- 1 1¢ Blue Front Comet. .... 40.00
- 1 5¢ D.J. Comet ..... 40.00
- 1 5¢ Club Console ..... 95.00
- 1 25¢ Club Console ..... 125.00
- COLUMBIA**
- 2 5¢ L'Est D.J. .... \$ 75.00
- BUCKLE**
- 1 25¢ Dice Machine .... \$ 35.00
- CAILLE**
- 50 Assorted 5¢-10¢-25¢, 3/5 Pay-out, Good Working Order, \$40.00 Each in Lots of 5.

- Terms: 1/2 dep. required with all orders, bal. COD, FOB Cleveland.



5c Banfam Tray Vendor  
Vends Almonds Nuts Candy



Here's the newest Star Popcorn Machine beautifully finished in chrome and mahogany porcelain and very attractive to the eye. Enamel top, complete stainless interior with new brilliant glass signs. A real money maker. Only \$247.50.



M. S. GISSER, sales mgr.

## CLEVELAND COIN MACHINE EXCHANGE INC.

2021-2025 PROSPECT AVE. • CLEVELAND 15, OHIO  
Prospect 6316 • 6317

## Marvel Names Nine Distrib

CHICAGO, April 10.—D. A. Wallach, sales manager for Marvel Manufacturing Company, has announced the addition of nine distributing firms since Marvel introduced its plus-four coin chute a short time ago.

Those listed by Wallach are General Distributing Company, with offices in Dallas, El Paso, San Antonio, Houston and Oklahoma City; Cleveland Coin Machine Exchange, Cleveland; King-Pin Distributing Company, Kalamazoo, Mich.; Southern Automatic Music Company, Louisville; Mullinix Amusement Company, Atlanta and Savannah, Ga.; Midwest Coin Machine Corporation, St. Paul; Williamsport Amusement Company, Williamsport, Pa.; C. T. McKenzie Music Company, Dillon, S. C., and the Arizona Sales Company, Phoenix, Ariz.

Marvel's plus-four coin chute gives the player an opportunity to play from one to four coins during one game. If the player puts two coins in the coin chute for one game he may win a replay with a lower score than if he had played a single coin. As the player puts in more coins (up to four) the winning score for a replay becomes gradually less.

## Self - Glowing Signs Made by Rohm, Haas

PHILADELPHIA, April 10.—Signs with self-illuminating lettering, decorative panels with edges and surface designs that glow under their own power are features of a new fluorescent form of acrylic plastic that has been introduced by Rohm & Haas Company here. The material, called daylight fluorescent plexiglas, is applicable to identification signs and selector dials for coin machines and is described as having "built-in-edge lighting." Exposure of the plastic to daylight or normal room illumination results in edge lights ordinarily obtained by directing light into the edge of acrylic material.

In addition to indoor signs, panels and dials, large individual block and script letters can be formed from the material. The plexiglas is shatter resistant, light in weight, can be formed by methods applicable to standard acrylic sheeting and is worked and machined like woods and soft metals. It is supplied at present in red and green colors.

## Smash Ill. Town's Meters

MAYWOOD, Ill., April 10.—Thirteen of the new parking meters put into operation here Monday (5) were smashed by unknown parties this week, according to John Peterson, chief of police.

## INTRODUCING the NEW TRADIO in GEORGIA

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

**FOR IMMEDIATE DELIVERY IN GEORGIA WRITE, WIRE OR PHONE**

### Production Engineering Co.

350 Woodward Way, N. W. Atlanta, Ga.

## WANT TO BUY

BALLY TRIPLE BELLS  
" DRAW BELLS, Regular  
" DRAW BELLS, DeLuxe  
" VICTORY DERBYS  
" VICTORY SPECIALS  
" ENTRIES  
KEENEY BONUS SUPER  
" BONUS TWIN

Phone for Quick Action or Send List

### EMPIRE COIN MACH. EXCHANGE

1012 Milwaukee Ave. CHICAGO, ILL.  
Phone: Everglade 2600

## ROLL DOWNS

Hawaii ..... \$130.00  
Singapore ..... 140.00  
Cover Girl ..... 175.00  
Gold Mine ..... 175.00  
Chicago Coin ..... 75.00

### Phonographs

Write for our complete list of used phonos, all makes and models. Cabinets have been refinished with brilliant three-tone rare wood effect. All metal work re-chromed, plastic gold in grill, also all strips replaced. Want phono. and games. State lowest price.

### Herman Distributing Co.

1505 Coney Island Ave., Brooklyn, N. Y.

## Wire Us Collect

for your new star P.K.—50 at \$247.50.  
Be first, don't be late for yours.

**P. K. SALES**  
507-509 Wheeling Ave. Cambridge, O.

## IMMEDIATE DELIVERIES—

Trade Winds—Trinidad—Cinderella—Ballerina—Banjo—Bull Up—Wisconsin—Leap Year, single or 4-coin play—Lady Robin Hood—Bally Gold Cup & Trophy—Chicago Basketball—Shorty—Score-a-Barril—Evans Bangtalls—Packard Hideaway Unit, complete with Cable and 8 Boxes—WRITE FOR PRICES.

### PHOTOMATICS

Outside Lights .. \$315.00  
Inside Lights .. 375.00  
Just Off Location

### Tumblers and Boomerangs

Upright novelty high score games. New in original cases. \$129.50

### SHOOTING STARS

5-Ball Free Play Game, New, in Original Cases .. \$69.50

### SPECIAL: MILLS 50c SLOTS—ALL MODELS

SLOTS — Reconditioned — Guaranteed

	5¢	10¢	25¢
Mills Blue Fronts	\$ 87.50	\$ 90.00	\$ 92.50
Mills Brown Fronts	87.50	90.00	92.50
Mills Chrome Bells	110.00	115.00	120.00
Mills Gold Chromes	110.00	115.00	120.00
Mills Black Cherrys	145.00	150.00	155.00

Write for Prices on all New Mills, Jennings, Pace, Buckley Slots. TRY OUR 24-HOUR REPAIR SERVICE.  
New Slot Box Stands (metal) ..... \$22.50

WRITE FOR LIST: 1-Balls, 5-Balls, Consoles, Phonographs, Scales, Etc.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCOIN.

### RECONDITIONED ARCADE EQUIPMENT

- Keeney Submarine ..... \$ 84.50
- Batting Practice ..... 69.50
- Hockey, Chicoin ..... 69.50
- Liberator—Periscope ..... 69.50
- Champion Hockey ..... 69.50
- Sky Fighter ..... 98.50
- Red Ball ..... 109.50
- Genco Whiz ..... 54.50
- Ace Bomber ..... 99.50
- Undersea Raider ..... 129.50

Write for other Arcade Pieces not listed.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

## BRAND NEW STRIKES 'N' SPARES

THE ORIGINAL MINIATURE BOWLING ALLEY

Regular \$1125.00  
NOW \$279.50

14 Feet Long  
33 Inches Wide

Automatic Pin Setting Device & Scoring  
Double 10c Coin Slot

**ORDER TODAY!**

BOX 100, De Perri,  
95 Madison Ave.,  
New York 16, N. Y.

ONLY WICO FLIPPERS

# FIT ALL MANUFACTURERS' GAMES

EASY TO INSTALL

NO NEED TO SELL OR SCRAP THAT OLD GAME  
JUST SPEND A FEW DOLLARS ON A WICO  
FLIPPER KIT AND YOU HAVE A MODERN GAME  
THAT WILL HOLD ANY LOCATION

- ★ QUALITY MERCHANDISE
- ★ PROVEN PERFORMANCE
- ★ SIMPLE TO INSTALL
- ★ COMPLETE PARTS AND INSTRUCTIONS
- ★ WICO FLIPPERS FIT ALL GAMES

**GUARANTEE** ORDER ONE OR ONE  
HUNDRED KITS TODAY,  
IF NOT SATISFIED RETURN THE MER-  
CHANDISE WITHIN TEN DAYS AND YOUR  
MONEY WILL BE REFUNDED.

**NO WAITING—IMMEDIATE DELIVERY—WIRE, WRITE, PHONE**  
Fuse Mounting and Fuse Furnished FREE!

When ordering  
specify name of  
game and manu-  
facturer to be as-  
sured that you get  
proper voltage coils  
operating from  
transformer.

