

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 3, 1948

MOST-PLAYED JUKE BOX RACE RECORDS 1946-1947

Listed below is a 78 week compilation of standings of Louis Jordan records in the "Most-Played Juke Box Race Records Chart," based on Billboard's weekly survey among juke box operators.

THE RECORD	1st PLACE	2nd PLACE	3rd PLACE
AIN'T NOBODY HERE BUT US CHICEENS	18 Weeks	3 Weeks	2 Weeks
CHOO CHOO CH BOOGIE	18 Weeks	3 Weeks	2 Weeks
BOOGIE WOOGIE BLUE PLATE	14 Weeks	4 Weeks	
JACK YOU'RE DEAD	7 Weeks	4 Weeks	6 Weeks
STONE COLD DEAD IN THE MARKET	5 Weeks	6 Weeks	5 Weeks
TEXAS AND PACIFIC	2 Weeks	1 Weeks	5 Weeks
AIN'T THAT JUST LIKE A WOMAN	2 Weeks	11 Weeks	2 Weeks
LET THE GOOD TIMES ROLL		4 Weeks	5 Weeks
OPEN THE DOOR RICHARD		4 Weeks	1 Week
THAT CHICKS TO YOUNG			8 Weeks
EARLY IN THE MORNING			3 Weeks
	66 Weeks	40 Weeks	39 Weeks

As if he needed a reminder that his Decca disks are potent nickel-pullers on the jukes, not to mention over-the-counter sales and disk-jockey plays, Louis Jordan is presented with a blown-up box score of win, place and show standings of his Decca platters for 1946-1947 in the Juke Box section of The Billboard's Music Popularity Charts. The scoreboard was presented to Jordan by Personal Manager Belle Adams (right) and Pic Director Bud Pollard (left) on the set during shooting of Jordan's third full-length feature film, "Look Out, Sister, Look Out." Adams is also producer of the Jordan films, and Pollard directs. Pix are released thru R. M. Savini's Astor Pictures Corporation.

*"I grossed \$1500 in 8 weeks with
MY Manley POPCORN MACHINE"*



This statement was made last September by a new Manley owner who had just operated his machine during July and August of 1947. When you consider the fact that approximately 80% of that gross is straight profit—it's easy to see that he netted around \$150 per week for himself. Amazing as this may seem to you, it is by no means unusual for Manley Popcorn Machine owners to net \$150 to \$200 per week. There's money to be made in the popcorn business—**BIG MONEY**, and *you* can make it!

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If you have a good busy location in mind, get *all* the facts now about how you can build a profitable present and a secure future with popcorn. Send the coupon for our new 64-page book, "How To Make Big Profits From Popcorn." No obligation! Mail the coupon today!

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MACHINES The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features Designed to make the handling of crowds easy... *you'll make more money with Manley.*

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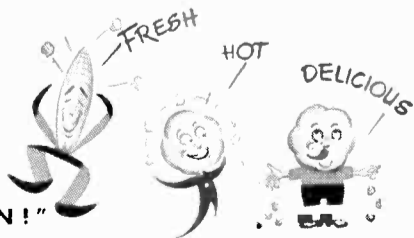
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CAMPUS ORK, CHIRP CHAMPS

Kenton Again Wins in 10th College Poll

More Results Next Week

NEW YORK, March 27.—Kenton's king of the ork division for the second consecutive year, according to results of *The Billboard's* 10th Annual College Poll. His progressive jazz proved to be the fave among 421 colleges, junior colleges and prep schools which participated in this year's poll. Some 1,250 questionnaires were mailed out and the returns represented about a 19 per cent coverage, which is far better than an adequate return in poll-taking. *The Billboard* this week is showing off only Part I of the Annual College Poll. Part I consists of popularity choices, with the results in many cases based on campus-conducted (See *Rah Rahs Go* on page 16)

The Winnahs!

NEW YORK, March 27.—Give a good substantial look! Top bard, male singer and gal chirp as voted by America's colleges in *The Billboard's* 10th annual poll of college music tastes:

- No. 1 band—Stan Kenton.
- No. 1 male singer—Bing Crosby.
- No. 1 fem singer—Peggy Lee.

For detailed tabulations in these and other categories, see the Music Department of this issue.

Niteries Find Biz Hypodermic In Rumba and Celeb Nights

By Bill Smith

NEW YORK, March 27.—Gimmicks to hypo declining nitery biz have been tried time and again. Some had a temporary effect and others didn't even register. The only two stunts that have stood the test of time are celeb nights and the more recent one, rumba nights.

The rumba pitch, which is used under various guises, got its greatest impetus from dance teachers and their pupils who followed various Latin bands around. The Havana-Madrid probably was the first cafe to put these rumba things on a commercial basis and make them pay off. Since then there have been many others that have gone for it. The most recent additions are the China Doll, which has put in Noro Morales, and the Ebony, which has Marcelino Guerra on the stand.

L. Q. Next

The latest impending recruit to the rumba contingent is Lou Walters' Latin Quarter. The club has Pupi Campo coming in, and Walters, who can add as well as the next one, has started dickering for a rumba session. But instead of limiting his plan to one night a week, he wants it to run for a full week. The idea is to have various dancing teachers put on exhibitions between shows to serve a double purpose: Keep customers longer and attract new ones.

The Latin dance craze got its greatest lift from Jeri Gerardo, formerly the male half of the ballroom team, the Gerardos. Gerardo installed the gimmick at the Havana-Madrid, putting it on at the end of the set show. It consisted of exhibitions, audience participation, with a prize to the win-

ner; introduction of various rumba teachers who also did an exhibition, and wound up with Latin jitterbugs doing an exciting finale.

The fact that the gimmick paid off was evidenced in cash register takes and soon spread to other clubs. Gerardo, now associated with Ann Lano, who in turn has quite a rep as a teacher, works the plan as follows:

They get a minimum of \$100 a night from the op who also furnishes a teacher's table. Different teachers have a night each week. They drag along their pupils, who in turn take other people with them. The only (See *Niteries Find Biz* on page 4)

25 Get Wing Awards in N. Y.

NEW YORK, March 29.—Local theaterdom overflowed the Grand Ballroom of the Waldorf-Astoria last night for the second annual presentation of the Antoinette Perry Awards, sponsored by the American Theater Wing, in memory of its late chairman and secretary. Some 25 recipients accepted their "Tonys" which are not awarded for "firsts" or "bests" but for outstanding contributions to the arts, crafts and business of the theater during the current season.

The committee distributed honors to Judith Anderson (*Medea*), Jessica Tandy (*Streetcar*), Katharine Cornell (*Cleopatra*), Paul Kelly (*Command Decision*), Basil Rathbone (*Heiress*), Henry Fonda (*Mr. Roberts*) for dis- (See *THEATER WING* on page 40)

Bing Captures; Stafford Bows To Peggy Lee

Sinatra Hits Toboggan

NEW YORK, March 27.—By their records ye shall know them. That's the campaign slogan of the singers division in *The Billboard's* 10th Annual College Poll. Bing Crosby, who probably enjoyed his biggest sales year on wax in '47, won the kampus kid kudos in the male sweepstakes, while Peggy Lee, with a late '47 and early '48 surge on disks via *Golden Earrings*, *Manana* and *I'll Dance at Your Wedding*, brought home the Oscar in the fem chirp bracket. Voting for the male fave evidenced that Frank Sinatra's star has faded considerably in the past year. The Voice dropping from last year's top (See *"Sing Bing"* on page 17)

Showbiz Taxes In Feb. Slump

WASHINGTON, March 27.—The amusement business is still on the skids compared with last year, February tax collection returns indicated this week. The Bureau of Internal Revenue reported that only the levy on phono sets and radios increased over February, 1947.

Collections on admissions to theaters and cabarets hit a post-war low of \$29,662,665, a drop of some \$4,500,000 from the previous February. Tax receipts from disks, coin machines, cigarettes and liquors also slumped.

Revenue Bureau Collections

	Feb. 1948	Feb. 1947
Liquors	\$162,631,129	\$178,867,616
Cigarettes	88,747,669	99,172,401
Admissions	29,662,665	34,243,592
Radios, Phonos	6,173,908	4,823,700
Disks	750,148	801,276
Coin Machines	274,461	320,260

FCC DIGS INTO KMPC CASE

Radio News Club Beef Gets Action

3 Stations Studied

WASHINGTON, March 27.—Investigating three stations controlled by G. A. Richards in Los Angeles, Detroit and Cleveland as the result of news slanting charges leveled against Richards (*The Billboard*, March 6, 13, 20, 27) at KMPC in Los Angeles, the Federal Communications Commission (FCC) is not only studying the current charges but has also undertaken an exhaustive survey of its records of the "case history" of each of the stations. The FCC's investigators, it was learned, have already dug up the almost forgotten fact that KMPC was the subject of a hearing on a renewal bid shortly after Richards became owner in 1937.

Hillbilly Chirp On Vaude Tour

NEW YORK, March 27.—Further evidence of the spread to these h'yar parts of hillbilly and folk music is chirp Esmerelda's first theater tour which tees off April 23 at the State Theater in Hartford, Conn. The yodel-thrush (who waxes for Musi-craft) is reported drawing \$1,000 weekly for her solo theater dates, which so far include the Hartford stand, April 23-25; the Adams Theater, Newark, N. J., the week of April 28, and a week's run at the Hippodrome Theater, Baltimore, starting May 5.

The commission at that time reported that investigation disclosed some program announcement "of doubtful public merit," but the FCC granted the KMPC renewal, explaining: "Present indications are that hereafter greater care will be exercised in the selection of program material."

Altho it has been known for several days that the FCC was investi- (See *FCC Digging* on page 11)

German Vaude Limp Along; Lacks Novelty

Shot in Arm Needed

BERLIN, March 27.—The main trouble with German vaude seems to be the inability of houses to come up with something new, something the customers haven't seen time and again. Berlin, once the mecca of acts touring the Continent, is now given the go-by, mainly for political reasons.

The American sponsored Titania, run by American Special Service, opened its February show, a Charles D. McIntosh production, *Rhythms of 1948*, and got a fairly good play. The show has novelties, some comedy, music and a ballet. Being run by Americans, the house has made some attempt to bring in something new, (See *German Vaude Limp*, page 4)

Filmster J. Moran Tops Oatuner Tour

HOLLYWOOD, March 27.—Headlining a show combining bobby-soxer draw and Western specialties, filmster Jack Moran headed east over the week end accompanied by agent Richard Wiley for a series of personal appearance dates with a show featuring oatuners Wesley Tuttle, the Texas Stars and the Milo Twins, Capitol waxery artists.

Tour handled by Philadelphia booker Jolly Joyce, kicks off in Nashville, following appearance of Tuttle on *Grand Ole Opry*, and takes in dates along Eastern Seaboard including stand in Washington, during first week of May. Compact score of dates in Texas area are also being rigged by Dallas disk jock, Hal Horton.

Legit Reaps Boff Pic Dough

\$4,580,000 Cracks Script Coin Record

Only 916G Paid in '46

NEW YORK, March 27.—Making a comeback last year and reaping a golden harvest, legit has plucked \$4,580,000 from Hollywood films for scripts. This is the top money year since 1940 and might be the top since the Coast went after scripts as movie material. The year before the picture outfits paid out only 916G, the low for several years, as against nearly \$2,000,000 in 1945 and \$3,000,000 in 1944. Previous cabbage devoured by legit had been \$1,318,000 in 1940-'41; \$1,990,500 in 1941-'42, and \$1,122,500 in 1942-'43. These figures are not the total amounts paid for the plays, as in many cases they reflect only down payments with substantial adjustments upward if the pictures made from the scripts were winners.

In addition, last year saw two plays bought for astronomical amounts. *Born Yesterday* and *Harvey* each were worth paying \$1,000,000 to obtain. This is another figure that hasn't been topped. *Yesterday* was bought by Columbia as a vehicle for Rita Hayworth, and Universal will have its pick of the top stars in Hollywood for *Harvey*.

Pre-Production Deals

However, the situation isn't all sunshine from the legit producers angle. A study reveals that pre-production deals, which during the war years were the answers to a manager's prayer, have become a thing of the past. Last season only *Command Decision* rated a pre-production deal and that for 100G. The reason was (See PIX PAY \$4,580,000 on page 40)

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Seeburg's Industrial Music

CHICAGO, March 27.—With first showings of its industrial-commercial music system scheduled for early next week (*The Billboard*, March 27), the J. P. Seeburg Corporation this week revealed details of the non-coin-operated mechanism which will diversify Seeburg distributors' music line and may offer music operators a competitive weapon in better-class locations where Muzak, World Broadcasting and similar commercial systems are now dominant.

At the same time, Seeburg announced a national advertising campaign to push the product in newspapers and general circulation magazines. First advertisement will break in the April 10 issue of *The Saturday Evening Post*, full page, black and white.

The music system will be sold exclusively by established Seeburg distributors as part of the company's long-range program to diversify the types of music equipment its distributors handle and to tap markets which could not be reached with the firm's coin-operated phonographs.

Two basic models of the Seeburg industrial-commercial unit will be displayed at next week's showings. Heart of the unit is the record selecting and reproducing mechanism which Seeburg calls the Select-o-Matic "200" library. The Select-o-Matic plays records vertically, offers up to 14 hours of continuous music without repetition and provides instant choice, or pre-programming, of any one or all of the 200

(See Unveil New on page 103)

Niteries Find Biz Hypodermic In Rumba and Celeb Nights

(Continued from page 3)

concession the teachers get is a lifting of the minimum, which in many cases is meaningless. They pay all tabs. It has been estimated that the cost to the club is about \$200 and for that it turns a dull night into almost a week-end biz puller.

Must Run Eight Weeks

To be successful, however, the gimmick has to be used for a minimum of eight weeks. If used less than that, its chances of catching on are slim. It has become almost a standard at the Havana-Madrid (Tuesday nights), where its success is evident.

The celeb night is older and probably lends itself to greater publicity.

Leon and Eddie's celeb nights are probably the oldest, and the club's Sunday night has become almost a tradition. A major part of its success is due to the emceeing of Eddie Davis. When Davis had the celeb night all to himself he made quite a thing of it. Today at least two other Stem spots use it regularly and have taken the edge off Leon and Eddie's.

The gimmick behind celeb nights was ostensibly to give new talent a chance to be seen. This meant that buyers and agents would have to be

present. In some cases this had been true and occasionally some kid did get a job out of a celeb night. But basically the idea was to sell drinks. Like similar stunts, this one depended on longevity. If it was used often enough to become established, it made a buck.

Alpert Turns Trick

The major problem was to get celebs who would pull. And that in turn brought out the emcee who could get the names. The most successful (outside of Davis) in recent months has been Mickey Alpert at the Havana-Madrid. He runs the things Monday nights, usually one of the worst nitery days of the week, and jams the joint until closing. La Martinique has Harry Morton (who also is the booker there) to put on shows Sunday nights.

Celeb nights, however, don't come cheap. First there is an annual fee to American Guild of Variety Artists (AGVA) that mounts into the thousands. Then the actors who go on outside of the celeb and his pals expect their checks to be picked up. But despite its financial obstacles it makes a buck, and making enough bucks keeps niteries open.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 *On the Honor Roll of Hits*

NOW IS THE HOUR

No. 1 *Sheet Music Seller*

NOW IS THE HOUR

No. 1 *Most Played on Disk Jockey Shows*

MANANA by Peggy Lee, Capitol 15022

No. 1 *Disk Via Dealer Sales*

MANANA by Peggy Lee, Capitol 15022

No. 1 *Disk in the Nation's Juke Boxes*

MANANA by Peggy Lee, Capitol 15022

No. 1 *Folk Disk in the Nation's Juke Boxes*

ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-2700

music-disk popularity in Music Popularity Charts, page 22 to 32 in Music Section.

No. 1 *Race Disk in the Nation's Juke Boxes*

KING SIZE PAPA by Julia Lee and Her Boy Friends, Capitol Americana 40082

No. 1 *Sheet Music Seller in England*

A TREE IN THE MEADOW

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 20 to 33 in Music Section.

4 Labels Join Scramble Over "Girl Julayda"

NEW YORK, March 27.—A tidy music publisher scramble appears to be brewing over rights to a promising polka, *My Girl Friend Julayda*. Originally released via a harmonia waxing by Walter Solek which caused some small stir, the public domain melody has now popped up on three other small labels with different lyrics. The original version was picked for publication by Melling Music, Inc., a Broadcast Music, Inc. (BMI) licensed outlet, from the BMI pubbery. This version has lyrics by Solek set to the melody of an old Polish folk song.

Meanwhile Vogue Music, BMI subsidiary of the E. H. (Buddy) Morris pub holdings, this week picked up Dana Records' version of the ditty which is titled *Julida Polka, My Girl Friend Julida*. Other versions of the polka are due out on the Continental and De Luxe labels.

When word got around about the Vogue acquisition, Mellin sent a letter of claim to that pubbery stating that any similarity in part on title to the Mellin song would constitute unfair competition as well as a violation of the Copyright Act of 1909.

In addition to peddling pubbing rights to their *Julida* the Dana diskery turned over four other tunes for publication. Diskery gave *Evening Bells* to the Morris firm, *My Irish Colleen* and *Schone Madel* to Tommy Baland's Laurel Music pubbery and *You're Mine* to Triboro Music. All four have waxings on the Dana label.

GERMAN VAUDE LIMPS

(Continued from page 3)

but critical press notices have hurt it.

The Friedrichstadt Palast, in the Russian zone, started its February show with acts, but 50 per cent of the running time is given over to ballet. Taking a page out of the Scala which was the first German theater to buy a foreign act (Joe Roth (American) last December), the Friedrichstadt bought Myria Denny from the Casino De Paris to start its spring season. The gal is unknown here, but with bookers screaming for new or fresh talent, it is expected she'll click.

Showbiz people here, those still left, feel that good vaude, particularly strong novelties will give the biz a shot in the arm. Erich Carew, one of Berlin's best known comics who operated his own house, Carow's Lachbuene, for 12 years, is busy looking for another spot to start over again. His old theater was destroyed by an air raid in 1943.

The only other big-time vaude houses here, the Scala, is holding up fairly well with its monthly flesh changes and long-run flicker policies.

Newark Bares Fangs For Bite on Showbiz

NEWARK, March 27.—City commissioners are considering a proposed ordinance for socking higher taxes on all forms of charged amusement in an effort to hike the revenue \$2,000,000.

The proposal suggests three ways to collect the dough—either by a percentage of receipts, or by a flat 5-cent admission fee or by a graduating scale of 2 cents on 25-cent tick to 10 cents on the buck ducats.

For all regularly licensed orgs. the ordinance would require monthly attendance reports. Any non-licensed shows playing here would have to obtain a permit issued by the public safety director 48 hours before opening and post \$100 bond for each day of skedded performance.

DRAFT-DURR MOVE GROWING

TV Duplication Brings Double AFRA Air Fee

NEW YORK, March 27.—Until an agreement is worked out between telecasters and the various actors' unions involved, members of the American Federation of Radio Artists (AFRA) who are working on radio shows being duplicated over television are being paid additional fees equal to the minimum AFRA broadcast scale. Tele fees, however, are based on straight broadcast rates without rehearsal fees.

AFRA's stand has been that duplication requires extra fees under union-network contracts. Deals are being worked out individually between employers and AFRA members.

Now that the networks and AFRA are virtually set on renewal of their AM contracts, the television committee representing the various talent unions—legit, radio, film, variety and music—is planning to present its demands for a formal TV contract covering fees and working conditions.

Army Nulls Saphier Bid for "Command"

HOLLYWOOD, March 27.—Radio packager Jimmy Saphier has been given a polite "No" by the army in reply to his efforts to secure commercial rights to famed *Command Performance* airshow. Brig. Gen. C. T. Lanham, director of division of troop information and education, disclosed that Saphier's request has been nixed by government since such a move would have required sacrifice of rights and interests of G.I.'s overseas for whom show is designed.

Saphier would not disclose name of prospective bank roller but said he hoped to get army authorities to change decision in view of great interest show has stirred in commercial radio circles.

General Lanham also revealed that the total service being provided by Armed Forces Radio Service (AFRS) was now 10 per cent greater than the wartime peak. AFRS will become a permanent part of army and navy operations, with org committed to a five-year lease on new Hollywood headquarters.

Injunction Still On Vs. WJLB, Det

DETROIT, March 27.—An injunction barring the cancellation of all foreign-language programs by WJLB here was continued last week by Circuit Court Judge Ira W. Jayne, who refused to dismiss charges brought by 27 various foreign-language groups against the station. WJLB planned to end all foreign-language airers last month, but has been under injunction for some weeks.

Edward N. Barnard, attorney for the groups involved, stated that most of the contracts involved had until December to run. He also charged that the station's proposal was discriminatory, since it deprived foreign-language groups in Detroit access to radio. WJLB, he said, is the only station whose rate is within their means. Pending final adjudication, the shows are continuing on the air.

P. Morris Cigs Angle for Ace

NEW YORK, March 27.—Philip Morris Cigarettes were reported hot this week for the new Goodman Ace show, *Mr. Ace and Jane*. The account, thru the Biow Agency, has been shopping around for a replacement for the Dinah Shore-Harry James program which shifts from the Columbia Broadcasting System to the National Broadcasting Company in a few weeks.

The price on the Ace show is said to be around \$5,000. The program has been given first-rate reviews since its debut a month or so ago.

Meanwhile, Biow is reported dissatisfied with the Shore-James format and has been working toward some sort of a revamp.

E. T. Firms To Meet Re AFM

NEW YORK, March 27.—Library and open-end transcription companies will hold meetings Thursday (1) in New York to review the industry situation concerning the American Federation of Musicians (AFM) ban on recordings. The meetings will be held separately, and will discuss moves the recording companies may make in view of the AFM's recent peace pact with broadcasters. One e. t. firm, Standard Radio, is planning legal action against the union.

Meanwhile, only five open-end companies are said to have agreed to contribute to an industry fund to fight the union. They are NBC Thesaurus, Fred Ziv, Harry S. Goodman, Lou Cowan and Transcription Sales.

Ed Kirby's WMAK For Preem May 1

NASHVILLE, March 27.—WMAK, the new station owned by Ed Kirby and Frank Mayborn, is due to debut on or about May 1, the partners in the operation stated this week. The station will be affiliated with Mutual.

Kirby is well known in broadcasting, having been with the National

Gotta Match?

NEW YORK, March 27.—Morey Amsterdam now does one show daily on WHN, New York; a television show each Friday on WNBT, New York; gags in *Stop Me If You've Heard This*; one on WOR-Mutual, and also works at his own coal-mine type nitery, the Playgoers. In addition, the Columbia Broadcasting System is building a new package around him, neatly disposing of his spare time. He also writes songs.

How many heads can you have?

Guests Replace Youths for Texas

HOLLYWOOD, March 27.—Kudner Agency appears set to return to a name-guest format on its Texaco-Gordon MacRae ailer, following the sudden exit of Alan Young from the Wednesday night show over American Broadcasting Company (ABC). Budget adjustments are to be made and approved by bankroller before new policy takes hold.

The Texaco ailer, which originally starred Tony Martin, has been in trouble several times since its inception last year. Young quit the show Tuesday (23) contending that the 12 minutes allotted to comedy wasn't sufficient to give him proper build-up. Sponsor refused to sacrifice musical elements of Gordon MacRae and Evelyn Knight to highlight Young's stint. Break came on eve of switch-over from Columbia Broadcasting System to ABC and at the start of Young's 26 week contract. Comic's agent, Jimmy Saphier, is offering Young as star of his own half hour comedy seg.

Association of Broadcasters for years and after that head of radio in the army's public relations bureau in general headquarters, Washington.

WMAK will be Nashville's fifth station, others being WSM (for whom Kirby was once press agent), WLAC, WSIX and WKDA.

J. Sparkman And Hill Push Surprise Move

Coy Favors Reappointment

WASHINGTON, March 27.—In a surprising political development now shaping up here, a new move to draft Clifford J. Durr for reappointment to the Federal Communications Commission (FCC) is gaining considerable momentum. Necessarily, at this stage of developments, many of the events are still in the behind-the-scenes status, altho it is known that Durr's newly gained support is coming from both political sides. His term expires June 30.

Two of the key capital figures supporting Durr, it is said, are Senators Lister Hill and John Sparkman, Alabama Democrats. Altho both have recently voiced opposition to President Truman's renomination, political insiders say that this might well react in Durr's favor as a trading point. In addition to Hill and Sparkman, at least one influential cabinet member is reportedly pro-Durr, this being John W. Snyder, Secretary of the Treasury. Another pro-Durr figure, from accounts, is Robert P. Patterson, former Secretary of War. Snyder, a conservative, is especially close to Truman.

Coy Sounded Out

Some moves also have been made toward ascertaining the position of Wayne Coy, recently appointed FCC chairman, as to Durr's reappointment and it is said he is in favor of Durr continuing in office. This is held as especially important, not only because of Coy's position in FCC, but because he was previously an active broadcaster himself.

Ample support for Durr will also be forthcoming, when propitious, from other sources. These will include virtually the entire labor movement, from right wing unions of the American Federation of Labor (AFL) to left wing unions of the Congress of Industrial Organizations (CIO). Edu-

(See Draft-Durr on page 8)

AFRA, Radio Pact Now Awaits Union's Ratification

NEW YORK, March 27.—The American Federation of Radio Artists (AFRA) and network and station reps have virtually come to terms on a cost of living increase and contract extension of the agreement now in force. The ratification by the national AFRA board and the membership of the various locals is all that is needed to formalize the agreement, with this approval considered a certainty.

The new agreement will effect a 7½ per cent pay increase in agreements covering staff AFRA members employed by the networks and stations signatory to the present code. Fees for commercial scale is now as high as it can go under present circumstances, with the AFRA membership willing to go along in their

desire to stabilize this phase of the work.

The new agreement will be effective for two years, with AFRA given the right to demand a cost of living increase on or after November 1, 1949. Networks originally offered a 5 per cent pay hike and a firm three-year deal. AFRA originally had asked a 10 per cent hike and a one-year renewal. A trading point involved has been the networks' willingness to facilitate union shop elections later this year.

The agreement includes the major networks, transcription companies, WOR, New York, KNX, Hollywood; KPO, San Francisco, KQW, San Jose, Calif., and KFI, Los Angeles. It also includes sound effects men and staffers in Chicago, New York, Hollywood and San Francisco.

CBS Makes Pitch For Theater Guild

NEW YORK, March 27.—Columbia Broadcasting System (CBS) this week makes its quarterly pitch to the U. S. Steel Company and to Batten, Barton, Durstine & Osborn (BBD&O) Agency for the hour-long *Theater Guild on the Air* show, now heard on the American Broadcasting Company (ABC). The CBS argument is reportedly one of facilities, with the same time being offered the sponsor as it now has on ABC, Sundays, 9:30 to 10:30 p.m.

ABC will have its inning Monday (29), when it will tell Steel why it should stay put. Its talk, it is understood, will be predicated upon the show's rating rise from a 4.9 average two seasons ago to an 8.2 average last year and 11.4 this season, all figures being from October 1 thru March 1. The current Hooperating is 13.5. The decision is not expected for a couple of weeks.

INDIES SEEK NAB VOICE

By-Law Shift Could Put Two On the Board

200 Signatures Required

NEW YORK, March 27.—Rejection by the board of directors of the National Association of Broadcasters (NAB) of a proposal for a standing committee representing independent stations this week led to a move aimed at getting two indie operators on the board. Leaders of the indie movement plan to petition the trade organization for the necessary by-law change. The NAB's present 25-man board has 24 network affiliate members and one FM representative.

The position taken by the independent stations parallels that taken at the NAB convention last year in connection with the proposed industry code. The indies' squawk then was that the code was written with a disregard of non-network operational problems. Following the convention beef, NAB President Justin Miller named several indie reps to the NAB program executive committee.

Present indie plans call for a referendum enabling the appropriate by-law change so that two non-network directors would be required permanently. Some 200 signatures will be required, and proponents of the measure are now drafting the petition. They hope to get action before the annual NAB convention in May.

ABC Mulls Test of "House" Seg

NEW YORK, March 27.—The American Broadcasting Company has auditioned *Go for the House*, a half-hour audience participation which gives away household goods, and finally a house—the latter to anyone astute enough to answer to a veddy, veddy tough question. The web is mulling using the show in the summer.

The package is owned by Bob Jennings. John Cleary directed, with Hank Sylvan handling the music assignment.

McCarthy To Ankle To Video Calif. Post

SAN FRANCISCO, March 27.—C. L. McCarthy, for the past 14 years vice-president and general manager of KQW, announced his resignation this week, effective April 1. He will become general manager of Television California, an applicant for a tele license here, headed by Erwin W. Pauley, former special assistant to Secretary of the Army, Kenneth Royall. McCarthy said he was selling his interests in KQW to Ralph Brunton, president, and members of the Brunton family.

According to McCarthy, Television California is a co-partnership of a group of industrial and business men, with plans for a transmitter on Mount San Bruno and main studios in the downtown section of the city.



KLZ Traffic Manager
F. TOM BOISE

Boise keeps KLZ's heavy traffic of local, network and national spot programs and announcements moving smoothly along KLZ's 560 kc. airline. He was formerly in traffic and sales with well-known airlines.

KLZ, DENVER

CBS May Shift Lewis To Daytime ½-Hr. Seg

NEW YORK, March 27.—Columbia Broadcasting System may shift Robert Q. Lewis to a daytime spot in a month or so, at the same time enlarging the show from its present 15-minute seg to a half-hour stanza across the board. The program now airs at 11:15 p.m., Monday thru Friday.

The tentative shift date is May 3.

Diluted Code Goes to NAB Members; Standard Relaxed

WASHINGTON, March 27.—The fate of the National Association of Broadcasters' (NAB) code is now back in the laps of the members, as NAB today began distributing copies of the latest version, a drastically streamlined 3,000-word document half the size of the original draft.

The new version, which will be discussed by NAB members at the Los Angeles convention preparatory to board action at that time, is highlighted by the relaxation of commercial standards and a drastic moderation of language in the morality and commercial regulations. The entire first section of the Atlantic City draft, popularly called the "morality" section, has been replaced by a highly general foreword emphasizing broadcasting's freedom of expression and duty toward the "common good of the whole people." The new draft retains in extremely general language some of the Atlantic City tenets on religious and children's programs, but these regulations are greatly watered down. In the commercial regulations, a broadened schedule which had been approved by independent broadcasters has been recast to the point where they are almost identical with the schedule submitted to the 1947 convention.

Creed Added to Draft

Another feature of the redraft, as anticipated, is a 230-word creed, which follows the foreword as preface to the new watered-down standards and practices. The creed pledges radio broadcasting's determination to honor religious and racial freedom,

Am. Tobacco Billings Seen Hinging on April 7 Meet

NEW YORK, March 27.—Meeting of the American Tobacco Company (ATC) stockholders April 7 is expected to bring to the surface the behind-the-scenes maneuvering which last week resulted in the resignation of George Washington Hill Jr. from the vice-presidency of the American Tobacco Company, and this week in the resignation of Foote, Cone & Belding (FC&B) from the account. The sequence of events, which was given great play in the daily press, set in motion a mad scramble among top-flight agencies for the choicest pickings in a long while—some \$12,000,000 in annual

Nets Make Some FM Affils Take All Segs

WASHINGTON, March 27.—Almost half of all FM stations carrying network programs are being forced by the webs to carry shows on an all-or-nothing basis, the FM Association (FMA) announced this week on the basis of a poll of 44 operating FM outlets.

The FMA said 46 per cent replied they had to use all web shows or none, while 41 per cent said they were under no such compulsion. The poll further revealed that 16 per cent of the National Broadcasting Company's affiliated FM stations, 57 per cent of American Broadcasting Company stations, 38 per cent for Columbia Broadcasting System's FM outlets and only 5 per cent of the Mutual Broadcasting Company's affiliated stations had to take all or nothing.

billings. Hill's resignation was accompanied by a statement that he found his position untenable, and that his resignation was based upon disagreement with the management regarding advertising policies. The conflict on policy was further pointed up by Emerson Foote, of FC&D, who indicated he did not see eye to eye with company execs on advertising policy, and under those circumstances felt that his firm should not collect commissions.

Ad Policy Clash

Cooking in the immediate offing—as seen by the trade—is a battle for power within ATC, with one faction supporting the advertising policies of President Vincent Riggio and another favoring those of Hill Jr. and Emerson Foote. Foote and Hill are understood to be adherents of the so-called "irritant" type of advertising developed under the supervision of the late George Washington Hill Sr.

The move by FC&B—resignation of the account—is regarded as a strategic gamble in the trade. It is felt that a reshuffle of power in ATC following the April 7 meeting might conceivably see FC&B returned to the account, and the advertising policies of the agency and Hill Jr. vindicated.

Among successor agency possibilities are N. W. Ayer, which now handles ATC on television; Young & Rubicam, whose radio boss, Pat Weaver, is an ex-ATC exec and which once resigned some ATC business, and Ruthrauff & Ryan.

Hackett Ad's Slice

One of the most interesting speculations, however, is that the M. H. Hackett Advertising Company may get a large slice of the business. Hackett is Riggio's son-in-law. His agency currently handles ATC's Herbert Tareyton account, which amounts to about \$500,000 gross billings.

The resignation of the ATC account will affect a great number of FC&B personnel. According to Foote, some 200 people are involved on the account in some capacity. The agency has no plans for immediate retrenchment, Foote stating that all radio and television commitments would be continued until such time as another agency is named.

Other elements enter into the April 7 ATC stockholders' meeting. Hill owns some stock and it was also reported that Albert Lasker, erstwhile partner in Lord, Thomas & Lasker, one of the FC&B predecessors, also has holdings. It was reported that both would work closely. Lasker was close to the late George Washington Hill. When Lasker retired 10 years ago, he did so, from accounts, with Hill's express approval of Foote as Lasker's successor as head man on the account.

Lucky Strike sales were off about 1 per cent in 1947, with Camels gaining 12 per cent and Chesterfield 2 per cent.

enrich daily life, provide for fair discussion of general public matters, contribute to the "economic welfare of all" by encouraging expansion of trade channels and the development of natural resources and by "bringing together the buyer and seller thru the broadcasting of information pertaining to goods and services."

In dealing with the controversial issue of editorializing, the new draft simply states, "Time for presentation of public questions, including those of a controversial nature, should be allotted with due regard to all other elements of balanced program schedules and to a degree of interest on the part of the public in the question to be presented. A broadcaster, in allotting such time, should use his best efforts to insure fair presentation of those issues which concern the interest and welfare of the community."

Use of Special Segs

The redraft also specifies that "discussions of controversial public issues should be presented on programs specially intended for that purpose and they should be clearly identified as such."

The modification of the language and meaning has taken place in the provisions for advertising standards, with the elimination of an entire subsection which specified 14 businesses as not acceptable for radio advertising.

Some protests are expected on a proposed ban on airing gambling odds.

BMI...

First in Television Music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog — *widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

Consult BMI now for information concerning music in television.

BROADCAST MUSIC, INC.

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

CCNY Awards Criticized For Omitting Pubserv Phase

NEW YORK, March 27.—Fourth annual national radio awards of the City College of New York (CCNY), announced this week, drew sharp criticisms from some broadcasters on the ground that the awards were almost exclusively given on a commercial basis and ignored public service phases of broadcasting. Such an attitude, broadcasters maintained, is completely unrealistic, especially under the Federal Communications Commission's (FCC) Blue Book. Radio men also said that it was hard to justify the elimination of public service aspects in the awards on the part of a college. They declared that even the CCNY awards are made under the aegis of the college's school of business and civic administration. This did not warrant bypassing public service. They also pointed out that for the first time since the CCNY radio conference had been in existence, WNYC, the city's station, was not airing events. The public service omission was a factor in WNYC's decision. The station and college work very closely normally, the school using station facilities for radio courses.

Skiping Pubserv

Atho the Easter school vacation made it impossible to reach any conference spokesman, it was said that CCNY's attitude was that it should skip the pubserv phase because of the heavy accent given this field by the Ohio State, DuPont, Peabody and other award operations. It was also said that CCNY felt it would have to duplicate these other awards if it went into public service.

CCNY awards, to be made at the conference in New York, April 14, included:

To Frederick W. Ziv, Inc., most effective direct selling show ("Favorite Story") in agency-package class; to WAAT, Newark, N. J., in the 500 to 1,000-watt class, for "Second Honey-moon"; to the Columbia Broadcasting System for best selling, for "My Friend, Irma"; to CBS for best promotion on "Eagle's Brood"; to Rayshow, Inc., for the best institutional show, "Greatest Story"; to Kudner Agency, best agency promotion, on "Greatest Story"; to WOWO, Fort Wayne, Ind., for promoting a program called "Fire"; to Columbia Pacific Network for promoting "Menace in White"; to KLLX, Oakland, Calif., for its hourly news-cast promotion; to Mutual, for all-over network promotion; to WKY, Oklahoma City, for its "Oklahoma Front Page"; to KELO, Sioux Falls, N. D.; KMBC, Kansas City, Mo., and WLW, Cincinnati, for all-over promotion.