COMPLETE KIT

**\$5.95**

Optional — When  
ordering. Kits can  
also be supplied to  
operate on 110  
volt AC Circuit di-  
rect if desired—  
PLEASE SPECIFY.

Distributors, Write

## WICO CORPORATION

2913 N. Pulaski Road Chicago 41, Illinois  
Phone Mulberry 3000



### Reconditioned Consoles

Keeney Single Bonus Super Bell .....	\$325	Bally Draw Bell Red Button.	\$250
Keeney Twin Bonus Super Bell	575	Bally De Luxe Draw Bell ....	300
Keeney Three-Way Bonus Super Bell .....	795	Bally Triple Bell .....	575
Evans Winterbook .....	425	Bally Double-Up .....	Write
Evans Galloping Dominoes, F. P. and P. O. ....	375	Jennings Challenger, 5c, 10c .....	\$350

**NEW FIVE BALLS**  
Available for immediate delivery

- Williams Virginia
- United Wisconsin
- Exhibit Banjo
- Chicago Coin Trinidad
- Genco Trade Winds
- Bally Ballerina
- Gottlieb Cinderella

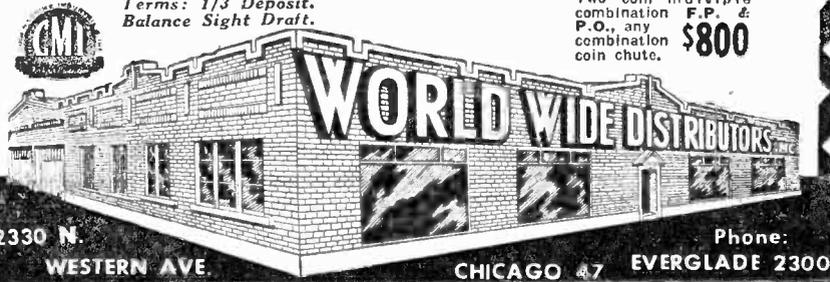
Write for our complete New Price List.

Terms: 1/3 Deposit, Balance Sight Draft.

**New Keeney CONSOLE WILD BELL**  
The newest and finest console. Combination F.P. and P.O. Twin models, any combination coin chutes. **\$800**

**Reconditioned BELLS**  
**MILLS ORIGINAL BLACK CHERRY**  
Used 30 Days  
5c—\$125 10c—\$130  
25c—\$145

**Keeney GOLD NUGGET**  
Two coin multiple combination F.P. & P.O., any combination coin chute. **\$800**



2330 N. WESTERN AVE. CHICAGO 47 EVERGLADE 2300 Phone:

## Williamsport Amusement Co.

Calling All Operators in the Following Counties:

Carbon	Lackawanna	Northumberland
Centre	Luzerne	Sullivan
Clinton	Lycoming	Snyder
Columbia	Mifflin	Union
Dauphin	Montour	Wyoming

TO ATTEND THE PREVIEW OF THE

### 1948 MILLS CONSTELLATION PHONOGRAPH

THE PREVIEW WILL BE HELD AT THE YOUNG MEN'S REPUBLICAN CLUB

147 Market Street, Williamsport, Pa.

SUNDAY, APRIL 18, 1948

REFRESHMENTS WILL BE SERVED

WE HAVE FOR DELIVERY

Exhibit BANJO, Chicago Coin TRINIDAD, Bally BALLERINA, Marvel GOLD MINE, Williams VIRGINIA, United WISCONSIN

WIRE FOR PRICES — WE WILL NOT BE UNDERSOLD

USED: 3 HUMPTY DUMPTY. \$154.50 | 2 Chicago Coin BERMUDA. \$139.50  
2 ROBIN HOOD. .... 174.50 | 2 Chicago Coin BASEBALL. 129.50

ALL KINDS OF CONSOLES

RUSH YOUR ORDER NOW

## WILLIAMSPORT AMUSEMENT CO.

323 Hepburn Street

Williamsport, Pa.

WIRE WRITE PHONE 2-3326



MAKE US AN OFFER

ON

FIVE PANORAMS

FIVE BALLY RAPID FIRE

Excellent Condition.

BIRMINGHAM VENDING CO.

2117 North 3rd Ave. Birmingham 3, Ala.

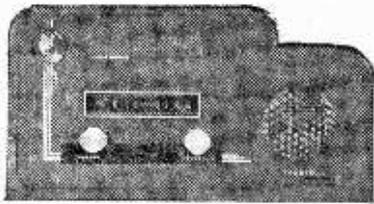
BLUE FRONTS (5).....ea.	\$ 50.00
GOLD CHROMES (6).....ea.	55.00
BLACK CHERRIES (9).....ea.	110.00
GOLDEN FALLS (7).....ea.	140.00
JEWEL BELLS (3).....ea.	170.00

Excellent condition, 5¢ and 10¢ only.  
1/3 Deposit, Balance C. O. D.

### HAWKEYE SALES CO.

258 Highland Drive, N.W.  
CEDAR RAPIDS, IOWA  
Ph.: 20624

**INTRODUCING**



**the NEW TRADIO in TENNESSEE**

It's a dream radio from the word go. It incorporates everything our operators have asked for during the past two and a half years. What's more, the new TRADIO is priced at a new low of \$49.95.

**CHECK THESE FEATURES:**

- Easy-to-read slide rule dial
- Easily accessible coin box
- New trouble-free timer
- Extra strength and rigidity
- Compact chassis and new face

Today, the best — which is spelled T-R-A-D-I-O — is even better. That's why there are more TRADIOS installed throughout the country than any other coin radio.

**FOR IMMEDIATE DELIVERY IN TENNESSEE WRITE, WIRE OR PHONE**

**Tradio, Inc. of Tennessee**  
628 James Bldg. Chattanooga, Tenn.

**Profit of Your Future**

Glamorous new P.K. star, floor model, ready to pop, \$50.00 daily profits. All for \$247.50. Wire us now for yours.

**P. K. SALES**

507-508 Wheeling Ave. Cambridge, O.

**Leading Parts Firm One Of Coin's Alger Stories**

CHICAGO, April 10.—One of the most important but least publicized firms in the coin machine business is the WICO Corporation, leading supplier of coin machine parts.

It is headed by Max Wiczer, who originally formed the firm in the 1930's just after the worst effects of the depression had begun to wear off. WICO first started in business as the Harry Marcus Company, a name which still may be found on the packaging of WICO products, but which Wiczer formally dropped as a trade name well over a year ago.

**Loyal Workers**

Wiczer claims that the success of his corporation was brought about by hard work by his loyal staffers and also somewhat due to a smile from the Goddess of Fate. For not too many years ago Wiczer was working for a modest wage and frequently wondering if he would ever get off the ground floor of the business world. But suddenly his fortunes changed. Wiczer came upon some parts for coin machines that he felt would have a ready market if he could get his sales idea over without having the need for much capital or time. He tried plugging his parts thru direct mail advertising, which was set up on simple dime store stationery. His idea clicked immediately but almost too well, for he had the orders and not enough capital to buy the necessary parts to fill his orders.

He borrowed what he could and filled his orders. With the profits from the operation he became solvent and put the surplus into more parts. From then on the firm made steady gains, started making parts and soon became the leader in the parts supply field.

**Well Paid**

Wiczer says that main reason for the rise in the firm in a few years was due to the co-operation his fellow workers gave him. "I made it a point to hire people and pay them well," he explained, "and if they were the kind of employees I thought they were when I first hired them I knew that they would stick by me, work efficiently. For the only point I wanted them to know was that if they worked well the firm would prosper and they would be compensated accordingly."

Emphasizing the growth of the firm is the modern one-story plant on Pulaski Road which WICO constructed in late 1946 and has occupied since January, 1947. At that time the firm felt the 10,000 feet the new building houses would meet their needs for years to come. Right now Wiczer is contemplating an expansion move that would at least double the present facilities.

**Automatic Canteen Expects Biz Boost; To Intro New Machs.**

BOSTON, April 10.—L. E. Leverone, president of Automatic Canteen Company of America, declared this week that the firm will "show some increase in sales this year, especially in the last six months ending September 30." However, he added that net earnings will just about break even with those of last year, due to increased costs of materials.

For the year ended September 27, 1947, Automatic Canteen sales amounted to \$18,000,000 and net profit totaled \$759,000, or \$1.55 per share on the 450,000 shares outstanding.