CBS Sets Baseball Documentary Show

NEW YORK, March 27.—The Columbia Broadcasting System (CBS) has set Saturday, April 17, 8 p.m., as the tentative time for its baseball documentary, and has arranged for remotes by baseball immortals all over the country. Honus Wagner will be heard from Pittsburgh; Harry Heilmann, Detroit; Rogers Hornsby, Chicago; Clark Griffith, Washington; Commissioner Happy Chandler, Louisville. The story line will follow the career of Pee Wee Reese, short-stop with the Brooklyn Dodgers. Reese's wife and mother, in Louisville, will also be heard on the show. Leo Durócher, Dodgers' manager, also will be heard. A couple of psychologists will expound on the game's effect on the public.

It's not known yet whether the program will be 30 or 60 minutes.

Standard Lab, WGYN Ink 2 Yr. FM Pacts

NEW YORK, March 27.—A two-year contract was signed last week by Standard Laboratories, Inc., for two 30-minute programs daily over FM Station WGYN, New York. Standard puts out such products as Sloan's liniment, Hudnut cosmetics and Rayve shampoo. The segs are 10 to 10:30 a.m. for *Rhapsody in Rhythm*, and 8 to 8:30 p.m. for *Night Club in the Sky*. The business was placed direct.

Draft - Durr Move Growing

(Continued from page 5)
national broadcasters, thru the National Association of Educational Broadcasters, similarly will record their approval if and when the time comes.

Senate Approval Needed

Senate approval still would be necessary should the president renominate Durr. However, Democratic support would be aided enormously if spearheaded by Hill and Sparkman. Similarly, the two Alabama legislators would have influence in Republican ranks thru their having joined the large senatorial group now hostile to Mr. Truman.

Durr, one of the key figures in the FCC's Blue Book, was for some time the chief target of broadcaster criticism, but many now agree that his presence on the commission gives it a balance it would lack should a conservative be nominated to replace him. In addition, many broadcasters now admit—off the record—that the Blue Book has had a highly salutary effect on radio and admit to a high respect for Durr's integrity.

Whether the networks would take a public stand is debatable, altho reaction from bigwigs of the National Broadcasting Company (NBC) could be especially important, since Charles Denny Jr., former FCC chairman under whom Durr served, is now an NBC vice-president.

NEW YORK, March 27.—Leon Goldstein, veepee of WMCA, New York, has been named chairman of the radio division of the United Negro College Fund's fifth national campaign. The drive, which opens April 13, will seek funds for 32 private Negro colleges. The national committee of the campaign is chaired by John D. Rockefeller Jr., with Winthrop Aldrich serving as treasurer and Thomas A. Morgan as chairman of the executive committee.

Barry Grabs 5 New Shows In Hollywood for American

NEW YORK, March 27.—Charles (Bud) Barry, American Broadcasting Company (ABC) program director, returned from Hollywood this week with rights to five new programs which the web believes have bright futures. The first is *Radio Repertory Theater*, a transcribed dramatic show owned by seven top Hollywood stars, Ray Milland, John Garfield, Myrna Loy, Charles Boyer, Fred MacMurray, Joan Fontaine and Dana Andrews. A different star will take a turn each week.

Barry intends to showcase this stanza this summer in either a 30-minute or 60-minute seg. If the full-hour format is used, the show may serve as summer replacement for U. S. Steel's *Theater Guild on the Air*.

Radio rights to *Front Page*, the old

Lonesome?

BALTIMORE, March 27.—One sponsor who is certain to have his own way about how his show is produced is Ted Phillips, president of Baltimore's Phillips Roofing Company. For eight years, Phillips has been sponsoring the 2:30-to-3:30 p.m. period every Sunday on WCBM.

Phillips himself produces the show, writes the script and handles the announcing. He also pens poetry and reads same on the show.

When Phillips gets out of wind, he is spelled by the South Sea Islanders Trio.

Ind. Survey Shows Variety Segs Pall On Rural Listeners

CHICAGO, March 27.—Small-town listeners have great indifference to radio programing and are getting tired of variety shows, altho they have few suggestions as to what they prefer instead. These are the paramount facts revealed in an informal sampling of over 4,000 homes in 50 communities by students of Indiana University. The survey, second annual, was supervised by Dr. H. J. Skornia, director of radio for Indiana University.

Skornia declared that all his 64 student poll-takers reported that those questioned showed an apathy to programing and had few definite views on what they liked or what they would prefer.

Surveys also revealed that rural listeners have tastes varying from those in urban areas. Skornia pointed out that they dislike sophisticated entertainment of top shows and lean instead toward simple shows.

The survey also pointed out that altho there is much indifference toward radio and a lack of understanding of the industry, in areas where more stations have been put into operation the lack of understanding decreases. Skornia interprets this to mean that in areas where there are more stations citizens become more aware of local programing and thus are more aware of the industry's importance in local society. He also interprets this to mean that the increase in the number of stations on the air has done the industry a public relations service which should reflect in greater listening and listener support of the industry and its problems.

Baseball TV In St. Paul Now Foul Ball

ST. PAUL, March 27.—Misunderstanding over bankrolling rights for telecasting of St. Paul American Association baseball games has produced somewhat strained relations between the Twin Cities branch of the Batten, Barton, Durstine & Osborn (BBD&O) Agency and KSTP-TV.

BBD&O apparently has been hot for some time to buy telecasting time for the Minneapolis Brewing Company, for its Grain Belt beer product. And when Miller Robertson, the station's sales manager, offered "around \$25,000" for the at-home games, except Sunday and holidays, the agency gave a firm order.

Meanwhile, word leaked out to Mel Jones, the team's manager, now at Sequim, Tex. He immediately wired Jack Horner, KSTP sports chief, declaring, in effect, that station couldn't sell the baseball telecasts for the St. Paul team to a commercial sponsor "unless and until you have written permission" from the club. Branch Rickey, of the Brooklyn Dodgers, owns the Saints and he is supposedly opposed to a beer sponsor.

At the same time, WMIN, local indie with a contract for AM and FM broadcasting of the Saints, let word out that it had exclusive rights of the park. Furthermore, it was pointed out the videocast of games was "experimental" and "open to all stations."

Robertson told *The Billboard* that KSTP-TV had made earlier commitments to Camel cigarettes and Ford Motors for the Saints telecasts. Ford already has bought half the games and is expected to buy the remainder soon, Camels having turned down the deal. BBD&O and Grain Belt are somewhat miffed.

Also miffed, reportedly, are TV distribs here who claim KSTP-TV experimental, run with makeshift towers, have got video off to a poor start here, where 250 sets are estimated in operation. Reception has been bad, pending completion of a permanent tower in mid-April.

ABC Wins \$12,000 In Swagger Suit

NEW YORK, March 27.—A verdict awarding \$12,000 to the American Broadcasting Company (ABC) was handed down this week in the U. S. District Court in the case of the Products Distributing Corporation against the network. Products Distributing, makers of Swagger cosmetics, had sued for \$166,000, alleging damages caused when ABC canceled its contract with the sponsor several years ago. ABC filed counter-suit.

ABC had canceled on the ground that Swagger's program used music published by firms in which Arthur Jarwood, owner of the cosmetic firm, was interested and that in order to earn performance bonuses the music was duplicated excessively. Swagger sued for alleged sales losses and breach of contract.

KAYE BATS FOR CHESTIES

NEW YORK, March 27.—The Sammy Kaye band has been set as the summer replacement for the Chesterfield *Supper Club* over the National Broadcasting Company (NBC). The spot is currently held for Chesterfield by Perry Como three times a week and Jo Stafford the remaining two days. Kaye will air five-a-week in the same slot, 7-7:15 p.m.

Newell-Emmett Company is the agency.

New Dire Threat to Liquor Plugs

2-Party Bill Apt To Reach Senate Floor

Would Limit But Not Ban

WASHINGTON, March 27.—The campaign by dries to revive prohibition and end liquor ads on the air (*The Billboard*, March 20) gained significant power this week when a bi-partisan compromise bill to limit radio liquor plugs was tossed in the hopper by Sens. Edwin Johnson (D., Colo.) and Clyde Reed (R., Kan.).

The bi-partisan nature of the bill, plus its sponsorship by two prominent members of the Senate Interstate Commerce Committee, gives it a better-than-even chance of reaching the Senate floor this year. The dries hope to repeat their post-World War I performance of getting such legislation across while Congress is preoccupied with an international crisis.

Rather than banning all liquor ads,

WMAW in Debut, With Headaches

MILWAUKEE, March 27.—WMAW, Milwaukee's newest 5,000-watt indie, made its much delayed debut here Wednesday (24) without fanfare—but with plenty of headaches. The station's latest trouble was disclosed in County Court Tuesday (23), in the form of a claim for \$500,000 against the estate of Herbert E. Uihlein, a director of the Schlitz Brewing Company who died last September 18. It was filed by George E. Inghram, vice-president and general manager of WMAW.

Inghram stated that Uihlein and his wife, Myrtle, had entered into an agreement with him in 1944 to establish a radio station. The agreement, he said, provided that the Uihleins were to invest capital and Inghram was to get a half interest in the undertaking in consideration of personal services.

The Uihleins provided "substantial capital" and Inghram performed "valuable services" after the agreement was made, the suit said, but "thru neglect and default" of the Uihleins, Inghram was deprived of the benefits.

Uihlein left an estate valued at \$4,749,079. His wife died last Christmas Day.

Clifford A. Randall, an attorney and executor of the Uihlein estate, said Tuesday (23), after an examination of Inghram's claim, that the Uihlein estate would contest it.

Meanwhile, Circuit Court Judge Roland J. Steinle overruled demurrers of the Midwest Broadcasting Company and Jack Bundy, defendants in a \$10,000 damage suit brought by the Journal Company, WTMJ ops. The court held that the issues had been united properly and that a cause of action existed. The Journal Company is seeking an injunction to restrain Bundy and WMAW from using the name Heinie in a skedded daily ainer. Judge Steinle set the trial for April 5 and gave the defendants 10 days to answer the Journal Company.

as does a disputed bill by Sen. Arthur Capper (R., Kan.), the Johnson-Reed bill directs the Federal Trade Commission (FTC) to ban all but institutional advertising. Thus a distiller could sponsor a radio program, but his advertising message would be limited to a mention of the product name. The bill would specifically limit "printed and verbal" liquor ads to a picture of the bottle and/or label and the mention of the distiller's name.

With the bill as a rallying point for dry forces thruout the country, Congress is expected to be deluged with

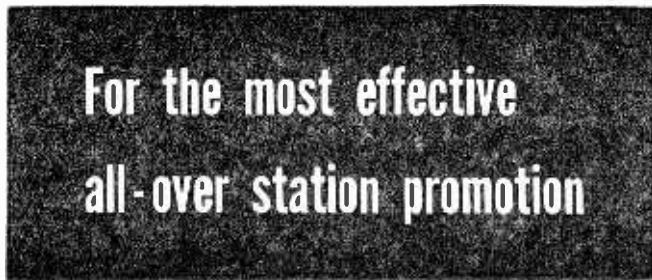
petitions in favor of the measure in numbers even exceeding the approximate 100 already filed in favor of the Capper bill, which would ban liquor plugs entirely.

The strategy of the dry forces is to bring back national prohibition via individual bits of legislation—with each bill a step in the over-all campaign. The concern of the country about the international situation and possible depression on the domestic scene forms a parallel with the situation after World War I when the dries were able to push thru the prohibition amendment.

DFS Executive Set-Up in Revamp

CHICAGO, March 27.—A new alignment of executive responsibility affecting the Dancer-Fitzgerald-Sample agency operations here and in New York has been put into effect.

Under the new set-up Clifford Fitzgerald will be in charge of all creative activities in Chicago, New York and Toronto, and will spend most of his time here. Reporting to him will be Samuel M. Sutter, formerly copy chief of the Biow Agency, and Howard W. Newton, formerly copy chief of J. M. Mathes, who have joined D-F-S as vice-presidents. Dancer is taking over responsibility of all accounts.



AGAIN, we at WLW are proud to acknowledge the honors bestowed upon us by the 1947 Committee on National Radio Awards of The City College of New York.

This is the fourth consecutive year The Nation's Station has received top honors for promotion in this annual competition. And it is the second consecutive year that WLW's All-Over Station Promotion entry has won dual honors . . . the Award of Merit for the most effective promotion in the 50,000-watt station classification . . . the bronze plaque for being selected, among all award winners, for the outstanding achievement in radio promotion during 1947.

Because sound promotion always has been an important function of our station operation, it is indeed gratifying to receive national recognition for our efforts. WLW's promotional activities are basic and twofold: to keep our listeners informed of our sincere efforts to provide them with the best possible radio service and programming . . . to make our clients' advertising more resultful.

Major National Awards to WLW

- 1936
Variety—Outstanding Program Origination
- 1938
Variety—Outstanding Program Origination
- 1939
Variety—Best Nationally-Exploited Station
- 1940
George Foster Peabody—Outstanding Meritorious Public Service
Billboard—Outstanding Achievement in Publicity and Exploitation
- 1941
Variety—For Patriotic Leadership
Billboard—Best Clear Channel Station Exploitation
- 1942
Variety—Promoting Better Understanding of War Issues
Billboard—Best Clear Channel Station Exploitation
- 1943
Variety—For Individual Enterprise on War Issues
Alfred I. Dupont—Outstanding Public Service
- 1944
George Foster Peabody—Outstanding Reporting of the News
City College of New York—Most Effective Promotion of a News Program
Billboard—All-Over Promotional Excellence
- 1945
National Bureau for Fire Prevention—Outstanding Public Service in Fire Prevention
Billboard—Best 7th War Loan Promotion
City College of New York—Best All-Over Station Promotion
- 1946
Variety—Contributing to the World's Breadbasket
American Symphony Orchestra League—Encouraging, Stimulating and Perpetuating the Influence of Good Music
City College of New York—Most Effective All-Over Station Promotion
Billboard—Best Over-All Station Promotion
- 1947
Direct Mail Advertising Association—Best of Industry Award
City College of New York—Most Effective All-Over Station Promotion



Crosley Broadcasting Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

Stop the Music

Reviewed March 21
Sustaining Via ABC

Sundays, 8-9 p.m.

Estimated Talent Cost: \$12,000; producers-directors: Lou Cowan, Mark Goodson; music conductor, Harry Salter; announcer, Doug Browning; emcee, Bert Parks; vocalists, Kay Armen, Dick Brown.

Current Hooperating of the program (Sustaining)None
Current Hooperating for shows of this type (Aud. Part.)..... 11.2
Current Hooperating of show preceding (Sustaining)None
Current Hooperating of show following (Walter Winchell)..... 21.8

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: "Adventures of Sam Spade" (8-8:30)	12.7
"Man Called X" (8:30-9).....	10.7
MBS: Sustaining (8-8:30).....	None
Jimmy Fidler (8:30-8:45).....	4.4
"Newscope" (8:45-9).....	2.7
NBC: Edgar Bergen (8-8:30).....	22.6
Fred Allen (8:30-9).....	24.1

The widely-heralded American Broadcasting Company (ABC) threat to the 8-9 p.m. Sunday near-monopoly of National Broadcasting Company (NBC) bowed in this week and, off the initial effort, could well prove a real commercial buy. It's a slick job with a fast enough pace to sustain the all-music give-away show, and the major question is whether 60 minutes of prizes is not somewhat glutting the market. ABC thinks not, and points to the fact that new listeners actually will flow in at the latter stages of this show in anticipation of Walter Winchell's airer, which follows. On the premiere, the first quarter hour drew a 3.5 Hooperating and the audience swelled to a 5.7 for the final 15 minutes, for an average rating of 4.4. For that sizable number of radio listeners who prefer a big-time alternative to NBC's comedy line-up, *Stop the Music* may turn out to be the answer.

Emsée Bert Parks handled things smoothly, altho he was afflicted with that over-geniality which seems to be occupational with announcers who dispense largesse. Harry Salter's band was suitable for the comparatively simple arrangements used. Vocalists Kay Armen and Dick Brown warbled the lyrics, with Miss Armen turning in an especially appealing job on her numbers.

Phone Mix-Ups

The show itself utilized familiar tunes, some of which were interrupted by Parks, who then queried listeners as to the title. Calls were placed from the studios to a well-dispersed selection of cities, but many listeners, thinking they had to place the calls, caused ABC operators considerable trouble. Over \$5,000 worth of prizes were passed out on the opener, including refrigerators, movie camera-projector sets, silverware, radio-phono combos, and others. In cases where the phonee muffed the title, a member of the studio audience got a chance. However, only those reached by phone who guessed the interrupted tune's title were given a whack at the



Network and Local Program Reviews

Songs From the Old Sod

Reviewed March 25

F. & M. SCHAEFER BREWING CO.

John T. Morris, Adv. Mgr.

Thru Batten, Barton, Durstine & Osborn

John John, Acct. Exec.

Via WINS, New York

Tuesday, Thursday, 7-7:15 p.m.

Estimated Talent Cost: \$250. Producer, Ira Avery; director, Gladys Franklin; writers: Turner Bullock, Dorothy Mallison; announcer, Arthur Scanlan; music director, Irving Landau; organist, George Shackley; vocalist, John Feeney.

There may be Irish tenors who sing louder or better than WINS' John Feeney, but few have a thicker or more charming brogue. Feeney, who debuted last week as a sustainer on a two-a-week basis, was picked up by Schaefer beer this week. Backed by George Schackley on the organ, Feeney warbled some of the traditional Irish folk songs, which are his specialty, and even tossed in one Scotch ballad, *Flow Gently, Sweet Afton*, to show he's broadminded. On the show caught, Feeney also presented as guest, jig-and-reel fiddler Joseph McGuire, who had a bit of a brogue himself. In all, while something was left to be desired in the music department, the show had charm and distinctiveness, which should pay off in loyal Hibernian listenership, which, in New York, can be considerable.

Commercials, pitched straight, pointed out that while many of the old pleasures described in the ancient ditties no longer are enjoyed, the sponsor's product, fortunately, is still with us, and also compared the brew with the sweet and mellow melodies. But who can resist a singer, tho he's no Tagliavini, who opens his show bidding listeners 100,000 welcomes and winds up informing them of free classes in Gaelic being offered at a Brooklyn high school. *Sam Chase.*

"mystery tune" of the program, which would have paid off with an automobile, piano, \$1,000 war bond, diamond ring and a couple of other such items. Nobody identified the number, however.

The airer, a Lou Cowan package produced under Mark Goodson's supervision, should attract increasingly large audiences as word gets around about the giveaways. As a \$2,000,000 package which ABC is trying to sell in 15-minute segs to four sponsors, *Stop the Music* represents a good buy which should bring in a sizable portion of the giant Sunday night audience available. But nobody, least of all ABC, thinks it will drive Edgar Bergen and Fred Allen off the airwaves. *Sam Chase.*

The Great Talent Hunt

Reviewed March 25
Sustaining Via MBS

Thursdays, 8:30-8:55 p.m.

Estimated Talent Cost: \$3,000 (as commercial); producer, Herb Moss; director, Walt Frammer; writers: Will Glickman, Joe Stein, Sid Resnick; music director, Emerson Buckley; emcee, Jim Backus.