According to Leverone, distributors' demand for candy, gum and nut venders will require two years to fill. He said the company expected to announce three new machines soon which will "produce a greater volume of business than the present equipment." New units are the electronic sandwich venders, hot coffee machine and a milk dispenser.

The hot sandwich unit, made for Canteen by General Electric Company, has been redesigned and is currently undergoing a 60-day test, Leverone said. The milk vender will be distributed in about a month, while the coffee vender will be available for location use in about three months.

**Ga. Town Tests Meters**

SANDERSVILLE, Ga., April 10.—Chief of Police J. B. Garrett this week reported that parking meters in this city became operative Monday (5). The meters are of a standard type and motorists will pay 1-cent for 12 minutes of parking, a nickel for an hour, or a dime for two hours. Free parking will be permitted Sundays and holidays. Members of city council reported the parking meters would be given a six-month test and after that a decision will be made as to whether or not they will be retained. Revenue from the meters will be divided between the city and the owners of the meters.

**Begin Delivery Of New 5-Ball By Genco Mfg**

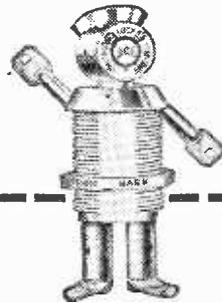
CHICAGO, April 10.—Genco Manufacturing & Sales Company is delivering its newly produced five-ball game, Trade Winds, Louis Gensbur, firm president, announced this week.

Game has flipper action and includes six roll-over scoring buttons which insure rapid player action. Scoring highlights of the new Genco game include bumper sequence scoring, two individual sets of bonus build-up and the fact that the player can build up and collect a heavy point bonus but also may collect either double or triple bonus points by skillfully hitting key bumpers or roll-over buttons in sequence and later going thru the designated roll-over switches that collect the bonus point and also lead to the game's out-hole.

As the new game is played, the player, with the aid of the game plunger, hurls a ball on the playfield. As the ball rolls it hits bumper and roll-over buttons placed at strategic points on the game's playfield. At the top of the playfield are three bumpers numbered 1-3, placed in the shape of a triangle. Hitting these three bumpers in numerical order after then hitting a roll-over button marked "4" will give the player chance to double bonus score. If the player hits this series in order and then hits two bumpers marked "5 and 6," he will triple his bonus score. Going thru a roll-over switch on first the right and later on the left side of the playfield will also give the player a chance to double his bonus score. A third way of getting a chance to collect double bonus score is to hit a special roll-over switch that results in getting the 1, 2, 3, 4 series. Another way the player can try to triple bonus points is to go thru the left and right roll-over switches followed by running a ball thru two other roll-overs marked "5 and 6."

Each time the player goes thru roll-over switch affiliated with the yellow bonus build-up the bonus goes up 10,000 points. Build-up for the purple bonus works similarly. In order to collect points from the bonus score board, the player must go thru roll-overs just above the game's out-hole. One of these collects for the purple bonus, the other for the yellow bonus.

In addition to the features already described, Trade Winds includes a pair of flippers at the bottom of the playfield that the player may use to hurl a ball up on the playfield to win extra points.



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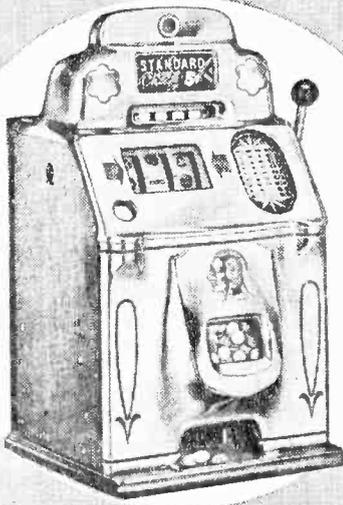
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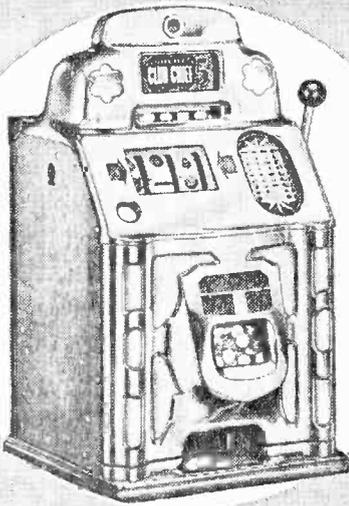
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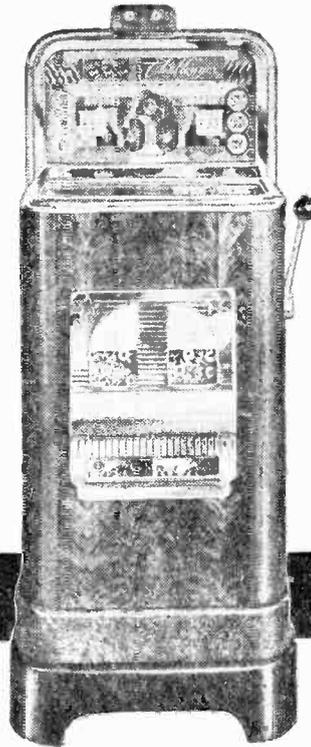


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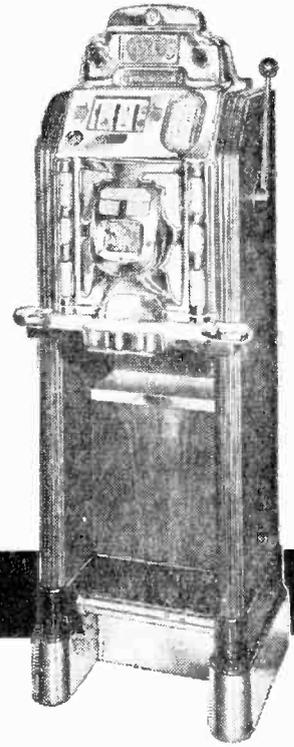
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Console . . . . . 79.50
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Console . . . . . 89.50
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| TRADE WINDS | BALLY GOLD CUP, |
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- Super DeLuxe Lite Up Chief, 10c . . . . . 334.00
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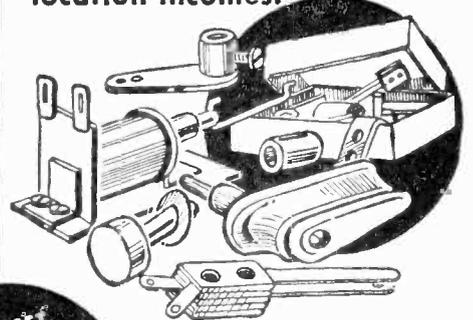
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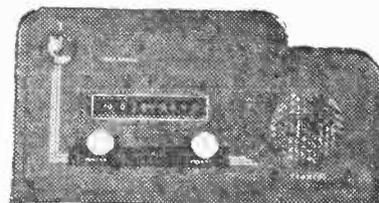
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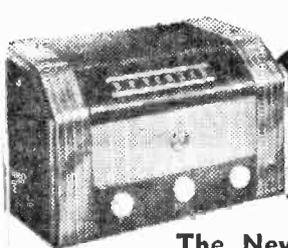
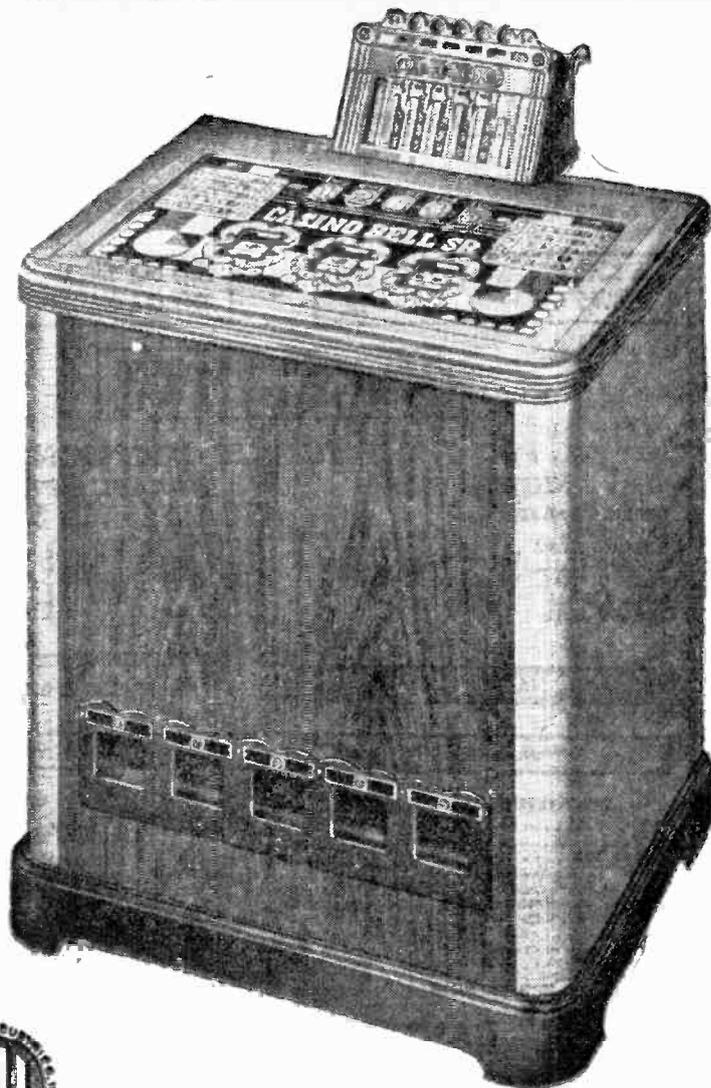
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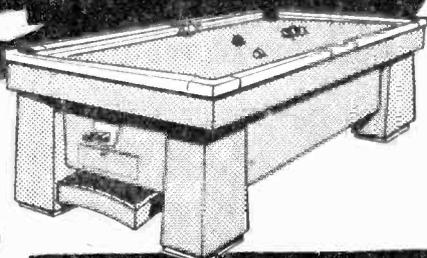
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	25c Jennings Club Chief . . . 324.00
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	50c Blue Fronts . . . 249.50
	1.00 Chief . . . 475.00