Current Hooperating of the program (Sustaining)None
Average Hooperating for shows of this type (Variety)..... 13.7
Current Hooperating of show preceding (Sustaining)None
Current Hooperating of show following (Billy Rose)..... 4.2

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining.....	None
CBS: "Mr. Keen, Tracer of Lost Persons"	13.3
NBC: Burns and Allen.....	16.1

More often than not, understatement is the sine qua non of humor, for the understatement itself serves only to accent the ludicrous situation involved. That is especially so of Mutual's new offering, *The Great Talent Hunt*, an idea which appears to have great merit on paper and which, properly executed, could have lived up to its promise. The odd and slightly bewildering human curios who make up—on the basis of such past evidence as Dave Elman's *Hobby Lobby*, *Believe It or Not* and *We, the People*, to name a few radio examples—no small part of the American population certainly can be welded into a pathetically comic radio program, necessarily exploitative in nature. But when the "gee whiz-look-what-we-have-here" sort of approach is applied, the measure of slapstick becomes virtually insupportable.

Talent Hunt is dedicated to ribbing the recent welter of amateur shows. To this end, it rounds up a weekly galaxy of oddities, i.e., a great grandmother, who, in her sixties, does shadow boxing and trains with three punching bags; a cowboy who "sings" while twirling a lariat in his teeth and two more in his hands, and an esthete who makes musical instruments out of plumbing fixtures. But when a lad says he makes a musical instrument out of a toilet bowl, how can you top him?

The second broadcast (25) more or less bore out this point, with Jim Backus, the program's emcee, and the show's writers pressing hard to make funny at the very start and trying harder and harder as the show progressed. That meant that it was that much more difficult to build to the show's natural peak, the maestro of the flush, but had the script pursued a deadpan approach, chances are it would have been funnier to listen to. This is especially true since much of *Talent Hunt's* material is sight comedy. It

Revere's All-Star Review

Reviewed March 25

REVERE CAMERA COMPANY

E. J. McCooking, Adv. Mgr.

Thru Roche, Williams & Cleary, Inc.

Phil Stewart, Radio Director

Via MBS

Thursday, 8-8:15 p.m.

Estimated Talent Cost: \$2,000; producer-writer-director, Myron Dutton; announcer, Toby Reed; cast: Andy Russell, Marion Hutton, The Pied Pipers, Ray Sinatra's orchestra.

Current Hooperating of the program (Starts March 11).....None
Average Hooperating of shows of this type (Variety)..... 13.7
Current Hooperating of show preceding ("Inside of Sports")..... 2.7
Current Hooperating of show following (Sustaining)None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining.....	None
CBS: "F. B. I. in Peace and War".....	13.8
NBC: "Aldrich Family".....	15.9

The 15-minute musical revue format, worked successfully for some time by the *Chesterfield Supper Club*, and more recently, by Campbell Soup's *Club 15*, has been the pattern adopted by Revere cameras for this new opus, which last week replaced its Jan August show. But where the first two named are on across the board, the Revere stanza airs Thursdays only. And, like most carbons, it doesn't measure up to its predecessors.

The components each, individually, were good enough. Andy Russell's tonsiling has considerable following, and his efforts on this show were up to his usual level. Marion Hutton has a distinctive and stylized way of selling a song, and she turned it loose with good effect. The Pied Pipers have stature among vocal groups, and did well enough. Ray Sinatra's band was up to the demands made of it. But somehow, the show as a whole, did not quite jell. And there just seemed to be a plethora of talent of considerable diversity going in too many separate directions, with no one item outstanding.

On top of this, the sponsor had his own theme music, with tender lyrics memorializing the "moments so dear" which can be recorded on his movie cameras and projectors. This crime against society was performed no less than three times in its entirety during the 15-minute show, and may yet become another subject for international disagreement. Deletion of this piece, substitution of one outstanding production number and some brisker scripting might do a great deal for this airer. As is, it's far from dull radio; it just needs sparkle. *Sam Chase.*

should do well in television, by the way, altho it will probably have to bypass micturition.

Backus has shown, via his own one-man Mutual stint, that he is a funny performer. He produced a couple of boff laughs on the program reviewed, but without forcing there should be more if the program's mentors will stop gilding the drainpipe. *Jerry Franken.*

Nets Cold To Wire Service 'Agreement'

NEW YORK, March 27.—An announcement this week by the three major wire services that they reached an agreement "designed to prevent discrimination against radio" with respect to the release time on news stories left network radio news heads in New York quite cold. The principal criticism was that the news agencies still hadn't gone to bat to eliminate the standard "7 p.m." release date for morning newspaper stories. As a result, it was pointed out,

none of the network stations in New York can air a 7 p.m. release until the 11 p.m. newscasts, since there are no news shows after the standard 6 p.m. programs. Meanwhile, the dailies, especially tabloids, are out on the street.

Services involved, the Associated Press, the International News and United Press, stated they would observe only the earlier release time when stories are announced for one hour for newspaper breaks and a later one for radio.

Radio men's beef was that the services could have insisted on elimination of the standard 7 p.m. release hour.

Yale Architects Plot WNHC Expansion

BRIDGEPORT, Conn., March 27.—WNHC, New Haven, Conn., has effected a unique tie-up with the department of architecture at Yale University in its proposed program for enlarging its studio facilities to provide for the FM and television stations it has under construction.

Forty-six students who are studying intermediate architecture design at Yale are devoting five weeks to the

design of the WNHC studios of the future. The first class of the new assignment was held at the WNHC studios, where the group was addressed by James T. Milne, manager of the station.

During the first week, the class has been divided into four groups by Robert T. Coolidge, assistant professor of architecture, to gather data on air conditioning, acoustics, television facilities and station operation. All of this material will be pooled for common information, and each student will then have four weeks to complete his design, after which a panel of New York and New Haven architects will judge them.

FCC Digging Into KMPC Case; Three Richards Stations Studied

(Continued from page 3)

gating the current charges against KMPC, the commission withheld a formal announcement until Wednesday (24) in a brief statement as follows: "Upon consideration of the complaint and associated documents filed by the Radio News Club of Hollywood against G. A. Richards, president of KMPC, Los Angeles, concerning the broadcasting of news over that station, the commission on March 19 authorized an investigation of the matter covered by the complaint with respect to the operations of stations KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland." First disclosure of the charges against KMPC was carried exclusively in *The Billboard*, March 6.

It is considered significant that the FCC has expanded its investigation to cover not only KMPC but also the other Richards stations in Detroit and Cleveland, where Richards is seeking television channels. Deemed equally significant is the fact, not yet formally announced by the FCC, that the commission is examining the "case history" of each of those stations. The latter inquiry is being undertaken by FCC legalists.

Diagnosis Gadget

The 1937 hearing by the FCC on KMPC's renewal bid was an outgrowth of a hearing two years before. In the first hearing, KMPC was brought on the carpet by the FCC for airing programs of the Alhambra Electronic Institute, which was peddling a machine to diagnose illnesses. The FCC reprimanded KMPC for carrying the programs but renewed the license. In September, 1937, four months after Richards became owner, KMPC was again subject of a hearing

because of a request for the facilities by W. H. Kindig, Hollywood. Kindig failed to appear at the hearing, however, and the FCC trial examiner recommended a renewal. But the FCC states that "before the commission could act, investigation revealed that certain announcements of public merit were being made over the station concerning the Basic Science Institute and Samaritan Institute." The former organization, said the FCC, was headed by the same person who had run the Alhambra Electronics Institute.

"The similarity of the present scheme," remarked the FCC, "with that of 1935, coupled with the fact that the chief promulgator is the same, should normally have placed the station on notice to inquire into the practices to be advertised."

Alky Treatment

Regarding the program of the Samaritan Institute, the FCC said the organization was advertising a 48-hour treatment for alcoholism.

"The organization," said the commission, "has in its service certain persons who are engaged in the practice of medicine without a license, and investigation has revealed that several individuals who have subjected themselves to the treatment

offered have suffered serious physical consequences."

The FCC then noted that both programs had been discontinued and voted to renew KMPC's license because "in general, a satisfactory public service is now being furnished. Indications are that hereafter greater care will be exercised in the selection of program renewal."

Transfer Deal

The FCC's present study of the commission records of the Richards-controlled stations also shows that Richards' two other stations were involved in a hearing in the same year concerning a transfer deal that was nixed by the FCC as not being in "the public interest." The transfer deal turned down by the FCC involved a switching of control of WGAR Broadcasting Company—controlled by Richards—to WJR, "The Good Will Station," controlled by Richards and his wife. Denying the bid, FCC said that "the stockholders will benefit privately from the financial arrangements, but that "the commission finds that no direct public benefit will result from a granting of the application."

In Public Interest

Also being looked over by FCC legalists is an FCC decision last year granting 50kw. power to WGAR, despite an expected overlapping of its primary service area with that of WJR. The FCC said at the time that "it is admitted that WGAR and WJR are jointly owned and operated and that the evidence indicates that the two stations would be technically rendering primary service to a substantial portion of the primary service area of each other."

FCC's verdict said that while the Communications Act bans such "multiple ownership" except where the public interest would be better served, WGAR "has more than adequately demonstrated that the grant would be in the public interest."

Washington Round-Up

WITH National Daylight Saving Time now being pushed by President Truman as a means of saving fuel during the coal shortage, increased interest is being demonstrated here in a hearing on a bill to make fast time mandatory for the U. S. from April to October. The hearing will be held by the Senate Interstate Commerce Committee starting April 13. Meanwhile a special bill covering only the nation's capital is nearing congressional passage.

MISREPRESENTATION

charges filed by the Federal Trade Commission (FTC) against Philco Corporation and Montgomery Ward Company have been dropped. The FTC said the two firms "have abandoned the practices" complained of. Philco was charged "with misrepresenting the number of tubes contained in sets and their power for foreign reception." The mail-order house was

charged with "falsely representing that its radio sets were equipped for television."

GENE AUTRY, cowboy singer, was given permission by the Federal Communications Commission (FCC) this week to buy 50 per cent of authorized station KOWL, Santa Monica, Calif., for \$80,000.

EXHIBIT space has been assigned to 39 associate members for the Los Angeles convention of the National Association of Broadcasters (NAB). Exhibitors include manufacturers, music publishers, trade publications, and transcription and program service companies.

RADIO scripts prepared by the defunct Federal Theater Project are being turned over to Veterans' Administration hospitals for use in intrahospital radio broadcasts.

Congratulations

LINN BURTON—DAVE GARROWAY EDDIE HUBBARD—ERNIE SIMON

on your record-breaking appearance at the
STATE-LAKE THEATRE, CHICAGO



EDDIE HUBBARD
WIND—WENR



LINN BURTON
WENR
WIND
WAAF



DAVE GARROWAY
WMAQ



ERNIE SIMON
WJJD

The Pin Up Girls are proud that you featured "Pin Up Polka" in your act. Thanks to your efforts, over 50,000 records of this new hit, "Pin Up Polka," have already been sold in Chicago alone. Again thanks and congratulations.

Signed

THE WALTER THORNTON PIN-UP GIRLS

Tele's Kelly Off To Disney Hats

1st Bankroller To Use Screen Exclusively

20-Station NBC Bonanza

NEW YORK, March 27. — First instance of an advertiser building a national campaign entirely around television has developed in Disney Hats, which has agreed to sponsor a television program on all the video stations of the National Broadcasting Company (NBC) starting in September. By September it is expected that NBC will have 20-odd stations in operation. The show will be *News of the Week in Review*, a 10-minute program.

In some cities where NBC will not have stations by fall, Disney Hats will use newspapers. But this use of another medium will be strictly supplementary to the video campaign.

Disney Hats manufacture a high-priced product—its Kellys running from \$10 to \$50. It's expected that the television audience will provide good prospects for sale of this merchandise.

Disney, it's known, intends to intergrade its merchandise with the television theme. One of the plans, for instance, will involve naming one of its hats the telecast model.

Grey Advertising is handling the account.

Don Lee's Sunrise Service Bid Nixed

HOLLYWOOD, March 27.—Warner Bros. this week refused Don Lee video Station W6XAO permission to televise portions of the annual Easter sunrise service from Hollywood Bowl. Phase of the service involved is segments in which Warner contract players Dennis Morgan and Alexis Smith will appear. The action forces tele station to return to its studios for fill-ins during those moments.

Station had hoped for clearance, inasmuch as the event is a public service feature of religious nature in which stars appear in serious roles. All previous efforts to snag film players on Don Lee video have likewise failed.

Schenley To Tele Pix Commercials

HOLLYWOOD, March 27.—Schenley Distributors, thru Biow Agency, this week signed to televise film commercials on a co-ordinated sked calling for simultaneous airing of identical spots over 11 video outlets daily. The 10 film strips, which plug Cresta Blanca wine, were completed in Hollywood last week by Biow's tele production chief, Michael Sasanoff. Sasanoff returns to Gotham next week to present finished series to agency toppers.

Beginning next week the Schenley spots will be rotated nationally so that a different clip is used each day over all existing tele stations. New outlets will be added as stations take to the air. Total cost in time and production charges is estimated at nearly \$1,000,000 for the year.

99 Daily Logs

NEW YORK, March 27.—A total of 99 newspapers thruout the country are now publishing television station logs, according to a check made recently by National Broadcasting Company (NBC). The study covered the areas serviced by the 19 TV stations now on the air commercially.

Some dailies, however, are favoring their own operations. *The Washington Star*, for example, runs the sked of its own WMAL-TV, but merely lists the hours on the air of the opposition WNBW and WTTG.

Hearst Bidding For Tele Web

WASHINGTON, March 27.—Hearst Radio, Inc., is moving to build up its own TV network, having filed for its third station this week. The new bid was put in for Channel 10 in Milwaukee. Hearst already has a grant for WBAL-TV in Baltimore and has a pending bid for Pittsburgh thru WCAE.

A batch of seven other new TV bids filed with the Federal Communications Commission this week brought the pending file to 184.

Net Carrier War Rages; Now AT&T Undercuts WU

NEW YORK, March 27.—The rate war between Western Union (WU) and the American Telephone & Telegraph Company (AT&T) for video network carrier facilities flared higher this week as AT&T offered its new proposed rates, which it will file next week with the Federal Communications Commission (FCC). The AT&T proposal would cost broadcasters \$3,905 per month between New York and Philadelphia for full-time transmission compared with the \$4,700 charge posted by WU in its proposed microwave relay rate sked, filed two weeks ago. WU previously had undercut AT&T's original proposed rate of about \$6,000, which was submitted to the FCC last summer and later withdrawn.

NTG Set on New KTLA Talent Set

HOLLYWOOD, March 27.—Veteran nitery emcee Niles T. Granlund (NTG) who did one of radio's first big shows almost two decades ago, will pilot a tele audience participation show tagged *Hollywood Opportunity* on KTLA starting Thursday (1). Gimmick is for talent to get its film city break via video with the home audience and those attending the telecast voting for their favorites.

Show will originate at Florentine Gardens, according to a deal made between Klaus Landsberg, KTLA general manager, and Frank Bruni, owner-operator of the Hollywood Boulevard nitery.

KSFO HAS TV SCHOOL

SAN FRANCISCO, March 27.—Technical staffers at KSFO have started a television school to prime the station personnel in preparation for KSFO television. The series of lectures will last three months. Al Towne, KSFO director of engineering, is supervising. Subjects include the American TV system; terms, nomenclature and standards; cameras and camera tubes, video circuits, antennas and the side-band filter.

Equity To Offer Sale of 12G Seg Of 1-Hour Legit

NEW YORK, March 27.—A \$12,000 tele show, probably the highest priced tele show yet concocted, will be offered to sponsors shortly by Actors' Equity. The package will originate in key cities thruout the nation and be piped to other tele stations in the immediate vicinity, with several units traveling to different key cities.

The seg will be owned, staffed, directed and performed by members of the union, the profits going to the actors' fund. The top Broadway hits will be unveiled to the tele audiences thruout the country in one-hour condensations. The best Broadway actors will be available for the program, with their fees to run about \$250 per performance.

The program, to be called *Television of the Air*, will be sold on a 40-week yearly basis, the Music Corporation of America doing the agenting. Bert Lytell, former head of the union, has been set as producer-director.

If sponsored, the package will take legit into the homes of millions who have never seen a play and could very well prove a shot in the arm to the entire theatrical trade, by creating a demand for that form of entertainment.

Short Scannings

Herbert Bayard Swope Jr., WCBS-TV sports chief, hospitalized with pneumonia. . . . Mavella Pearls has bought a participation in DuMont's *Fashions on Parade*, Friday nights, thru Cecil & Presbrey. . . . Vivian Gordon, formerly with Harvey Marlowe Television Associates, named director of television with Sherman H. Dryer Productions. . . . Video sports-caster Dennis James, who has a busy schedule handling boxing and wrestling for DuMont, has gained an additional assignment on another outlet. James will handle the five-minute pre-Dodger baseball film series titled *Sports Album*, which will air over WCBS-TV for Schaefer's beer. . . . Naomi Fine to do promotion for WCBS-TV, replacing Halsey Barrett, who resigned.

Series of 52 four-minute films have been completed by Telecomics, Inc., based on the comic strip, *King of the Royal Mounted*. . . . Sidney Strotz, veepee of National Broadcasting Company's Western division, has arrived in Manhattan for his several-month video training. Harold J. Bock, tele director for NBC's Western division, is due here within 10 days.

KSD-TV, St. Louis, will air all live talent shows from April 3 thru 11 from Kiel Auditorium, where a special video exhibit is taking place. . . . Teletranscriptions filmed from DuMont tele shows will furnish the basis for video discussions at sessions held next week by the American Association of Advertising Agencies. Walter Craig, of Benton & Bowles, will lead the tele talks at the Virginia Beach convention. . . . Daniel M. Peterson has been named to assist Harry Coyle in WABD's mobile operations department. . . . Advertising House, Inc., is the latest agency to add a video department. Veepee Peter J. McDonnell will head its operation. Emil Velazco, Inc., film firm, will work with the agency. . . . Weed & Company, station reps, also have stepped into the tele field. Peter B. James, formerly of *Television Magazine*, will manage the department.

John McGiver, legit, screen and radio writer, has joined WGN-TV as head of script department. Bill Meyers, former WGN promotion chief, named salesman for WGN-TV.

IATSE, IBEW TV Pact Soon

NEW YORK, March 27.—Execs of International Alliance of Theatrical Stage Employees (IATSE) and the International Brotherhood of Electrical Workers (IBEW) are expected to reach an agreement soon which will pave the way for telecasting of programs originating in legit theaters and in other halls and auditoriums where IATSE has jurisdiction, according to reports late this week. The fate of two Columbia Broadcasting System (CBS) programs hinges on the negotiations now being carried on. Shows are the behind-the-scenes legit theater series planned by Martin Gosch and recently announced by CBS and the American Tobacco Company, and a series of Carnegie pop concerts which would be aired this summer from Carnegie Hall. The American Tobacco show is scheduled to start April 6.