NEW PIN BALLS	COUNTER GAMES	SAFES & STANDS
WRITE EXHIBIT—BANJO UNITED—WISCONSIN UNITED—MANHATTAN GENCO—TRADE WINDS CHI-COIN—TRINIDAD WILLIAMS—TENNESSEE BALLY—BALLERINA	1c Sparks, Check P.O. \$12.50	REBUILTS LIKE BRAND NEW 5c COPPER, GOLD AND BLUE, Hammerloid Finish . . . \$119.50
	1c Daval Marvels . . . 19.50	10c COPPER, GOLD AND BLUE, Hammerloid Finish . . . 129.50
	5c Gushers, New . . . 29.50	25c COPPER, GOLD AND BLUE, Hammerloid Finish . . . 139.50
	5c Davals, Free Play . . . 39.50	(Drill Proof and Knee Action)
	1c Marvel Pop Up, New . . . 25.00	
	1c Target Skills . . . 22.50	
	1c Gastilleb Grip Scales . . . 32.50	
	1c Daval Buddy-Cigarette . . . 27.50	
	5c Jennings Grandstands . . . 12.50	

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WURLITZER 600K **\$119.50 EA.**

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SCORE-A-BARREL  
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ROCK-O-BALL, 14 FT.  
ROCK-O-BALL, 16 FT.  
ROLL-A-BALL  
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KEENEY AIR RAIDER  
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PRICED RIGHT!

WURLITZER 1015 - WRITE FOR PRICE - 1946 ROCK-OLA

WURLITZERS	ROCK-OLA	SEEBURG
412 . . . . . \$ 49.50	Imperial 20 . . . . . \$ 49.50	Gem . . . . . \$ 94.50
618 . . . . . 64.50	Standard or DeLuxe . . . . . 119.50	Plaza or Mayfair . . . . . 124.50
24 and 24A . . . . . 89.50	Masters or Supers . . . . . 139.50	Classics or Vogues . . . . . 194.50
600-R . . . . . 99.50	1946 Rock-Olas . . . . .	Colonel or Envoy, E8 . . . . . 250.00
500K or 600K . . . . . 125.00	Write for Prices	
Victory Model, Rotary . . . . . 79.50	AMI Top Elite . . . . . 49.50	Colonel or Envoy, ESRC . . . . . 275.00
Victory Model, Key-board . . . . . 124.50	Playmaster With Spectravox . . . . . 149.50	8800 or 9800, ES . . . . . 175.00
780-M . . . . . 229.50	Playmaster . . . . . 124.50	8800 or 9800, ESRC . . . . . 210.00
780-E . . . . . 249.50	Bury Job, Rock-Ola 20 mech. In metal cab., suitable for any 20-wire boxes . . . . . 99.50	8200, ES . . . . . 200.00
1015 (like new) . . . . .		8200, ESRC . . . . . 235.00

### GAMES! GAMES! GAMES!

#### ADVANCE ROLLS-WRITE FOR PRICE-BING-A-ROLLS

##### ROLL DOWNS

TOTAL ROLL  
DOUBLE UP  
TALLY ROLL  
ROLL-A-BALL  
PINCH HITTER } **\$49.50 EACH**

##### ARCADE

ABT CHALLENGERS-NEW  
WRITE FOR PRICE  
CHAMPION HOCKEY . . . . . \$29.50  
CHICKEN SAM . . . . . 49.50  
SCIEN. BATT. PRACTICE . . . . . 49.50

#### FIVE BALL SPECIALS

CHICOIN BASEBALL (New, in Original Crates) **\$139.50** | SURF QUEENS (Checked-Cleaned) . . . . . **\$39.50**

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

PHONE:

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

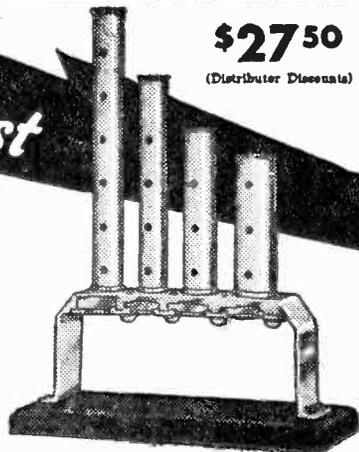
KILBOURN 7323

*S. L. London Music Co., Inc.*  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

## Lightning Fast

### The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.



**\$27.50**

(Distributor Discount)



*Northwest Sales Co.*

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

### GOOD PAYING - - - OLD ESTABLISHED PHONOGRAPH AND PIN BALL ROUTE FOR SALE

OVER 100 UNITS, ALL ON LOCATION, IN A FAST GROWING COMMUNITY IN THE STATE OF OHIO. OPERATOR'S AVERAGE TAKE \$3,000.00 MONTHLY. COMPLETE UP-TO-THE-MINUTE SHOP AND SERVICE TRUCK. PRICED \$50,000.00.

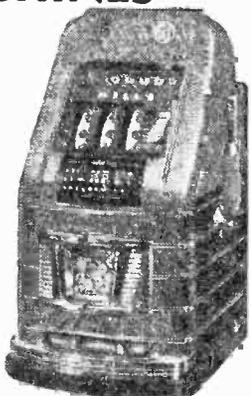
BOX D-280, THE BILLBOARD, CINCINNATI 22, O.

## MILLS LATEST MACHINES



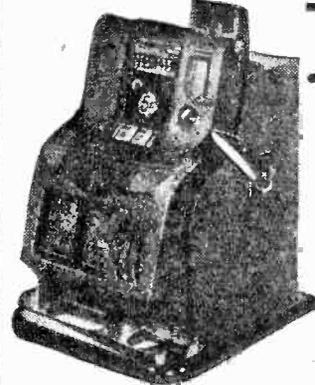
### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



### MILLS Q T

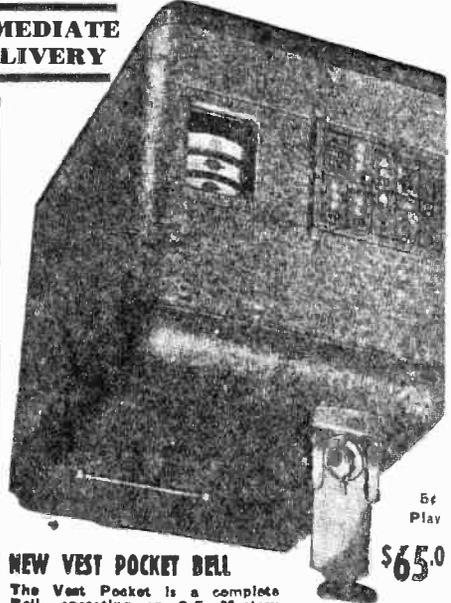
A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/8 Deposit.

New Box Stands, Single, Double and Triple Safes

## SICKING, INC.



### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

### AUTOMATIC COIN

## America's Bell Machine Center

### AUTHORIZED DIRECT FACTORY DISTRIBUTORS

#### for MILLS SLOTS



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

WRITE FOR SPECIAL QUANTITY PRICE

### NOW DELIVERING BRAND NEW MILLS SLOTS

BLACK GOLD, HAND LOAD  
MELON BELL JEWEL BELL  
GOLDEN FALLS, HAND LOAD  
5¢ Q.T.

### SPECIAL TOOL KIT

For Servicing All Slots **\$19.95**



TERMS: 1/3 Dep., Balance C. O. D.

### GUARANTEED SLOTS

Reconditioned-Refinished-Repainted

Mills Brown Front, 5¢ . . . . .	\$ 89.50
Mills Brown Front, 10¢ . . . . .	94.50
Mills Brown Front, 25¢ . . . . .	99.50
Mills Golden Falls, Handload, 5¢ . . . . .	160.00
Mills Golden Falls, Handload, 10¢ . . . . .	165.00
Mills Golden Falls, Handload, 25¢ . . . . .	170.00
Mills Black Cherry, 5¢, 2/5 or 3/5 . . . . .	155.00
Mills Black Cherry, 10¢, 2/5 or 3/5 . . . . .	160.00
Mills Black Cherry, 25¢, 2/5 or 3/5 . . . . .	165.00
Mills Silver Chrome, 5¢, 2/5 or 3/5 . . . . .	119.50
Mills Silver Chrome, 10¢, 2/5 or 3/5 . . . . .	124.50
Mills Silver Chrome, 25¢, 2/5 or 3/5 . . . . .	129.50
Mills Gold Chrome, 5¢, 2/5 or 3/5 . . . . .	119.50
Mills Gold Chrome, 10¢, 2/5 or 3/5 . . . . .	124.50
Mills Gold Chrome, 25¢, 2/5 or 3/5 . . . . .	129.50
New Stands for All Mills Machines . . . . .	22.50

### CONSOLES

Mills 4-Bells, Late Head . . . . .	\$139.50
Pace Reels . . . . .	69.50
Mills Jumbo, Cash Payout . . . . .	69.50
Pace Twin Reels, 5¢ or 25¢ . . . . .	89.50
Buckley Track Odds (Without Daily Double Feature) . . . . .	229.50
Evans 1947 Bang Tails, Comb. F.P.-P.O. . . . .	495.00
Evans 1946 Galloping Dominos, J.P. . . . .	299.50

### MISCELLANEOUS BARGAINS!

9 Col. DuGrenier Cig. Machine . . . . .	\$ 99.50
11 Col. DuGrenier Cig. Machine . . . . .	109.50
Wurlitzer Colonial Phonograph . . . . .	219.50
10-Ft. Bowling Alley . . . . .	119.50

### RECONDITIONED POST-WAR PIN GAMES

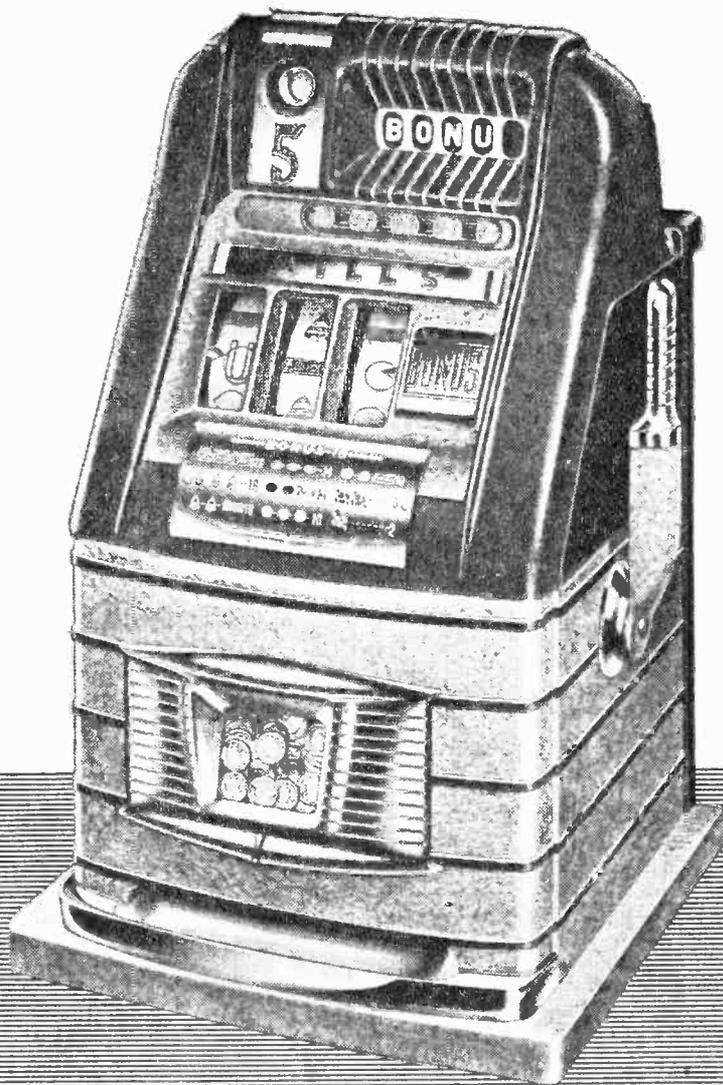
Havana . . . . .	\$ 79.50
Kilroy . . . . .	69.50
Baffle Card . . . . .	64.50
Super Score . . . . .	69.50
Exhibit Big Hit . . . . .	64.50
Superliner . . . . .	69.50
Surf Queen . . . . .	44.50
Gold Ball . . . . .	129.50

## AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

# The New **B·O·N·U·S** Bell!



a machine that is fun to play!

**HOW IT WORKS!** Distributed among the characters on the first reel are the five letters of the word BONUS.

These letters are woven into the design of the bell fruit symbols and in no way affect the bell payouts. But BONUS means "something extra" and that's just what the BONUS feature is—an extra! If the first reel stops on the letter "B," that starts the BONUS. The "B" shutter in the Bonus Window drops down and lets the player know that he is one-fifth on his way to the BONUS. It is now necessary to secure the other four letters in their proper sequence. If a letter comes up which is not the next one required in spelling the word, the player doesn't lose any advantage at all—the Bonus Window still remains at its point of advancement. The BONUS award is 18.

## BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# HERE'S THE KIND OF GAME YOU'VE ALWAYS WANTED!

IT'S NEW—IT'S DIFFERENT—IT'S EXCITING

WAIT FOR  
*Williams*  
NEW 5-BALL

## NEW FROM TOP TO BOTTOM!

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST.  
CHICAGO 10, ILL.



MEMBER



JOE  
ASH

## ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

BAFFLE CARD.....	\$ 39.50	MARJORIE.....	\$84.50
BIG HIT.....	24.50	PLAYBOY.....	49.50
CO-ED.....	99.50	RIO.....	44.50
DYNAMITE.....	34.50	ROCKET.....	49.50
CAROUSEL.....	49.50	SHOWGIRL.....	39.50
CYCLONE.....	59.50	STAGE DOOR CANTEEN.....	24.50
FIESTA.....	39.50	SUPERLINER.....	29.50
GOLD BALL.....	69.50	STATE FAIR.....	39.50
HAVANA.....	39.50	SUPER SCORE.....	44.50
KILROY.....	44.50	SEA BREEZE.....	29.50
LUCKY STAR.....	79.50	SPELLBOUND.....	29.50
MISS AMERICA.....	34.50	SURF QUEEN.....	24.50
MAISIE.....	49.50	SUSPENSE.....	24.50
HAWAII.....	109.50	TORNADO.....	59.50

1/3 With Order — Balance C. O. D.