The jurisdictional problem, pointed up recently in *The Billboard*, lies in the fact that the IATSE has jurisdiction in legit theaters and halls, whereas the IBEW has a contract covering CBS cameramen.

In the event the negotiations fall thru, a distinct advantage will fall to DuMont in the packaging of such programs, inasmuch as DuMont has IATSE cameramen.

NBC MAY TEST 5-STATION LIMIT

Coax Fees Spur Net Deals; Columbia Signs WMAR-TV

NEW YORK, March 27.—The May 11 deadline, ending free television use of the American Telephone & Telegraph (AT&T) coaxial cable between Washington and New York, has stirred up increased activity in television affiliation negotiations (*The Billboard*, February 7). Pivotal points involved are Philadelphia, Baltimore and Washington. With a meeting scheduled for Monday (29) between phone company execs and telecasters, some deals should be resolved over the week-end. Stations which have been feeding one another irrespective of future affiliation will end that practice when coax use goes on a paid basis.

The Baltimore object of affection has been WMAR-TV, owned by the Sun papers. Frank Stanton, president of Columbia Broadcasting System (CBS), stated today that WMAR-TV had been signed as an exclusive affiliate. The American Broadcasting Company (ABC) had been after the station and ABC is in the process of signing WMAL-TV, Washington.

Washington WTTG Sitch

Reports that CBS had attempted to buy WTTG, the DuMont station in Washington, were denied by Stanton, who said no negotiations or discussions had taken place. He added that if the station goes up for sale, CBS would be eager to buy it, since no station is available in the capital for affiliation. Stanton said CBS will operate in Washington, if necessary, with studios and mobile equipment.

The Philadelphia situation involves the Philco station, WPTZ, now operating on a working agreement with National Broadcasting Company (NBC) but rumored to be sold to KYW, Philadelphia (Westinghouse).

Philco, it is said, wants out on TV station operation, with discussions already said to have taken place. If

K-F Drops Hit Amateur Show

NEW YORK, March 27. — The Kaiser-Frazer Corporation this week decided to bow out of sponsorship of the *Original Amateur Hour*, aired Sundays over the DuMont web after the broadcast of Sunday (4), which winds up the 11-week contract. The show, placed thru the Swaney, Drake & Bement Agency, topped the first Hooper video ratings published recently.

No reason for the cancellation was given officially. However, the auto firm's recent legal entanglements over stock issues were believed contributing factors. It may also drop its Mutual news shows.

KTLA Gets Angels, Stars Ball Games

HOLLYWOOD, March 27.—Klaus Landsberg, KTLA general manager, last week sewed up the season's rights to the baseball games of the Los Angeles Angels and the Hollywood Stars. Angels will be sponsored by Standard Oil of California while sponsor for the Stars game had not been definitely set by press time.

Remote pick-up of Stars games will start this week, with Angels coming in following week.

a direct sale is not consummated, a joint management deal may be effected with WPTZ moving into KYW's studio facilities. KYW is an NBC AM affiliate.

U-I, RKO Prep Short Subjects' Video Release

NEW YORK, March 27.—Two film companies, Universal-International (U-I) and RKO-Radio, this week were reported preparing to clear some of their top short subjects for television, for release thru subsidiary firms. U-I's releases probably will be set thru United World Films, while RKO's would likely come thru RKO-Pathé.

U-I films, understood to be potential video material, includes two series, *Stranger Than Fiction*, and *Going Places*. A tremendous number of these have been made over a period of years. Three RKO series are reported likely prospects for early video sale. These include *This Is America*, two-reel documentaries; *Sportscope*, one-reelers issued 21 times annually, and *Flicker Flashbacks*, one-reelers, as well as a number of others. All such shorts made available for tele would probably have the music edited out of the sound track.

Deal On for WPIX's Use of Versailles Club

NEW YORK, March 27.—A deal between *The New York Daily News* video station WPIX and the Versailles nitery reportedly was brewing this week, whereby the tele outlet would take over the club one night a week for use as a studio in staging its own musical variety show. Danton Walker, *The Daily News* night life columnist, will emcee the opus, which will run 30 minutes.

The format of the show reportedly calls for new talent to appear each week, with Walker ringing in numerous celebrities as well. WPIX may also utilize part of the Versailles show occasionally. The station is skedded to start airing June 15.

Tele Spot Times Hard To Locate

NEW YORK, March 27.—Sponsors seeking to break into video via spot campaigns were having increasing difficulty finding first class availabilities here this week. WCBS-TV was reported virtually sold out on its spot time. DuMont's availabilities are limited entirely to film filler program periods, with one exec saying "we're trying to open up new periods without going haywire." WNBT was reported having almost nothing available prior to 7:50 p.m., with the later time now being geared more and more for web operations.

The Chicago situation is said to be even worse. WBKB has almost no spot time left. And WGN-TV's policy precludes the sale of one-minute spots.

\$70--\$700?

NEW YORK, March 27.—An interesting revelation occurred recently regarding the unsettled state of video production costs. Harry S. Goodman, transcription producer, queried a dozen film and television producers about the cost of half-minute video versions of his weather spots. The quotations ranged from \$70 to \$700 per spot. These prices would include cost of filming and cost of puppets. Goodman would supply music and voices.

Goodman wonders, in view of the price range, whether the video producers know what they are doing.

Parsons Video Show in Works

HOLLYWOOD, March 27.—Woodbury Cosmetics are reported working on a new television show starring Louella Parsons, now sponsored by the same firm on the American Broadcasting Company Sunday nights.

It's understood the program, which would be filmed so as to enable use in various TV cities, will star the film columnist in screen star interviews.

Lennen & Mitchell is the agency.

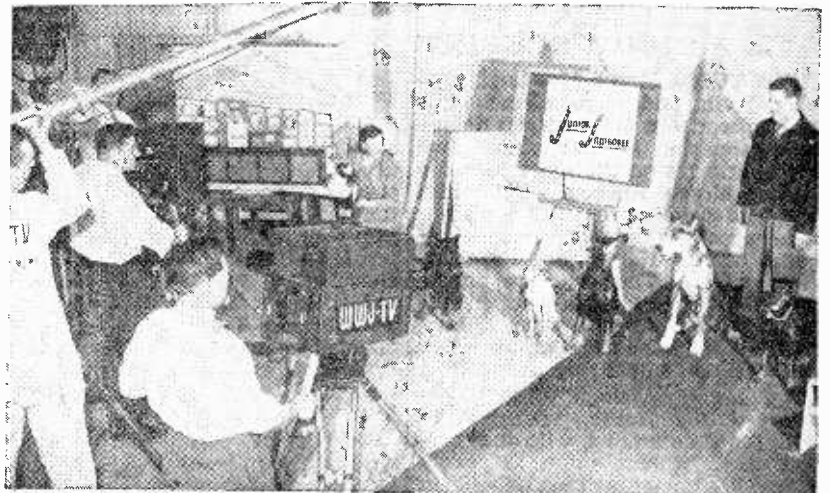
Trial of FCC Ruling Awaits Denver Switch

May Not Be Needed, at That

NEW YORK, March 27.—National Broadcasting Company (NBC) may soon test the legality of the Federal Communications Commission (FCC) regulation limiting licensees to ownership of five television stations in non-overlapping markets. The pivotal point of the NBC move, if it materializes, will be Denver.

Although NBC owns its AM adjunct, KOA, in Denver, it has no TV affiliate there. There is a strong possibility, it is said, that *The Denver Post* may apply for a channel, and in this event, the network hopes that the station will join its television network. If this happens, NBC obviously would not feel the need to test the FCC position. A similar situation obtained in San Francisco, where NBC recently set up an affiliation deal with *The Chronicle* effective when that paper's tele station goes on the air.

NBC now has TV licenses for New York and Washington, both operating, and construction permits for Cleveland, Hollywood and Chicago.



"Junior Jamboree" featuring Fran Harris—4:45 to 5:15 daily—sponsored by RCA Victor and Ned's Auto Supply

once upon a time . . .

. . . children's radio programs were heard, but not seen.

Today, in Detroit, they're both SEEN and LISTENED-TO

by a wide-eyed audience of thousands, in their own homes,

through WWJ-TV, Detroit's only television station. For 75 minutes daily,

WWJ-TV caters to "kids", whose enjoyment of these programs

has been expressed through thousands of letters received from

children and their parents. Naturally, WWJ-TV is proud

to add this success to its long list of program accomplishments

during its first year of operation.

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



Associate FM Station WWJ-FM...
Associate AM Station WWJ

WBKB Features New Format For Lensing of Cubs' Games

CHICAGO, March 27.—To conform with the demand of Phil Wrigley, owner of the Chicago Cubs National League baseball team, that baseball be telecast with an entirely new technique, WBKB, B&K video station which, with WGN-TV, will air the Cubs' home games this season, has worked out a new format of coverage. New technique, it is claimed, will satisfy all types of fans.

To work out the technique. Bill Eddy, head of WBKB, Wrigley and execs of KTLA, Paramount West Coast station, last week televised the training games of the Cubs at Catalina Island. Paramount also had movie cameramen on hand to take shots which could be studied in the attempt to get best coverage possible. WGN-TV also had an observer on hand.

The WBKB coverage has been copyrighted. Copyright will be turned over to Wrigley and the National League without charge so that teams in other cities can use similar techniques.

Principal WBKB procedure will be based on an attempt to have as much action as possible coming toward the cameras instead of away, as has been the rule in tele. There also will be an attempt to pick out one personality of the day, player, manager, coach or umpire and get his visual reaction to, or participation in, play.

WBKB will use three cameras. One, for infield play, will be placed just inside third base; another, in left field, just outside the foul line; the

third, in a press box high in the stands and far down the left-field line. First camera will be on a platform which can be lowered or raised so that close-ups can be had at angles below, on a line with, or above play. Second camera will be equipped with a Zoomar lens and will be able to present close-ups of infield plays or wide angle or close-ups of outfield play. The third will be placed in back of the announcer so that video viewers will get the impression that they are viewing the game thru the eyes of the announcer. This, according to Eddy, will give viewers impression of viewing game thru eyes of someone actually at the game, according to Eddy, a necessity learned thru movie technique.

Puppet Playhouse

Reviewed Tuesday (16). Style — Children's. Sustaining via NBC television network, WNBT, New York; Tuesdays, Thursdays, 5 p.m. Producer, Roger Muir; technical director, John Burrell. Emsee, Bob Smith. Puppet operator, Frank Paris. Guests, this program, child actors from "Annie Get Your Gun" and "Me and Molly," Broadway plays.

Video shows angled for the muppet trade may well line up loyal and regular followings unequalled by any regular tele programing other than sports at this stage of the medium's development. This has been indicated by the intense interest shown by the junior members in Bob Emery's *Small Fry* show over the DuMont web, and Bob Smith may earn a similar audience for his twice-weekly *Puppet Playhouse* ailer over the National Broadcasting Company (NBC). With a little tightening, Smith's opus may become that substitute for baby-sitters during the early evening hours which many distraught parents would welcome.

The program is compounded of audience participation, puppets, short films and Smith himself, an ingratiating guy with the younger set. On the show caught, however, he had a group of kids from two legit shows present—*Me and Molly* and *Annie Get Your Gun*. Asked to do impersonations, some of the brats showed they were true hambones by running off at the mouth with lengthy recitations which had Smith looking as tho he would like to apply a moist palm to some posteriors.

Co-featured with Smith is the show's "star," marionette "Howdy Doody," who is currently conducting a campaign to become president, as who is not? The marionette is a quaint and sometimes funny character, but not a particularly lovable one. However, the dummy certainly had a characterization all its own, and one which should draw the kid viewers back for more helpings. Some clever stuff was done with Howdy, including having him stand up to a wall phone with a receiver in his hand, engaging in a conversation with Smith.

Another interesting aspect is the

Stop Me If You've Heard This One

Reviewed Friday (26). Sponsored by Davega Stores thru Alfred J. Silberstein-Bert Goldsmith Company, Inc., Fridays, 8:30-9 p.m. via NBC television network, WNBT, New York. Style, Variety. Director, Ira Skutch; technical director, Jack Burrell. Announcer, Radcliff Hall. Emsee, Roger Bower. Cast: Cal Tinney, Morey Amsterdam, Lew Lehr.

Surprising as it may seem, *Stop Me If You've Heard This One* is Eastern television's first big-time comedy series, and a most welcome addition it is. Actually, it's not a truly video program—or at least it wasn't on its debut Friday (26), since the camera's mobility as shown was limited to three shots. These were a close-up of producer-emsee Roger Bower, a close-up of one of the three gagsters or a long shot of the trio. Since television's scrutiny only accents the fact that not one of the four can shave without wincing the visual aspects of *Stop Me* aren't particularly exhilarating.

This, tho, is all mere carping. *Stop Me* bowed in on tele as a riotous program, whose shortcomings were mostly minor, involving camera and sound gum-ups, but which pelted along with a full measure of laughs—many boff. The program, now aired over WOR-Mutual, used the same cast, Bower, Morey Amsterdam, Cal Tinney (who owns the show) and Lew Lehr. The routine works the same, Bower telling a story, and the comics breaking in in an endeavor to tell the yarn before Bower completes it.

Screening Weak

Yet, while the shortcomings were minor, they may become more important as viewers become accustomed to the program and increasingly aware of its visual weaknesses. As it is, the video on *Stop Me* could be tuned out, and it would remain equally as funny. Thus, in any number of instances, the camera would fail to pick up a gagster, remaining on Bower, who'd been interrupted. Again, placing the three comics on a settee only added to the stiffness. And only once did any of the four get up—when Lehr told a gag. Since Amsterdam, Tinney and Lehr are accustomed to personal appearance work, there's no reason why they should be glued to the divan virtually thruout. In addition, they ought to hand signal when they want to cut in on Bower, rather than start splicing. This, obviously, would facilitate camera shifts. The show also needs another mike. Each time Lehr, furthest away from the mike, started to speak, his voice remained low, even after the camera had picked him up, and some seconds intervened until the gain had been boosted.

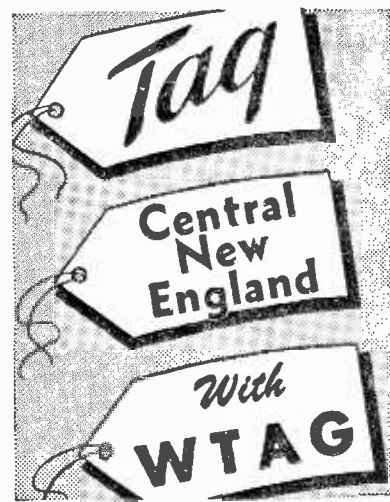
The commercials are brief and reasonably effective, plugging RCA Victor table model tele sets. They were offered at the three conventional spots and used a man-wife acting team and announcer Radcliffe Hall. One fade from the cathode tube being exhibited into a *Stop Me* title was especially effective.

Jerry Franken.

show's use of drawings made in front of the cameras by Nino, the artist. These sketches are called "Whatits," and the kids in the studio attempt to guess what's being drawn as the pencil is wielded. The kids at home probably get a bang out of this feature, too. As for the old movies, they too are slanted for the youngsters, those shown this time being shots of kids riding miniature trains in Los Angeles and a Roller Coaster in Vienna.

With all these features and more tossed in to hold juvenile attention, Smith's show should register well. With the show made a bit less sprawling it could become an institution.

Sam Chase.



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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

TALK OF THE TRADE

Network Operations

RED BARBER, sports director of the Columbia Broadcasting System (CBS), back in New York Tuesday (30) after a month in Ciudad Trujillo, Dominican Republic, where he covered the spring training of the Dodgers in preparation for his seasonal coverage over WHN, New York. . . . Robert Unanue, assistant director of Latin-American relations for CBS, leaves by plane Saturday (27) for Bogota, Colombia, scene of the ninth International Conference of American States, opening Tuesday (30). Unanue's nightly commentaries will be beamed by short wave thruout Latin-America.

Association of Radio News Analysts recently elected John MacVane, of NBC, as president for the coming year, succeeding NBC's H. V. Kaltenborn. Other officers elected were George Hamilton Combs and William Hillman, vice-presidents; Gregor Ziemer, secretary; Cecil Brown, treasurer; Larry Lesueur, assistant secretary; Max Hill, assistant treasurer; H. V. Kaltenborn, John Daly, Bill Henry and Edward R. Murrow, executive committee.

JOSEPH H. REAM, CBS executive vice-president, will address the Chicago Federated Advertising Club, Chicago, Thursday (1), on *Dimensions of Television*. . . . *Our Gal Sunday*, daytime serial sponsored over CBS by American Home Products Corporation, enters its 12th consecutive year of five-a-week broadcasts Monday (29). Leads are played by Vivian Smolen and Karl Swenson.

Station Relations

ROBERT GILLESPIE, former announcer at WONS, Hartford, Conn., appointed new program director at WWCO, Waterbury, Conn. . . . Paul O. Godt, for nearly four years program manager of KFEL, Denver, and formerly of KXOK, St. Louis, has joined KMYR, Denver, in newly created post of program planner and developer. . . . Joseph Mancho, formerly with WJBK, Detroit, and WKNA, Charleston, W. Va., has joined WXYZ as staff announcer. He replaces Ken Marvin, who left to join WAAF, Chicago.

Jack Riaska, recently with KEEN, San Jose, now in charge of continuity for KSFO, San Francisco. Another newcomer at KSFO is Erma Parkes, music librarian, formerly with KOLE, Port Arthur, Tex. . . . Additions to engineering department at WCAE, Pittsburgh, are Pete Shalonis and Gerald Lamb. Michael Andrews new continuity director at WCAE. . . . Walter I. Kingsley added to sales staff of WCOP, Boston. . . . Fred McCall, former program director for KVAL, Brownsville, Tex., has joined announcing staff at KTSA, San Antonio. Ben Baines, for 10 years city editor of *The San Antonio Evening News*, now with KTSA news department.

ANNOUNCERS, commentators et al. will be interested in the second edition of *World Words*, by W. Cabell Greet, CBS consultant. Tome contains twice as many entries as before, with a new section devoted to Japanese and Asiatic place names. . . . Actor Ed Begley back in New York, following a six-month stay in Hollywood where he made six films. . . . John F. Hardesty, sales promotion chief at WOL, Washington, appointed director of publicity.

Agencies and Clients

DEKE HEYWARD shifted from Emil Mogul to Fashion Council films. . . . Tom Rockwell, head of General Artists Corporation, talent reps, spending two weeks working in Florida. . . . Phil Cohen, New York radio chief for Sullivan, Stauffer, Colwell & Bayles, upped to veepee. . . . Libby-McNeil-Libby renewed *My True Story* on ABC. . . . Trans-World Airline has prepped a five-city radio campaign over 16 stations stressing its performance during the past winter. Agency is Batten, Barton, Durstine & Osborn.