### ACTIVE AMUSEMENT MACHINES CO.

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Philadelphia 30, Pa.  
Fremont 7-4495

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Mitchell 2-8527

1120 Wyoming Ave.  
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Scranton 4-6176



YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS

### BADGER'S Bargains

"Often a few dollars less — seldom a penny more"

LOS ANGELES see  
Bill Hoppel  
MILWAUKEE see  
Carl Hoppel

#### GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET .. WRITE	NEW BALLY WILD LEMON .. 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
BALLY TRIPLE BELLS, 5-5-25 ... 585.00	KEENEY BONUS 2-WAY, 5-5 ... 565.00
MILLS 1947 THREE BELLS ... 395.00	1947 GALLOPING DOMINOES, P.O. ... 395.00
MILLS 1941 THREE BELLS ... 169.50	1947 BANGTAILS, P.O. ... 395.00
KEENEY 4-WAY SUPER BELLS ... 169.50	BALLY DE LUXE DRAW BELLS ... 314.50
KEENEY TWINS, 5-25, F.P., P.O. ... 99.50	BALLY DRAW BELLS (R. B.) ... 259.50
KEENEY SINGLE SUPER, F.P., P.O. ... 59.50	BALLY DRAW BELLS (M. B.) ... 239.50
MILLS JUMBO, LATE F.P. ... 39.50	MILLS JUMBO, LATE F.P., P.O. ... 49.50
	MILLS JUMBO, LATE P.O. ... 39.50

KEENEY BONUS 3-WAY, 5¢, 10¢, 25¢, Rebuilt and Re-finished Like New .....	\$695.00	KEENEY BONUS 1-WAY, 5¢ or 25¢, F.P., P.O., Rebuilt and Refinished Like New ..	\$295.00
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#### GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015 .....	\$495.00	SEEBURG MODEL 1-47 .....	\$575.00
WURLITZER MODEL 1080 .....	550.00	SEEBURG MODEL 1-46 .....	495.00
A.M.I. 1946 MODEL M .....	675.00	ROCK-OLA MODEL 1426 (1947) ..	450.00
PACKARD 1946 MODEL 7 .....	395.00	ROCK-OLA MODEL 1422 (1946) ..	375.00

#### RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL .....	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY .....	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	169.50	NEW MILLS GOLDEN FALLS .....	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	295.00	SINGLE WEIGHTED STAND .....	19.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

**Badger Sales Co., Inc.**  
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LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326

**Badger Novelty Co.**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030

### BRAND NEW FLIPPER GAMES

IN ORIGINAL CRATES  
\$85.00 and up

SILVER STREAK	CHICAGO BASEBALL	BALLYHOO
BONANZA	JOCKEY SPECIAL	PLAY BOY
STARLIGHT	KEENEY HI-RIDE	MELODY
NUDGY ROLLDOWN		WURLITZER 1015

BELL PRODUCTS CO. 2000 N. OAKLEY, CHICAGO, ILL.



**GENCO'S Trade Winds**



WILL BLOW **GREATER PROFITS** YOUR WAY

- Extra Special Adjustable Free Game Feature.
- More Ways To Advance Bonus Scores.
- Speedier Flipper Action to The Top of Board.
- The Player Action Is Exciting and Fast.
- **SIX Original FRB Features.**  
(FLOATING ROLL-OVER BUTTONS)



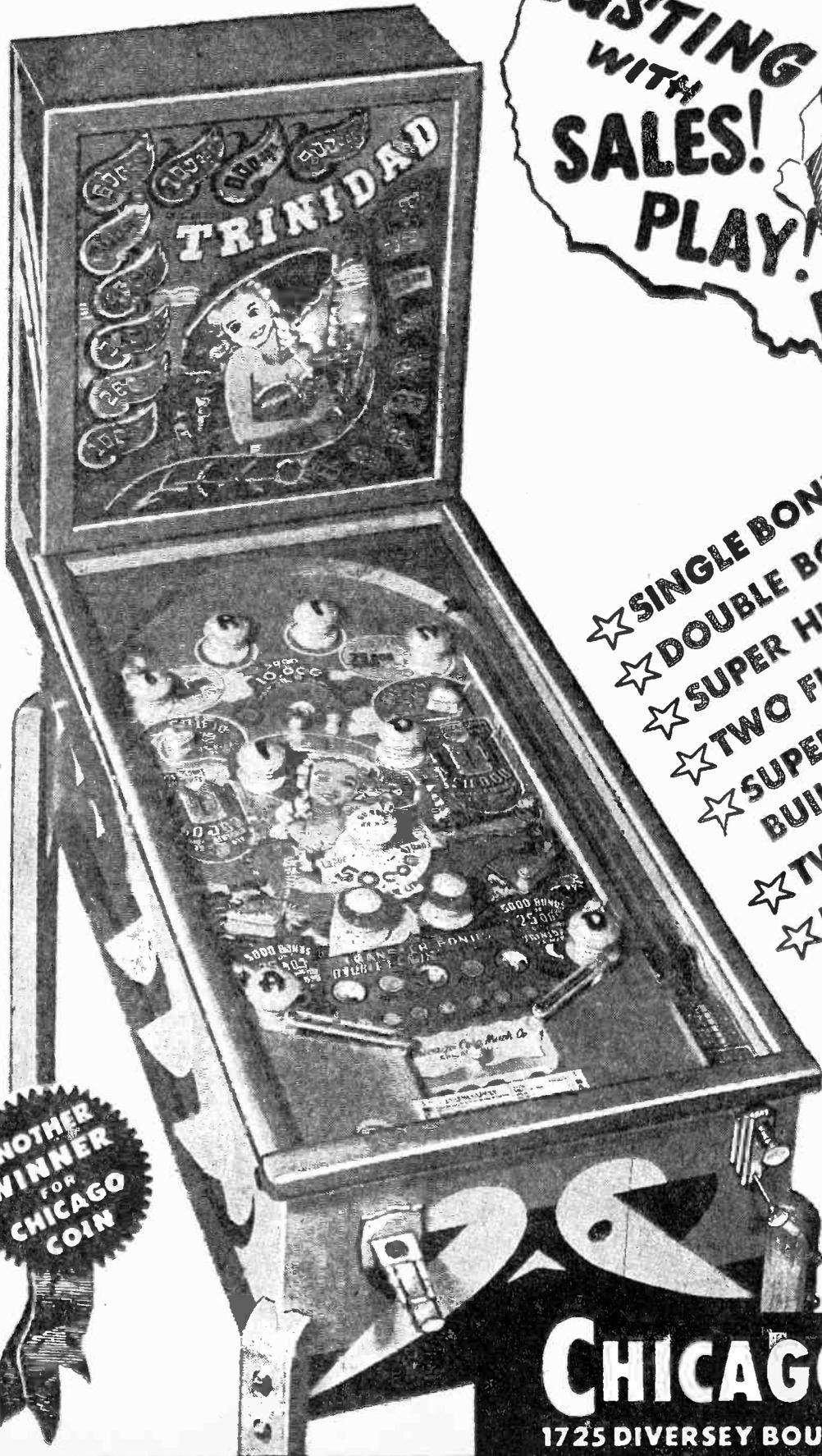
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ORDER FROM YOUR NEAREST DISTRIBUTOR

**Genco** MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

*Chicago Coin's*  
**TRINIDAD**

IS BUSTING OUT ALL OVER..  
 WITH SALES! PLAY! DEMAND!



- ★ SINGLE BONUS
- ★ DOUBLE BONUS
- ★ SUPER HIGH SCORE
- ★ TWO FLIPPERS
- ★ SUPER BONUS
- ★ BUILD-UP POCKETS
- ★ TWO SPECIAL PLAY LANES
- ★ 50,000 BONUS BUMPER