American Family Magazine, distributed by Independent Grocers' Alliance thru its 4,900 retail stores and circulating 300,000 copies, has added a radio column, *Radio Roaming*, by Buddy Basch, who also runs a flackery. . . . Lever Bros., prepping a new product, has named Day, Duke & Tarleton, Inc., to handle. Maria J. White, ex-Biow and Benton & Bowles, has signed on as time buyer with the agency.

245,350 Tele Sets in U. S.

NEW YORK, March 27.—Television receivers in cities where stations are now operating, commercially or experimentally, total 245,350, according to estimates by reliable trade sources. The survey was made March 1. The breakdown:

City	Stations	Estimated Set Circulation
Baltimore	2	5,200
Cincinnati	1	1,950
Chicago	1	17,000
Cleveland	1	3,350
Detroit	1	6,700
Los Angeles	2	18,200
Milwaukee	1	2,100
New York	3	151,000
Philadelphia	3	24,800
Richmond	1	550
Schenectady	1	2,550
St. Louis	1	3,450
St. Paul	1	500
Washington	3	8,000
Total		245,350

LAST CALL!

LAST CALL! LAST CALL!

for entries in

The Billboard FIRST ANNUAL LOCAL PROGRAM COMPETITION*

. . . an industry service designed to stimulate and give recognition to local radio station programing

These Quotes Are Typical of Station Enthusiasm Over The Billboard Local Program Competition:

" . . . your competition has everything that the others do not have and that is an inspiration for the truly local stations to have their efforts evaluated on a phase of the operation that they themselves are wholly dependent upon."

P. A. SUGG
WKY, Okiahoma City, Okla.

"It's a definite service you are performing, and we welcome the opportunity . . . must commend you for doing away with the fancy trimmings. Letting the shows speak for themselves is something that some others could and should think more about."

LORIN MYERS
WRC, Washington, D. C.

CHECK THESE SIMPLE RULES, THEN— SEND YOUR ENTRIES IN IMMEDIATELY . . .

(1) The competition is open to all AM and FM broadcasting stations. However, only programs produced after January 1, 1947, are eligible.

(2) Only electrical transcriptions of programs produced by local stations may be submitted. Regional or national network shows, shows produced by electrical transcription firms or package producers (and sold to many stations) are not eligible.

(3) Stations will compete in three power classifications, plus an over-all classification for FM:

- (a) 250 to 1,000 watts
- (b) 5,000 to 20,000 watts
- (c) 50,000 watts
- (d) All FM stations

(4) Programs will be judged and awards will be made for each station group (as above) in each of the following eleven categories:

- | | |
|-------|------------------------------------|
| DRAMA | CHILDREN'S SHOWS |
| NEWS | PUBLIC SERVICE |
| MUSIC | VARIETY |
| | WOMEN'S SHOWS |
| | (including audience participation) |
| | COMEDY |
| | FARM PROGRAMS |
| | COMMENTATORS |
| | QUIZ |
| | SPORTS |
- NOTE: Music shows may be live or on E.T. or commercial records and may cover any type of music or combinations of musical types.

(5) Stations may enter as many programs as desired in any one or more categories.

(6) All entries must come in the form of electrical transcriptions. No shows will be considered in script form.

(7) Station must supply complete list of credits for each show submitted (including: name of show, producer, writer and cast)—whether live, electrical transcription, or record program; day(s) and time on the air; total talent cost; if sponsored, sponsored by whom, and sponsor's advertising agency. These credits may be supplied on station letterhead or any kind of paper.

(8) All entries must reach the New York office of The Billboard no later than April 5. The Billboard will appreciate entries arriving as long before that date as possible.

(9) Entries will be judged by the editors and radio editorial staff of The Billboard.

(10) Entries will be judged on the basis of originality of idea, excellence of production, quality of writing, acting, etc. In short, all factors entering into good programing will enter into the final decisions of the judges. However, all shows will be evaluated on a local station standard. . . . NOT a big coast-to-coast network standard.

*Regional or National Network Shows will not be considered in this competition.

Note: All locally produced radio programs reviewed by The Billboard since January 1, 1947, will automatically be considered as entries in The Billboard's First Annual Local Program Competition. Stations are urged, therefore, not to take the time nor go to the expense of sending in another E.T. of such shows. Any stations which submitted such programs and for any reason do not wish a program to be considered, an entry are urged to write The Billboard to that effect immediately.

FINAL DEADLINE

APRIL 5

Rush Electrical Transcriptions to:

The Billboard Local Program Competition

1564 Broadway, New York 19, N. Y.

SHEEPSKIN SET STUMPS FOR

Rah Rahs Go to Kenton's Modern Jazz Despite the Votes for Sweet Stuff

Monroe Zooms to No. 2 Slot; Beneke, Dorsey, James Behind

(Continued from page 3)

polls among student bodies. A new section—Part II—deals with the business aspects of the college dance biz. Facts and impressions dealing with ork performances, agency likes and dislikes and band-campus prices will appear in Part II, to be printed in next week's edition. For the second time (alho the campus kids voted for sweet as their general music preference by some seven-to-one over swing) Kenton's was heralded as the most popular band. Vaughn Monroe's ork pushed up two notches from fourth to second slot. The singing maestro's ascent forced the Tex Beneke ork down to third slot and Tommy Dorsey to fourth. Harry James, who returned to the active ork fold this year, shot up to fifth slot from ninth last year, while Guy Lombardo, with a strong disk year, cracked the first 10 after failing to show in the golden circle during 1947. Lombardo displaced Duke Ellington among the charmed 10, with the Duke dropping out completely. Les Brown slipped from seventh to 10th. Elliot Lawrence fell from fifth to seventh, Claude Thornhill went up from 10th to ninth and Eddy Howard remained in eighth slot.

Kenton Wins Swing, Too

In the individual ork categories, Kenton cleaned up for a second double crown when he swept the swing ork division, leaving the Tex Beneke crew a limping second and Benny Goodman third. Tommy Dorsey and Woody Herman, last year's second and third winners, received only a smattering of votes in this category, which was dominated by Kenton.

Vaughn Monroe swept the sweet-stakes by a hefty margin. Surprise second-place winner in this class was newcomer Elliot Lawrence's crew, which has been playing a heavy flow of college and school dates since the band's inception less than two years (See *Rah Rahs to Kenton on page 20*)

Lawrence Does Repeat as Most Promising Ork

Mooney Grabs Place Money

NEW YORK, March 27.—For the second straight year, Elliot Lawrence's crew emerges as the campus choice for the most promising newer ork title, according to *The Billboard's* 10th Annual College Poll results. Tabulation shows the youthful 88-er far in front of Art Mooney, Randy Brooks, Eddy Howard and Skitch Henderson, who round out the first five listings.

Lawrence's repeat comes as no surprise considering the predominance of school-dance dates in his bookings. The real eyebrow lifter is Art Mooney, who zoomed into second place, apparently riding high on his *Four Leaf Clover* smash which over-

(See *Lawrence Repeats on page 20*)

Alma Mater Trade Picks King Cole as Top Vocal And Instrumental Group

Three Suns' No. 2 Music Place; Pipers' Second Chirp Slot

NEW YORK, March 27.—Thanks to Nat Cole's piano-vocal talent, the King Cole Trio made a royal sweep of the small instrumental and vocal group sections of *The Billboard's* 10th Annual College Poll, carrying off twice as many votes as its nearest rivals, to cop first place in both divisions. The versatile Capitol crew had scored similarly in last year's campus survey, holding down second place in both classifications. No. 2 instrumental faves with the diploma set were the Suns, Victor's shining wax salesmen who made *Twilight Time* a bright sunrise for their careers. Last year's top small band, the Benny Goodman Sextette, hasn't cooled off with the students as evidenced by BG's third-place victory.

Two newcomers snagged fourth and fifth with the Harmonicats topping

the Page Cavanaugh Trio, on the strength of the hit Vitacoustic dinking *Peg o' My Heart*.

Jordan Missing

The major upset in the small instrumental class was the absence of Louis Jordan's name from the finals. Jordan, who placed third last year, probably slipped because of several months' layoff necessitated by illness and domestic troubles.

Seasoned chirpers held their own in the small vocal group section, with Decca's veteran Mills Brothers, who topped the list in '47, slipping down to fourth and the Pied Pipers moving up from this spot to score as second-place winners. The Ink Spots did a repeat on their No. 3 position, while the Andrews Sisters took over the fifth spot from the Modernaires.

10th Annual College Poll

BANDS

All-Around Favorite		Most Promising Newer	
1. Stan Kenton	1,370	1. Elliot Lawrence	591
2. Vaughn Monroe	1,133	2. Art Mooney	143
3. Tex Beneke	873	3. Randy Brooks	129
4. Tommy Dorsey	720	4. Eddy Howard	114
5. Harry James	594	5. Skitch Henderson	101
6. Guy Lombardo	378	6. Ray McKinley	89
7. Elliot Lawrence	364	7. Claude Thornhill	72
8. Eddy Howard	341	8. Ray Anthony	65
9. Claude Thornhill	292		
10. Les Brown	240		
Sweet		Corn	
1. Vaughn Monroe	131	1. Spike Jones	458
2. Elliot Lawrence	80	2. Guy Lombardo	27
3. Tex Beneke	69	3. Red Ingle	25
Swing		Latin-American	
1. Stan Kenton	303	1. Xavier Cugat	403
2. Tex Beneke	65	2. Desi Arnaz	72
3. Benny Goodman	41	3. Noro Morales	29

GROUPS

Small Vocal		Small Instrumental	
1. King Cole Trio	161	1. King Cole Trio	220
2. Pied Pipers	89	2. Three Suns	101
3. Ink Spots	81	3. Benny Goodman Sextet	69
4. Mills Brothers	42	4. The Harmonicats	37
5. Andrews Sisters	30	5. Page Cavanaugh Trio	31

RECORDS

Favorite Pops		Favorite Classical	
1. Near You (Francis Craig)	861	1. Clair de Lune (Jose Iturbi)	153
Bullet		RCA Victor	
2. Ballerina (Vaughn Monroe)	707	2. Rachmaninoff Concerto No. 2 in C Minor (Artur Schnabel)	130
RCA Victor		RCA Victor	
3. That's My Desire (Frankie Laine)	313	3. Polonaise (Jose Iturbi)	111
Mercury		RCA Victor	
4. Four Leaf Clover (Art Mooney)	172	4. Khachaturian: Gayne Ballet Suite No. 1 (Efrem Kurtz, N. Y. Philharmonic)	101
MGM		Columbia	
4. Heartaches (Ted Weems)	172	5. Jalousie (Boston Pops, Arthur Fiedler)	69
Victor, Decca		Columbia	
6. How Soon (Bing Crosby)	154		
Decca			

SINGERS

All-Around Favorite (Male)		All-Around Favorite (Female)	
1. Bing Crosby	982	1. Peggy Lee	866
2. Perry Como	570	2. Joe Stafford	842
3. Frankie Laine	309	3. Dinah Shore	400
4. Vaughn Monroe	273	4. June Christy	388
5. Frank Sinatra	270	5. Margaret Whiting	311
6. Mel Torme	122	6. Sarah Vaughan	122
Most Promising Newer (Male)		Most Promising Newer (Female)	
1. Mel Torme	119	1. Sarah Vaughan	95
2. Vic Damone	111	2. Nellie Lutcher	52
3. Frankie Laine	93	3. June Christy	36
4. Gordon MacRae	49	4. Rose Murphy	31
Band Vocalist (Male)		Band Vocalist (Female)	
1. Vaughn Monroe	222	1. June Christy	293
2. Stuart Foster	33	2. Fran Warren	31

RECORD HABITS

How Do the Students Hear Records:	
Record programs on the radio	122
Juke boxes	95
Home phonographs	70
Students' Attitude Toward Disk Jockey Shows:	
It encourages record buying	117
It discourages buying	25
College Papers That Carry:	
Record columns	181
Band columns	60

GENERAL MUSIC PREFERENCE

Sweet	483	Swing	72	Corn	25
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CROSBY, LEE AND KENTON

Role of IMC In AFM Fight Seen Fading

Affected by Radio's Truce

NEW YORK, March 27. — The role of the Industry Music Committee (IMC) in effecting an end of the recording ban (now that broadcasters have settled radio problems with Petrillo) was disparaged by diskery spokesmen here this week. The feeling in disk quarters after last week's IMC meeting was that the committee's role now becomes academic, altho at the confab IMC's legal counsel, Sidney Kaye, had outlined legal steps that could be hurled at Petrillo.

One major disker pointed out that while the radio people were acting in good faith and continuing IMC functioning (at the latest meeting about \$15,000 in new funds was pledged to cover legal fees, research, etc.), it was becoming obvious that the diskeries separately would have to fight, or settle with, Petrillo in accordance with their own needs and wishes. His contention was that while Kaye may have effective legal attacks mapped out, it was doubtful that any record firm would "bell the cat" and become a complainant on any action Kaye would launch. The same attitude toward IMC's status has been privately expressed by the bulk of transcription and library companies, it is reported.

London Label Co. To Expand Biz To So. America

NEW YORK, March 27.—The London Record label company expands its disk activities to South America next month, with Henry Principe, former manager of the Rapson Music Store here, appointed sales manager for the Latin territories.

Principe is skedded to fly down to Rio De Janeiro in three weeks, where he will set up temporary headquarters for the English-Decca-owned waxery and make a survey of the country for prospective distributors.

Another new London exec is Richard Paganelli, upped from sales to Eastern sales manager last week. Paganelli, who is already on a tour of the diskery's Southern distribs, replaces Kelly Camarata, whose responsibilities as director of station relations (disk jockey promotion), were deemed too heavy to be paired with the extra load of Eastern sales duties.

Robbins Gets "Shoemaker"

NEW YORK, March 27.—Jack Robbins this week annexed the English best-seller novelty-ditty *Shoemaker's Serenade* for his J. J. Robbins firm. The tune is published in England by the Kassner firm. *Shoemaker* is the second pop ditty taken over by Robbins in the past month; first was *He Makes Believe He's Mine*, penned by Duke Ellington and John Latouche a fortnight ago. In the main, Robbins has been concentrating on his four standard catalogs.

New Firm Offers Hit-Tune, Private-Brand Vinylites

NEW YORK, March 27.—Jack Mangam, associated with International Recording Studios here, has formed Music Merchants' Associates, a disk company which aims to supply retailers with special vinylite platters imprinted with their store name on the label.

The personal touch gimmick is set up so that retailers will get six "hit tune" releases a month, three popular and three Western, with a minimum order of 50 a month set for any one title. Unbreakable vari-colored vinyls will retail at \$1 a disk.

The plan also includes a monthly dealer poll to find out which numbers are most in demand by customers. Mangam claims the company has a big enough backlog of masters to cover most requests. Artists are unbilled on the label.

Dunham Gets His Wax Back

NEW YORK, March 27.—In response to a written ultimatum by Shedd McWilliams, the personal manager of the Sonny Dunham ork, the Tune-Disk waxery in Philadelphia this week returned 16 masters to Dunham. McWilliams earlier had demanded that the diskery either pay some \$3,200 indebtedness for record sessions held before the ban, or relinquish the sides. According to McWilliams there have been nibbles in the last few days by other waxeries for the masters, which mainly consists of tunes licensed thru Broadcast Music, Inc. (BMI).

Tune-Disk., which amassed some 100 masters in the pre-ban days (waxed by Ray Eberle, Ray Anthony, Al Donahue, Dunham, etc.) still is searching for funds with which to press and release disks. The Eberle, Anthony and Donahue crews still have monies due for disk dates.

The McWilliams step is believed to be the first direct move made by any of the orks and may be the forerunner of similar return-the-master deals to be launched by the remaining three orks.

Lewis Bill Nixed By House Group

WASHINGTON, March 27.—The Lewis bill is now officially dead, as the House Judiciary Subcommittee this week voted to report it adversely to the full committee. As foretold (*The Billboard*, February 14), the peace pact between the American Society of Composers, Authors and Publishers (ASCAP) and movie exhibitors in the Theater Owners' Association doomed the measure.

A delegation representing the motion picture producers protested at a brief hearing this week against the bill, which would have charged music-use fees against producers rather than theater operators. Following the airing, the Lewis bill was voted down unanimously.

"Sing Bing", "Lee's for Me" Collegian Chant; in Place: Como, Laine; Stafford, Shore

Sinatra Slip Shows, Lund Fades; Monroe, Christy Pop In

(Continued from page 3)

slot to fifth place behind Crosby, Perry Como, Frankie Laine and Vaughn Monroe. Combination of bad publicity for Sinatra and a long stretch without a sock record (his last biggie was *Mam'selle* over a year ago and that bowed to the Art Lund version for impact) took its toll in this year's poll. But Como's disk success remained at high level with one smash hit to his credit (*When You Were Sweet Sixteen* paired with *Chi Baba, Chi Baba*) and several peak-sale platters to boot. Laine pulled up from seventh slot last year to No. 3 this year on the strength of his Mercury success since *That's My Desire*; the singer even now boasts a hit in his version of *Shine*. Monroe, of course, enjoyed a pistol-hot record with *Ballerina*. *How Soon, I Wish I Didn't Love You So*, etc., riding for him. Sixth slot winner was Mel Torme, who showed for the first time in the poll. He pushed Dick Haymes, Nat Cole and Andy Russell out of place spots in the race.

Promising Tag to Torme And Vaughan

Damone, Lutch Runner-Up

NEW YORK, March 27.—On the campus the students look to Mel Torme and Sarah Vaughan as the most promising male and female vocalists, according to the results of *The Billboard's* 10th Annual College Poll. In the men's division, Torme was closely followed by Vic Damone and Frankie Laine, with Gordon MacRae a distant fourth. The Vaughan gal racked up a comfortable margin over her three nearest fem competitors, (*See Torme and Vaughn on page 20*)

The fem division hardly represented a change from last year's results, with the exception of chirp Lee's close victory over last year's winner, Jo Stafford. While Peggy rose, Dinah Shore dropped a slot to third place ahead of Stan Kenton chirp June Christy. Margaret Whiting remained in fifth slot. Sarah Vaughn moved up two positions to cop sixth place in the poll this year, the only Negro performer among the top placers.

Monroe Vocal Champ

In the band-singing department, Vaughn Monroe stole the honors in a walk over former Tommy Dorsey vocalist Stuart Foster among the men, while Kenton's June Christy retained (*See Bing and Lee on page 20*)

Craig "Near You," Monroe "Ballerina" and Laine "Desire" Campus Wax Faves

Iturbi, Rubinstein Longhair Laurels—Khachaturian Boom

NEW YORK, March 27.—The campus lads and lassies' selection of their favorite popular records of the past year apparently reflects the choice of the nation as a whole, according to results of *The Billboard's* 10th Annual College Poll. Leading off was Francis Craig's waxing of *Near You*, which overnight brought new prominence to the veteran Nashville 88-er and the Bullet diskery. The romantic bary tonsils of Vaughn Monroe (carressing the *Ballerina* lyric for Victor) ranked as second choice, almost 400 votes ahead of Frankie Laine's waxing of *That's My Desire*, which placed fifth in the 1946 poll.

NEW YORK, March 27.—Perennial favorites of the American classical music lovers at large grabbed off top billing among the college longhair listeners, with piano compositions leading the way, according to results of *The Billboard's* 10th Annual College Poll. Victor's Jose Iturbi nabbed first and third positions, snaring the titles with his *Clair de Lune* disk and following up in the show-money slot with the Chopin *Polonaise*. Interrupting the Iturbi monopoly in No. 2 listing, was the Rachmaninoff *Concerto No. 2 in C Minor* interpreted by Arthur Rubinstein and the NBC Symphony ork conducted by Vladimir Golschmann, also for Victor.

The college kids also picked upon the banjo craze, tabbing Art Mooney's *Four Leaf Clover* platter in a fourth-place tie with the Ted Weems disk, *Heartaches*. The Weems waxing was a holdover from last year's poll, in which it placed second. The kids didn't forget Bing Crosby either, placing his *How Soon* disk in fifth position.

Collegians thumbed their nose at the Soviet composer Aram Khachaturian by rooting for Columbia's *Gayne Ballet Suite* and voting it their fourth favorite work, as performed by Efrem Kurtz and the New York Philharmonic. For fifth place, the undergraduates held out for the tried and true *Jalousie*. The effort of the Boston Pops ork, with Arthur Fiedler conducting, won the nod.

PROFITS, PROFITS, PROFITS!

Diskers '47 Grosses Up; Nets Down

Earnings Still Substantial

NEW YORK, March 27.—Judging by the annual reports of three of the top four diskers—Capitol, Decca and Columbia—1947 marked the biggest gross-dollar-sales year in the record industry's history. But the huge gross figures told only one story. The drop in net profits below 1946 earnings told the other: A story of rising costs and heavy investment in ban-beating backlogs.

Combined profit of the three diskers, for example, shows a net earning figure about 26 per cent below the previous year's take, while unofficial trade estimates put the 1947 disk-biz (gross-dollar sales) almost 10 per cent higher than in 1946. Profit statements still were formidable compared to the pre-1946 period.

Capitol's report, issued this week, shows an increase in annual sales in 1947 of \$1,427,409 over 1946, with the gross for the year set at \$14,510,206. But the diskery took approximately a 57 per cent dip in net earnings from 1946's \$741,149, to a total of \$318,528. The diskery blamed its decrease on mark-down of inventories, expenses in building up its transcription department plus additional coin outlay for pre-ban recording sessions.

CBS Records Report

Also released this week was Columbia Broadcasting System's annual report which added some data to the Columbia Records, Inc., earnings statement of last month. The report, money-wise, showed that the diskery dipped to \$1,415,800 in 1947 from \$1,880,200 in 1946 in net earnings. The '47 figure nevertheless represented a tremendous stride over the diskery's 1945 net earnings which totaled \$196,899.

The Columbia report reveals that the diskery sold 70,000,000 disks in 1947, which represents a 5,000,000 platter sales increase over 1946. The diskery, with the opening of its Hollywood plant, now claims a potential annual production of more than 100,000,000 records. The report also states that the diskery's newly opened subsidiary in Mexico represented an investment of \$227,832.

Increased Op Costs

The report averred that the reasons for the drop in net earnings could be pinned mainly on increased labor and disk manufacturing costs, plant expansion costs, the purchase of the diskery's New York office headquarters at 799 Seventh Avenue and to the extraordinary costs accrued as a result of the pre-ban waxing scuffle.

Decca's report was printed in *The Billboard* last week and showed 1947 net sales totaling \$32,508,718, representing an increase of \$1,833,337 over 1946. The diskery's 1947 net earnings were \$1,618,548 as compared to the previous year's \$1,944,538.

Hey, Spinners, Don't Be Spun!

SINCE its inception less than a year ago, the National Association of Disk Jockeys (NADJ) has run into many formative problems. Watchdogged by various trade papers, the org has persevered thru many self-taught lessons that are the usual price of organizing a new showbiz group. But while some trade papers maintained a constructive editorial attitude toward the new jockey group, one New York magazine of dubious stature has come up with a jolt for NADJ that hardly falls within the bounds of editorial function or privilege.

According to officials of the New York chapter of NADJ, an insignificant little tradesheet by the name of *Music Business* approached NADJ recently with a "proposition." The proposition took the lines that NADJ should come in with *Music Business* under a sponsorship cloak or else. Here the promise of a "boomerang" was prominently mentioned.

Motives? It's Your Guess

The purpose of the *Music Business* threat was not revealed, altho NADJ execs assume that the trade rag (which itself recently abandoned attempts to cover the music industry and attempted to become an all-disk-jockey vehicle) has its own motives.

At any rate, NADJ rejected the proposition. Suddenly thereafter, a new organization called the American Society of Disk Jockeys (ASDJ) came into being with membership cards going out—free—to station managers. The office address given for ASDJ was that of *Music Business*. Officials of *Music Business* conceded that they were sponsoring this newborn jockey movement. Meanwhile, members of NADJ aver that *Music Business*, with each ASDJ membership card, attaches a copy of its magazine. All of the mailings reportedly were made to station managers who in turn apparently would hand cards and magazine over to disk jockey personnel.

This Needn't Hurt Much

Such developments are not surprising. They represent the expected straw-grasping technique adopted by various infant members of the trade press to carve away at the cushy disk-jockey market. Such tactics need not faze nor jeopardize the existence and future of NADJ, provided certain basic principles are adhered to. NADJ, it is true, currently boasts only a couple of hundred members, but the activation of its own house organ and the use of a democratic device known as hustling, conceivably will bring improved results. In any event, we prefer NADJ to an ASDJ for the simple reason that we have always combated outside commercials for an association of jockeys and we will continue to do so.

We hold no particular brief for NADJ. Until it has had the time and opportunity to prove itself a clean, wholesome influence on all of showbiz, who's to say what will become of it? But we can't help chuckling at the various characters (we use the term advisedly) who are fulfilling *The Billboard* predictions (made to the officials of NADJ, and in print, some eight months ago) that as jockeys gained recognition for their showbiz influence, everybody and his brother would try to climb into the act.

So we're laughing—but amidst the yocks we remind the jocks: You need everybody's help but nobody's connection. Fight the organizational fight on your own with clean, open intentions and honest, stated objectives. In that, *The Billboard* will be glad to help. And believe us, we don't want to sponsor anything.

TD Dismisses % Plan; Wants 2G Guarantee

First Deal Confusing

NEW YORK, March 27.—Tommy Dorsey via a telephone conversation from Miami, told *The Billboard* last night (26) that he had dropped his plans to adjust his booking price policy to include graduating percentages. This was because of the confusion that followed the initial announcement of his booking ideas, said TD. He flatly stated that in the future his band will continue to be sold for promotions on a \$2,000 per night guarantee against 60 per cent of the gross.

TD claimed he was forced to change his plans because promoters had misinterpreted his ideas (which were based on graded percentage takes) and because of increased concern over the single failure of the plan when used in Cleveland several months ago, experimentally.

Interpretations of the deal varied from \$1,500 "first money"—reported by several promotions and confirmed by the Music Corporation of America, TD's agency—to a \$1,500 guarantee, reported by the Dorsey office headed by Arthur Michaud. Success of the plan was considered dependent on lowering of box-office prices and proper advertising and publicity, none of which Dorsey now feels can be assured by most currently operating promoters.

Dorsey was contacted while taking shore leave from his yacht, *Sentimentalist*, which is anchored off Miami where TD is completing a six-week vacation. He returns to action on April 1 with a string of Southern and East Coast one-nighters.

DEBTS, DEBTS, DEBTS?

Vita Creditors To Hear New Reorg Plans

Assets Top Liabilities

CHICAGO, March 27.—Listing assets of \$204,497.79 and liabilities of \$182,462.81, Vitacoustic Records present its schedules before Federal Judge Walter LaBuy here Wednesday (24), who in turn appointed Nathan W. MacChesney as referee. MacChesney will set a date within two or three weeks for a meeting of creditors at which Vita execs, Lloyd Garrett and Jack Buckley, will present their plan for reorganization.

Albert Langeluttig, attorney for the firm, expressed confidence in its ability. (See *Vita Creditors* on page 20)

Creditor Meet To Determine Fate of UAR

HOLLYWOOD, March 27.—A meeting of creditors of United Artists' Records (UAR) was set this week for April 8, at which time a decision will be made as to whether the Hollywood indie waxery will be liquidated piece-meal or sold as a package. Diskery went into the hands of creditors' assignee, Francis Quittner, after a long period of financial stress (*The Billboard*, March 13).

Quittner said an inventory of UAR assets completed this week showed that book inventory, exclusive of accounts receivable and masters, was valued at more than \$100,000. Liabilities are being audited and will include a large chunk of dough due producers and publishers for back royalties. Because of a contractual set-up, ownership of certain masters (See *Creditor Meet* on page 20)

Section 10 Move Made By Majestic

Leave Room for Bankruptcy

CHICAGO, March 27.—Majestic Radio & Television Corporation and Majestic Records this week petitioned the U. S. government to change its rearrangement proceedings from Chapter XI of the Chandler Act to Chapter X. Under Chapter X there is the possibility of bankruptcy being declared; under Chapter XI the possibility of 100 cents on the dollar payoff of debts is present.

John P. Haley, federal bankruptcy referee for the Northern District of Illinois, will decide the outcome of (See *Section 10* on page 20)

KATE SMITH



SMASH HIT RECORD!

“LONG AFTER TONIGHT”

**MGM
#10157**

Section 10 Move Is Made By Majestic

(Continued from page 18)

the proceedings. According to Haley, it will be up to him to make a decision on the basis of information uncovered. An audit of the Majestic companies is now in process and should be finished in a few weeks. At present, Haley indicated, Majestic is planning to sell its pressing plant in Newark, N. J., and possibly the distributing-company offices here. The ultimate fate of Majestic undoubtedly hinges on the question of whether property disposals can cut down overhead while some equitable sales level is still maintained.

A creditors' committee will be appointed anew, Haley also indicated. Meanwhile, reports here held that Eddy Howard, top Majestic disk seller and principal creditor in the record branch, stands to regain his masters if and when a bankruptcy action develops. This protection for Howard's masters reportedly comes via prior contract and may offer some solace to the orkster, who remains stymied until the government decides which way the die will fall.

New Talks With Decca

NEW YORK, March 27. — Friday (26), attorney A. L. Shapiro, representing Majestic, was closeted with officials of Decca Records, presumably to continue talks originally entered into between Jack Kapp, Decca head, and Gene Tracey, chairman of the Majestic board.

Meanwhile, the Eastern set-up of Majestic here in New York officially shut up shop. Lee Savin, last talent and tune link for the diskery locally, resigned from the company rather

802 Exec Board Picks Stein To Fill Vacant Treas. Post

NEW YORK, March 27.—The executive board of Local 802, American Federation of Musicians (AFM), has chosen Jack Stein, veteran union member, to fill the key post of treasurer left vacant by the death of Emil G. Balzer last month.

Louis Grupp, 802 business agent and delegate to the United Hebrew Trades, was named to replace Stein on the 802 board. Another board member, Edgar Daly, will take over the new treasurer's tax collection duties.

Executive board member Robert Sterne, editor of *Allegro*, 802's official journal, will take Balzer's place as delegate to the AFM convention this summer.

BING AND LEE

(Continued on page 17)

her championship of last year by topping her closest opposition, Fran Warren, of the Claude Thornhill ork, by a hefty margin. Art Lund, who was enjoying plenty favor via *Mam'selle* last year and who copped the band singer laurels for '47, placed in no section of the singers' poll.

than continue in a condensed operation which would require him to spend much time in Elgin, Ill., headquarters. Savin said he had too many commitments in New York to make the switch practicable.

At the same time, the word was out that the Benton & Bowles advertising agency had purchased the lease on the Majestic studio and office space at 16 East 40th Street here.

Vita Creditors To Hear New Reorg Program

(Continued from page 18)

ity to work out the difficulties to the satisfaction of creditors and cited the facts that firm assets outweigh liabilities by \$22,034.98 and sale of Vita disks continues good.

In the assets column, biggest items listed are advance royalties of \$55,904.50 paid to artists; \$42,269.68 in masters (cost of recording) and \$42,498.26 due on open accounts, mostly from distributors. Among artists receiving advances in excess of \$3,000 are Yvette, \$5,097.06; Leo Diamond, \$9,866.83; Joan Edwards, \$3,360.30; Henry Busse, \$3,191.32; Fred Nagel, \$3,404.80; Jack Carroll, \$3,957.78, and Joe Vera, \$3,245.

The federal government with a claim of \$18,397.07 for taxes, of which \$14,924.48 is excise tax, is the largest single creditor. Harry Fox, representing music publisher interests, has an unsecured claim for \$10,412.58 plus a note of \$7,000 with Vita Record Distributing Company of New York, given as contingent payment. Among other publisher claims are Edward Marks, \$2,827.85, and Music Publishers Holding Corporation, \$688.14.

Liabilities

Among presseries owed dough are Long Island Plastic Products, Bay Shore, \$8,434.44, plus a \$7,000, note with Vita Record Distributors of New York given as contingent payment; Perfection Plastic Products, Pasadena, Calif., \$14,401.08, and Starr Piano, Richmond, Ind., \$2,354.33.

Other important creditors include Jerry Murad's Harmonicats, \$14,601.64; United Broadcasting Company, Chicago, \$13,801.48 (account disputed to extent of \$2,000); Sonora Radio & Television, \$5,028.76, with note of Barrett Distributing Company, Baltimore, given as contingent payment, and royalties due other artists, approximately \$15,000.

Vita stated it has on hand 22,741 disks plus an additional 134,166 in hands of its distributors on consignment.

LAWRENCE REPEATS

(Continued from page 16)

night brought the banjo back into national prominence and established Mooney as a big box-office property.

Real surprise is trumpet-tootler Randy Brooks, who nabbed show money. Evidently the hot-cold Brooks ork remained fresh in the minds of students as a result of the band's many college dance dates and one-nighter stints during the past year.

The vocal-sweet styling of Eddy Howard took fourth-place honors, two notches lower than Howard's second place rating last year. Not too far behind Howard came the less-than-a-year-old Skitch Henderson ork in the No. 5 slot.

Finishing up the standings in sixth, seventh and eighth positions were Ray McKinley, Claude Thornhill and Ray Anthony, who sprinted down to the wire closely bunched.

CREDITOR MEET

(Continued from page 18)

will revert to original producers. Added to the woes of the former UAR head, John Clein, was a claim filed in Los Angeles Superior Court this week by Bebe Daniels, who charged Clein had failed to pay more than \$2,200 due her for 5,000 pressings distributed by Clein thru UAR. Miss Daniels, producer of kidisks, charged that Clein failed to pay her 50 per cent of the net profits from sale of disks as per agreement.

Coast To Use Gayle Privately-Cut Disks

HOLLYWOOD, March 27.—Charles E. Washburn, Coast Records prexy, has arranged to press and release 14 sides cut by Coast artist Lorry Raine with Russ Garcia's ork. The diskings were privately recorded and financed pre-ban by Tom Gayle, local flack and tradesheet publisher.

Gayle, who is married to the Raine gal, had circulated some of the chirp's pressings earlier under a private publicity label, which were used to cover disk jockeys and other exploitation outlets.

BACK TO DEAR OLD PENN

NEW YORK, March 27.—It appeared certain at press time that the Cafe Rouge of the Hotel Pennsylvania here would play host to a couple of successive piano-tinkling maestri, Skitch Henderson and Elliot Lawrence, to follow the current bandstand tenant, Dick Jurgens. Henderson is reported almost set to follow Jurgens early in May for four weeks, thereby returning to the scene of his ork's debut last July. Lawrence is due to follow Henderson May 31 and is believed to be booked into the room for five weeks, marking his third engagement at the hostelry in less than two years. He, too, played his first location engagement at the Penn less than two years ago.

TORME AND VAUGHN

(Continued on page 17)

Nellie Lutcher, June Christy and Rose Murphy.

Torme—the Velvet Fog, equally talented as a tunesmith and musician—no doubt found favor with the young set via his dreamy song-selling musicraft disk salesmanship plus his personal and flicker appearances. Another soaring youngster, Vic Damone, has been a consistent hot item for Mercury's disk sellers. Damone's side kick at Mercury, Frankie Laine, who soared to prominence on his *That's My Desire* platter, grabbed third slot.

Race Thrushes Cop

Three of the top four billings among the gals went to race-field thrushes, with Sarah Vaughan leading the pack. The highly stylized chirp, one-time Earl Hines vocalist, finished far ahead of Nellie Lutcher who grabbed second place. The Lutcher gal, who had been kicking around the niteries for some time, was "discovered" by Capitol diskery's Dave Dexter and inked to a waxing pact.

A consistent fave among the collegians, June Christy (who handles the vocal chores for the Stan Kenton crew), managed to garner third spot, just five votes ahead of Rose Murphy. The latter, a race-chanter familiar to the New York and Cleveland scenes for some 10 years, bounced into the limelight with her "chi-chi" styling of the oldie *I Can't Give You Anything But Love*.

RAH RAHS TO KENTON

(Continued from page 16)

ago. Lawrence also copped the most promising ork crown for the second successive year. In third place was last year's sweet winner, Tex Bencke.

Spike Jones had virtually no competition in the corn band contest, with the college pranksters tabbing Guy Lombardo a distant second and Red Ingle a tight third. Cugat swept the rumba field, with only Desi Arnaz and Nora Morales racking enough votes to even show in the race.

That's what the college kids are thinking popularity-wise. Their opinions on other faves are analyzed and charged elsewhere on these pages. How they think business-wise will be unveiled in *The Billboard* next week.

WARNING

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MELLIN MUSIC, Inc.