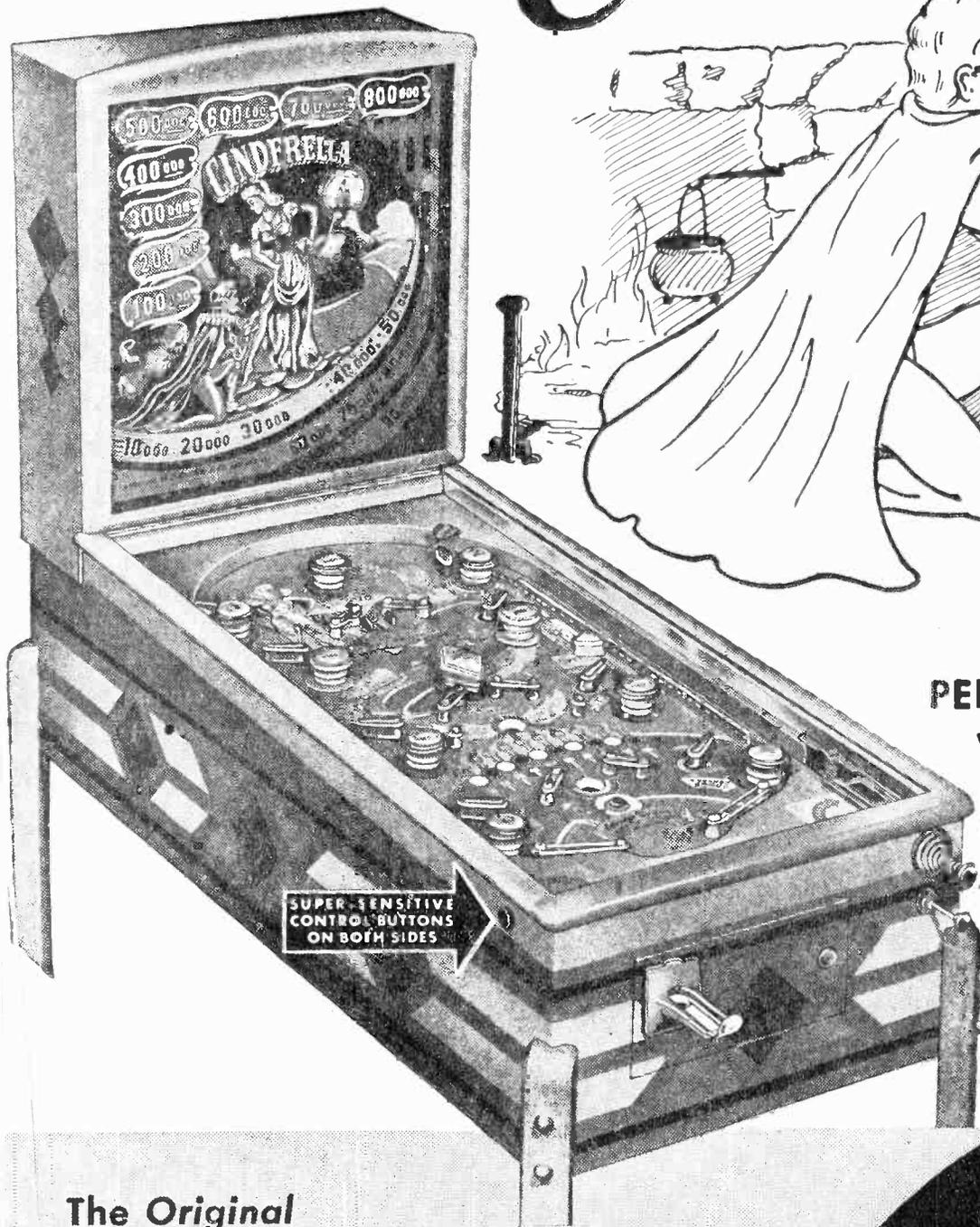
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**TRINIDAD**  
 ORDER FROM YOUR  
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**CHICAGO COIN** MACHINE COMPANY  
 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

You'll Find Your Sweetheart in

# Cinderella



IDEAL FOR APPEAL  
PERFECT FOR PERFORMANCE  
"TRIPLE-A" FOR PROFITS

"There is no  
substitute for  
Quality!"

The Original  
**FLIPPER BUMPERS**  
 ROTATION SEQUENCE  
 HIGH SCORE • KICKER POCKETS  
 Plus **DOUBLE BONUS**  
 and **BONUS BUILD-UP**  
**SEE YOUR DISTRIBUTOR NOW!**

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 1140-50 N. Kostner Ave.  
 Chicago 51, Illinois

# UNITED'S MANHATTAN

with New

## "DOUBLE-DOUBLE" BONUS FEATURE

✓ Terrific Last Second  
Cross-Action Suspense

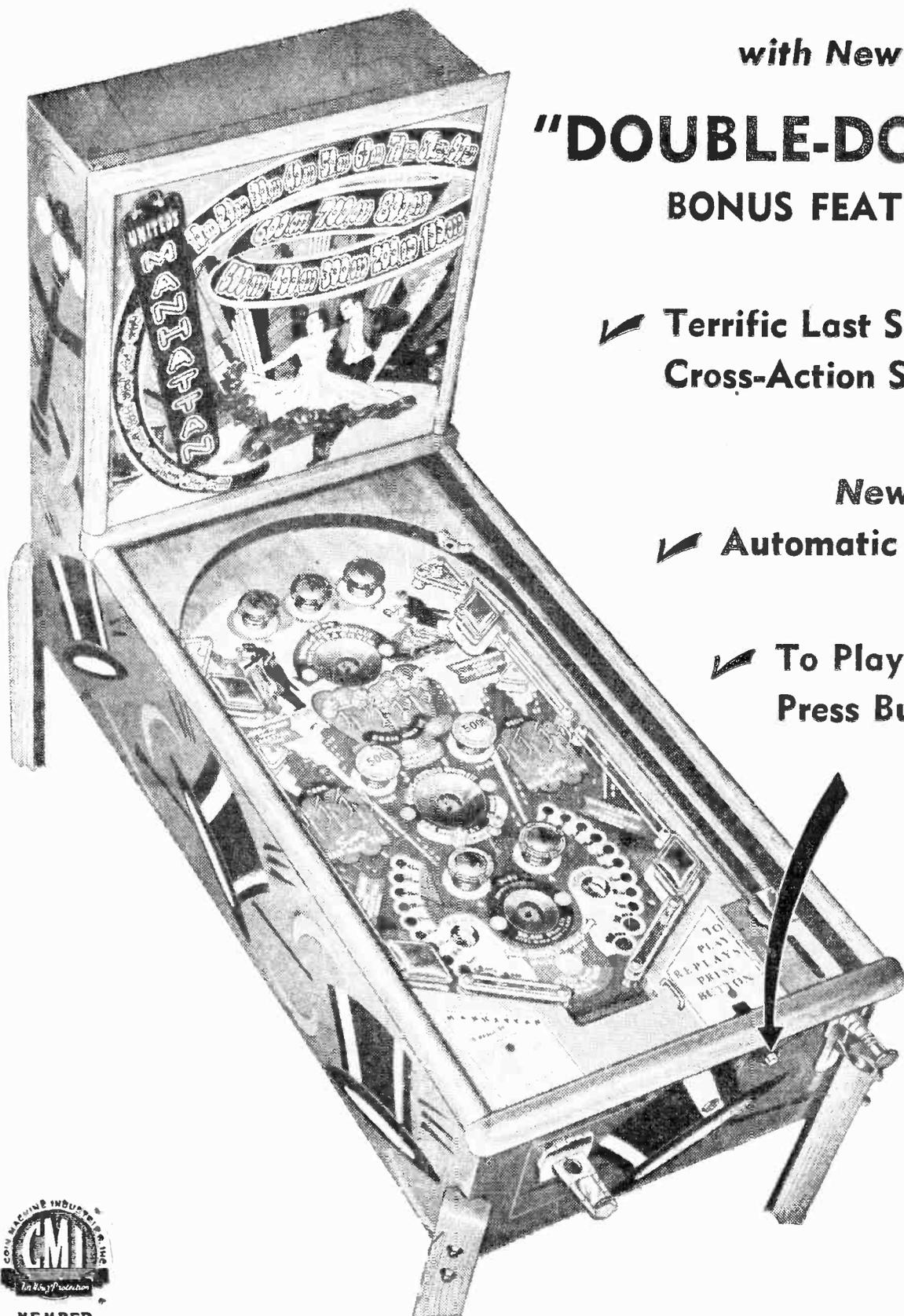
New

✓ Automatic Shuffle

✓ To Play Replays  
Press Button

FIVE-BALL  
NOVELTY  
REPLAY

SEE YOUR  
DISTRIBUTOR



### UNITED MANUFACTURING COMPANY

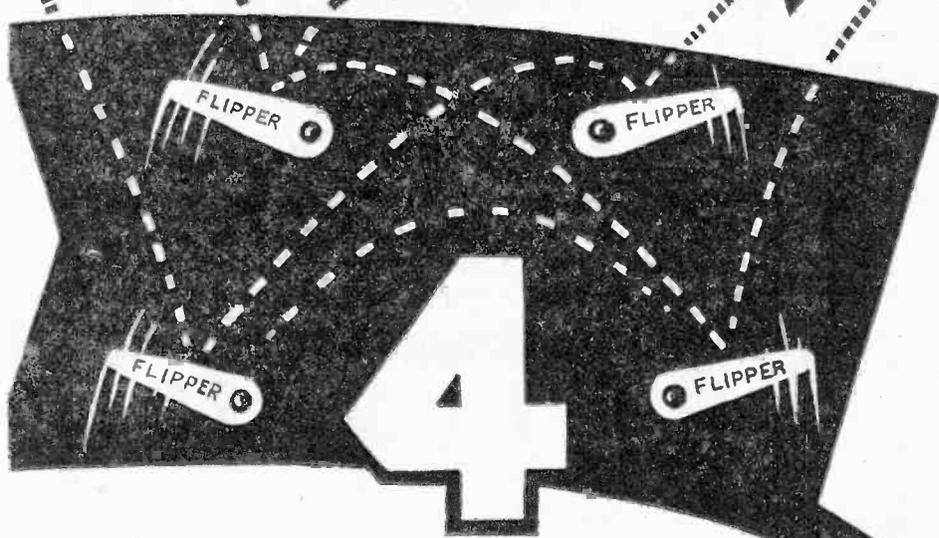
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CHICAGO 40, ILLINOIS

# EXHIBIT'S GREAT!!! BANJO

*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-  
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GET IT! from your  
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 **EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901)  
4218-4230 W. LAKE STREET • CHICAGO 24, ILL.



**NEW Bally ONE-BALL MULTIPLES!**

**GOLD CUP**  
FREE PLAY

**TROPHY**  
AUTOMATIC



Operators hail the new FAN FLASH as the strongest EXTRA-NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.



**BALLERINA**

**NEWEST BALLY 5-BALL NOVELTY HIT**

**Kicker-Bumpers**

CONTROLLED BY PLAYER

**New Double Bonus**

7 WAYS TO SET UP BONUS—5,000 AND 25,000

**Last Ball Suspense**

INSURED BY KICK-BACK POCKET, AT BOTTOM OF BOARD

5 Kick-out Holes  
3 Saucer Holes  
High Scores

Guaranteed  
Mechanically Right

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING  
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL  
BALLY BOWLER

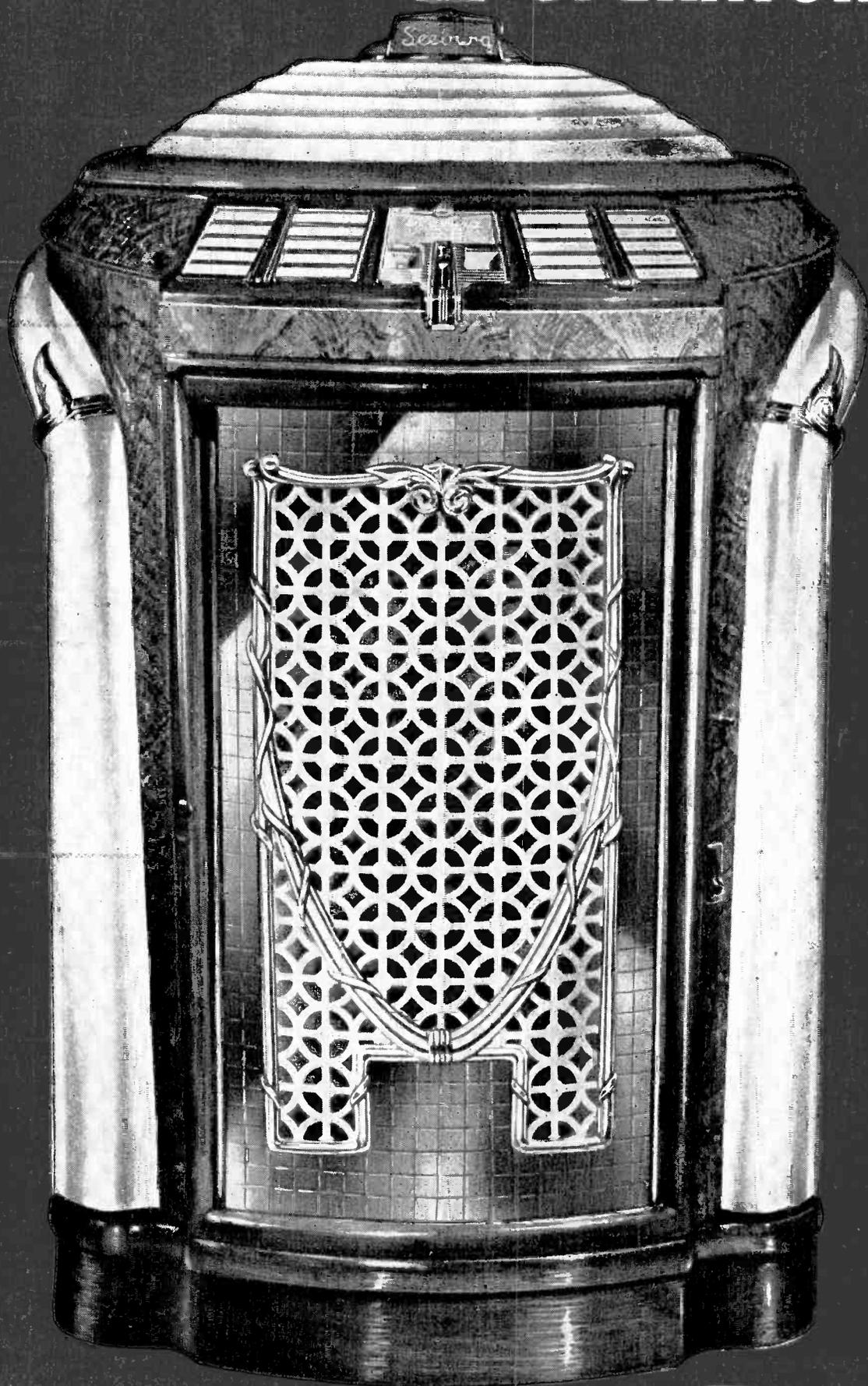


**Bally MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

*Choice of*

**THE PUBLIC  
LOCATION OWNERS  
OPERATORS**



**The Symphonola**

**WITH SCIENTIFIC SOUND DISTRIBUTION  
AND REMOTE CONTROL**

**AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS**

**Seeburg**  
1902 • DEPENDABLE MUSIC SYSTEMS • 1948  
J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

# GENEROUS TRADE-IN ALLOWANCE

for your old phonographs and

# EASY TERMS ON WURLITZER 1100s

► Build up your average collection and net profit per location by turning in on Wurlitzer 1100s your old phonographs that are costing you too much to service—taking in too little money.

We will make you a generous allowance for your old equipment—arrange easy terms that will get you off to a flying start.

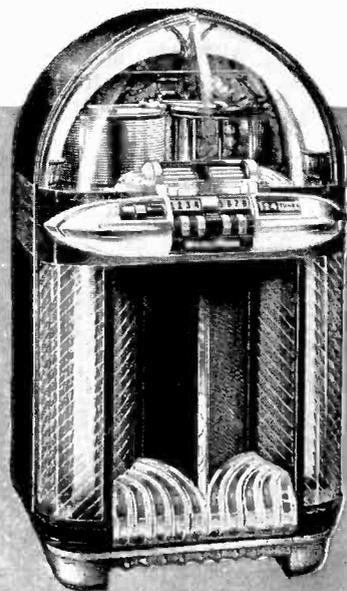
With new 1100s you will have the outstanding profit producer of all time—a phonograph with such amazing eye, play and ear appeal that there is just no comparison. With its Zenith Cobra Tone Arm, records played a thousand times sound just as they did the first time they were played.



This means BETTER MUSIC—MORE PHONOGRAPH PLAY—BIGGER PROFITS.

*Records last up to ten times longer.* Mechanical and electrical parts, combined into compact assemblies, can be removed from two to one hundred times faster—replaced with spares when shop servicing is required. These *savings in records and service* should exceed \$300 in four years.

Let us tell you how easy it is to increase your profits—pull down your service costs. Put new Wurlitzer 1100s in your top spots. Give a new lease on life to ALL your locations by moving in a better paying phonograph that will cost less to service.



Model 1100

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420 N. Craig St., Pittsburgh 13, Penna.

**Sutton Distributing Co.**  
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**Sterling Service**  
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**Williams Distributing Co., Inc.**  
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