1650 Broadway, New York, N. Y.

VOX JOX

A National Accounting of Disk Jockey Activities

NEEDLE NOTES . . . Frankie Lester, of KGAF, Gainesville, Tex., works a neat sponsor-holding stunt on his *Party Time* show. A local jeweler buys a seg each Friday; Lester, in turn, keeps a week's correspondence on file. Finally at end of week he places the name of a "lucky" letter writer in the jewelry store besides an appropriate gift. Listeners file into the store and look over the merchandise to see if they've won the "free prize." . . . An oyster with the mumps? KITE's Bob Oyster in San Antonio suffered simultaneously from the listener teasing; KITE Program Director Alec Chesser subbed last week for the ailing mollusk. . . . Ray Perkins, KFEL, Denver (2:30 to 4:30 p.m. daily) strides in "where Hooper and Conlan never tread." Perkins counts among his best listeners small businessmen and professional people who "never get called by rating services." . . . WOOD, Grand Rapids, has been hypoing the Hooper of its *Off the Record* show by taking it out of the "spot fill" category. Program (9:30-10 a.m. daily) now features The Terrible Trio who go in for zany, bright, patter built around the idea of playing requests as soon as they're phoned in. . . . Bill Marvin, of the 1240 *Time* airing over KSON, San Diego, Calif., recently complied with the oddest of requests. A wedding host called to explain that "the bride and groom, guests and minister were present, but no pianist." So Marvin obligingly gave out with Lohengrin's *Wedding March* and removed the halter from the altar. . . . Newest gal jockey is Betty Heft, University of Wichita undergraduate, who spins in the early a.m. for KAKE, Wichita.

EASTERN BEAT . . . In Buffalo, Virgil Booth has started a special jock show Saturdays, 10:30 to 11 p.m. over WKBW. Program dedicated to one name-band each week. . . . Down in Montgomery, Ala., suh, Bob Conrad launches a new two-hour wax show over WAPX. Says Bob: "At outset I plan on making this part of the South Mel Torme conscious. Am convinced that Mel will soon be the new top swoon crooner." . . . Decca distrib and retailers in Charleston, W. Va., credit Fred Scott, of WKNA, for swamping them with orders for the Four Knights disk of *He'll Understand and Say Well Done*. . . . In Bristol, Va., Tom Dunn, of WCYB, tips off fellow jox to "try playing Capitol's *Brazil* by Les Paul at 33 1/3 r.p.m." . . . In Norwich, Conn., WNOC's Johnny Most, is gaining a rep for his nightly disk airings which combine a bit of acid wit and hep-cat lingo. Most uses a "nuisance" switch on the old habit of singing along with crooners on wax. He deliberately sounds bad to stir laughs—is that funny? . . . Another guy using the sing-along trick is Mark Sheeler, of WFCl, Pawtucket-Providence. Sheeler boasts a gremlin voice, involving a recording trick, which joins in on wax hit. But for sheer zany selling he goes one better: Runs his own tables, frequently stops disks cold and comes in with an ad lib to answer a vocalist, then spins again.

GOTHAM GABBING . . . Don't be surprised if the New York Strand or Roxy theaters here borrow a leaf from the State-Lake Theater in Chicago and stage a vaude show featuring four Gotham spinners. . . . Bob Bach terminating with the Duke Ellington show as WMCA pulls in economy belt. Only ones unaffected by WMCA tightening seem to be Bea Wain and Andre Baruch whose *Mr. and Mrs. Music* airing continues to gather local sponsors; meanwhile the station is getting good reaction to a "syndicated" offer. Wain-Baruch's latest coups were getting Ringling Bros. circus sponsorship for a spots series placed thru Seidel ad agency and a 14-week spot contract with John Opitz, Inc. (J-O Paste), placed thru Tracy Kent & Company, Inc. . . . Meanwhile WMCA's jock Ted Steele takes his orchestra into Essex House. Station will broadcast opening March 27 for its combined gabberfronter. . . . Of all things, *New York Daily News'* Bob Sylvester (long a critic of disk jockeys) and his wife, Bunty Pendleton, are auditioning for a new local spinner show.

NADJ DOINGS

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

WEST COASTING . . . Paul Reiner, prexy of Black & White Records, credits Coast disk jockey attention to B. & W.'s plattering of *Now As Never Before* for what he claims to be diskery's most promising item. Tune was clefted by Bill Dallas, spinner on Fresno's KARM, and Bob Carlson, news writer on that station. Platter features vocal by Bob Hayward, accompanied by Allen Schrader's ork. . . . Bill Leyden, ex-pilot of KMPC's *Music Hall* seg, has moved to Warner Bros.' KFVB. Understood Leyden will join the growing number of Hollywood's free-lance jockeys and is dickering for an additional show on Don Lee's KHJ. . . . Los Angeles area jockeys are turning a cold shoulder to Harry Schooler's Mardi Gras label despite fact that Schooler is buying air time and insists that his disks be played. Reason, Mardi Gras platters were recently cut with non-union musicians and spinners do not want to invite James C. Petrillo's ire. Some stations in question have contracts with the American Federation of Musicians (AFM) and fear that airing of these non-union disked bands may lead to serious complications. One source at KFVB (Hollywood) said that Station Manager Harry Maizlish circulated a memo instructing all spinners to be on the lookout for the Mardi Gras disks and not to play them over the air. Schooler and partners, Joe Zucca and Harold Lewin, are the trio who openly defied the AFM by operating three ballrooms in this area with non-union bands.

INQUIRIES ON . . . how to start an NADJ chapter in their cities have been received from disk jockeys in Minneapolis, Kansas City, Mo., and Boston. At the same time local chapters in Chicago, Hollywood and New York have resumed regular activity in meetings.

New York chapter held a meeting Tuesday (23) at which the American Society of Disk Jockeys movement was discussed. Sick and benefit plan also came up with the possibility of covering jockey members with sick and accident insurance now moving into the investigation stage. It was agreed to hold a local branch election as soon as practicable. The New York branch currently is busy getting its newly acquired Hotel McAlpin headquarters into shape.

Long Live the KING!



KING Scores 3 out of TOP 10

in the **Billboard**

MUSIC POPULARITY POLL Week Ending March 5

MOST-PLAYED JUKE BOX RACE RECORDS

- No. 1** 1. I LOVE YOU, YES I DO... Bull Moose Jackson... King 4181
- 2. BARNYARD BOOGIE... Louis Jordan... Decca 24300
- 3. SNATCH AND GRAB IT... Julia Lee and Her Boy Friends
- No. 6** 4. KING SIZE PAPA... Julia Lee and Her Boy Friends... Capitol Americana 40028
- 5. WRITE ME A LETTER... The Ravens... Capitol Americana 40082
- 6. TOMORROW NIGHT... Lonnie Johnson... National 6038
- No. 8** 7. FINE BROWN FRAME... Nellie Lutcher... Capitol 15002
- 8. ALL MY LOVE BELONGS TO YOU... Paul Williams... Savoy 861

MOST-PLAYED JUKE BOX FOLK RECORDS

- No. 3** 1. I'LL HOLD YOU IN MY HEART... Eddy Arnold and His Tennessee Plowboys... Victor 20-2335
- 2. TELL A WOMAN... Tex Williams... Capitol Americana 48031
- 3. SIGNED, SEALED AND DELIVERED... Cowboy Copas... King 658

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DALLAS, TEXAS 911 Camp St.	Riverside 2756
LOS ANGELES, CAL. 845 S. Grandview	Fairfax 7572
NEW YORK CITY (Cincy Records) 762 Tenth Ave.	Columbus 5-7158
OKLAHOMA CITY 1317 N. Broadway	Phone 3-9913
DETROIT 19 Seldon	Temple 2-2560
ATLANTA 397 Edgewood Ave., S.E.	Alpine 4136
WASHINGTON, D. C.: 2600 12th St. N. E.	

Hit-Time at
Pic and Preview!

LOUIS JORDAN'S
Recording of

BARNYARD BOOGIE

(Decca-24300)

"...a cookie that's labeled
Buffalo throughout"
—The Cash Box

No. 1! Billboard's Most Played Juke Box Race Records
KING SIZE PAPA
Recorded by JULIA LEE (Capitol-40082)

"A droll ditty that's dynamite!"—The Billboard
GET IT OFF YOUR MIND
Recorded by PEARL BAILEY (Columbia-37570)

Released March 15th and already catching on!
INFLATION BLUES
Recorded by LOUIS JORDAN (Decca-24381)

Soon to be released—
CRAZY WORLD
Recorded by JULIA LEE (Capitol)

PIC MUSIC CORP.

Earl Mills, Prof. Mgr.

6419 Homewood Avenue

PREVIEW MUSIC CO.

Hollywood 28, Calif.

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
March 26

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 <i>By Maewa Kaihau, Clement Scott and Dorothy Stewart</i>
<i>Published by Leeds (ASCAP)</i>
Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Muscraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charloters, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World. |
| 2. | | I'M LOOKING OVER A FOUR LEAF CLOVER <i>By Mart Dixon and Harry Wood</i>
<i>Published by Remick (ASCAP)</i>
Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2688; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Muscraft 543; C. Fox and His Yellow Jackets, Columbia 38082; Alexander's Jazz Band, Trilon 220; the Harmonicats, Universal U-47; Tiny Hill, Columbia 35100; 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. |
| 3. | | MANANA <i>By Dave Barbour and Peggy Lee</i>
<i>Published by Barbour-Lee (ASCAP)</i>
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.) |
| 4. | | BEG YOUR PARDON <i>By Francis Crais and Beasley Smith</i>
<i>Published by Robbins (ASCAP)</i>
Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140; Snooky Lanson, Mercury 5109; Eddy Howard, Majestic 1220; Russ Morgan, Decca 24339.
Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated; Russ Morgan, World. |
| 5. | | BUT BEAUTIFUL <i>By Johnny Burke and James Van Heusen</i>
<i>Published by Burke-Van Heusen (ASCAP)</i>
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, Muscraft 538; Frank Sinatra, Columbia 38053; Margaret Whiting, Capitol 15024.
Electrical transcription libraries: Eddy Howard, World. |
| 6. | | BALLERINA <i>By Bob Russell and Carl Sigman</i>
<i>Published by Jefferson (ASCAP)</i>
Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Muscraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265; Bing Crosby, Decca 24278; B. Clement Ork, Orpheus 255; Glenn Davis, Skating Rhythms SR-273; Phil Reed, Dance-Tone 162.
Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World. |
| 7. | | BABY FACE <i>By Benny Davis and Harry Akst</i>
<i>Published by Remick (ASCAP)</i>
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; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024.
(No information on electrical transcription libraries available as The Billboard goes to press.) |
| 8. | | THE DICKEY-BIRD SONG <i>By Howard Dietz and Sammy Fain</i>
<i>Published by Robbins (ASCAP)</i>
From the MGM film "Three Daring Daughters."
Records Available: Blue Barron, MGM 10135; Larry Clinton, Decca 24301; the Dell Trio-Jerry Wayne, Columbia 38084; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.
Electrical Transcription Libraries: Milt Herth Trio-Larry Douglas, World. |
| 9. | | SABRE DANCE <i>By Khachatourian</i>
<i>Published by Leeds (ASCAP)</i>
Records Available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Freddy Martin, Victor 20-2721; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498.
(No information on electrical transcription libraries available as The Billboard goes to press.) |
| 10. | | YOU WERE MEANT FOR ME <i>By Arthur Freed and Nacio Herb Brown</i>
<i>Published by Miller (ASCAP)</i>
From the 20th Century Fox film "You Were Meant for Me."
Records Available: H. Babbit, Mercury 5117; R. Borden Ork, Crystal-Tone 520; C. Boswell, Decca 25313; Helen Forrest, MGM 10146; Gordon MacRae, Capitol 15027; Art Mooney, MGM 10140; L. Scott-C. Hawkins, Victor 20-2745; Charlie Spivak, Victor 20-2716; Claude Thornhill, Columbia 36298.
Electrical transcription libraries: Vladimir Selinsky Sinfonietta, World. |

THIS WEEK'S **RCA VICTOR** RELEASE

NEW DISNEY HITS!

4 Top Songs from "Melody Time"

SAMMY KAYE
Little Toof and Pecos Bill
RCA Victor 20-2786

VAUGHN MONROE
Melody Time and
Blue Shadows On the Trail
RCA Victor 20-2785

ROY ROGERS and
THE SONS OF THE PIONEERS
Blue Shadows On the Trail
and Pecos Bill
RCA Victor 20-2780

TEX BENEKE

Encore, Cherie

Another romantic ballad with the French flavor of "You're Too Dangerous, Cherie." Beneke's smooth reeds and brass back Garry Stevens on the vocal.

Saturday Date

Reminds you of "Juke Box Saturday Night"! Tex chants the catchy vocal as the whole band goes to town in bright bounce tempo.

RCA Victor 20-2770



SPIKE JONES

and his City Slickers

Down in Jungle Town

That typical Jones smooth intro . . . followed by crazy rhythm . . . then, Paul Judson, Freddy Morgan and the "Head Hunters" slap "Peg o' My Heart" around!

Ugga Ugga Boo Ugga Boo Boo Ugga

Spike's wild ballad about a magic password. It's caught on big in California!
RCA Victor 20-2820



THE THREE SUNS

"Busy Fingers"

Album P-206

Dancing Tambourine and Stumbling

RCA Victor 20-2815

Dizzy Fingers and Eccentric

RCA Victor 20-2816

The Doll Dance and Nola

RCA Victor 20-2817

Canadian Capers and

The Wedding of the Painted Doll

RCA Victor 20-2818



FREDDY MARTIN

The New Look

Here's a bright bounce that pokes fun at women's fashions. The Martin Men do some close harmony on the amusing lyrics.

Jungle Rumba

(Rumba jungle)

Barclay Allen's fancy piano-work in another Martin novelty hit.

RCA Victor 20-2769



TEXAS JIM ROBERTSON

and The Panhandle Punchers

Mountain Rosalie

and

The Letter I'm Mailing To You

Topside ditty is the type that Texas Jim really puts over . . . about a gal who lives up in "them thar hills." On the flip is a straight hillbilly tune flavored with rustic romance. Swell combo for country locs!

RCA Victor 20-2764



LONZO AND OSCAR

with The Winston County Pea Pickers

Poppin' Bubble Gum

and

Ole Mother Nature

"I'm My Own Grandpa" has boosted them to the hillbilly top rank. Here's a zany ditty packed with lyrical twists and complications. "B" is in jump tempo, with appealing hayseed flavor.

RCA Victor 20-2765



JESSE STONE

and his Orchestra

Who Killed 'Er

(Who Killed the Black Widder)

It's the promising hit Hoagy Carmichael sings in the pic "Night Song." Jesse does the vocal in his famous rugged style.

Mister Jelly Fingers

An effective "riff" song that'll have Jesse's fans burning up the juke. "Mr. Fingers" himself is at the piano while a group vocal keeps his fingers flyin'.

RCA Victor 20-2788



WATCH THESE "CLIMBERS"!

PERRY COMO
Laroo Laroo Lilli Bolero
RCA Victor 20-2734

ARTHUR "BIG BOY" CRUDUP
Dirt Road Blues
RCA Victor 20-2757

TOMMY DORSEY
My Gal Is Mine Once More
RCA Victor 20-2724

RAY MCKINLEY
Arizay
RCA Victor 20-2736

HENRI RENÉ
Helen - Polka
RCA Victor 25-1109

TEXAS JIM ROBERTSON
Deep In the Bottom of the Sea
RCA Victor 20-2651

ALL-TIME HITS RE-ISSUED!

TOMMY DORSEY
Boogie Woogie
RCA Victor 20-2005

VAUGHN MONROE
There Go
RCA Victor 20-2644

SURE HITS!

VAUGHN MONROE
Matinee RCA Victor 20-2671

LOUIS PRIMA
Oh Florence
(The Thousand Islands Song)
RCA Victor 20-2619

JOE LOSS
and his Orchestra
Manana and Teresa
RCA Victor 20-2819

ARBEE STIDHAM

(Blues) with accompaniment

I Don't Know How to Cry

and

In Love With You

RCA Victor 20-2767

MONTANA SLIM

and The Big Hole Bronco Busters

It Is Later Than You Think and There's A Love Knot in My Lariat

RCA Victor 20-2766

THE STARS WHO MAKE THE HITS ARE ON



The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending March 26



BEST-SELLING SHEET MUSIC

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

Weeks to date	Last Week	This Week	SONG	Publisher
11	1	1	NOW IS THE HOUR (R)	Leeds
11	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
11	3	3	BEG YOUR PARDON (R)	Robbins
9	4	4	MANANA (R)	Barbour-Lee
20	5	5	SERENADE OF THE BELLS (R)	Melrose
7	7	6	BUT BEAUTIFUL (F) (R)	Burke-Van Heusen
17	8	7	GOLDEN EARRINGS (F) (R)	Paramount
21	6	8	BALLERINA (R)	Jefferson
2	15	9	THE DICKEY-BIRD SONG (F) (R)	Robbins
3	10	10	PIANISSIMO (R)	Santly-Joy
3	11	11	YOU WERE MEANT FOR ME (F) (R)	Miller
2	9	12	ALL DRESSED UP WITH A BROKEN HEART (R)	E. B. Marks
2	14	13	WHAT'LL I DO? (R)	Berlin
1	—	14	THOUGHTLESS (R)	Feist
11	12	15	THE BEST THINGS IN LIFE ARE FREE (F) (R)	Crawford

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	SONG	English	American
13	1	1	A TREE IN THE MEADOW	Campbell-Connelly	Campbell-Connelly
11	2	2	NEAR YOU	Bradbury Wood	Supreme
13	4	3	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
5	3	4	WHEN YOU WERE SWEET SIXTEEN	Darewski	Shapiro-Bernstein
6	6	5	ONCE UPON A WINTER-TIME	Cinephonic	*
9	6	6	SHOEMAKER'S SERENADE	Kassner	*
7	5	7	SERENADE OF THE BELLS	Edwin Morris	Melrose
5	7	8	CIVILIZATION	Edwin Morris	E. H. Morris
2	8	9	THE OLD POSTMAN PASSES ME BY	Francis Day	*
20	9	10	PEG O' MY HEART	Ascherberg	Robbins
24	10	11	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
22	11	12	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Bernstein
1	—	13	TOO FAT POLKA	Francis Day	Shapiro-Bernstein
3	12	14	GOLDEN EARRINGS	Victoria	Paramount
10	13	15	I AM HAPPY RIGHT HERE	Unit Pub. Co.	*
15	14	16	THE COFFEE SONG	Southern	Valiant
15	17	17	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
33	16	18	THE LITTLE OLD MILL	Irwin Dash	Mood
1	—	19	TELL ME A STORY	Irwin Dash	Laurel
42	15	20	COME BACK TO SORRENTO	Ricordi	Public Domain

*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 two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), *The Billboard* presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank According to CMSG	Order According to GVT	SONG	Rank According to CMSG	Order According to GVT
NOW IS THE HOUR	1	2	SHAUNY O'SHAY	15	—
I'M LOOKING OVER A FOUR LEAF CLOVER	2	3	THE THOUSAND ISLANDS SONG	16	—
MANANA	3	17	SATURDAY DATE	17	—
SERENADE OF THE BELLS	4	10	I'LL DANCE AT YOUR WEDDING	18	5
GOLDEN EARRINGS	5	11	I'M MY OWN GRANDPAW	19	7
BALLERINA	6	18	AN OLD SOMBRERO	20	—
BUT BEAUTIFUL	7	—	BEG YOUR PARDON	—	1
HOW LUCKY YOU ARE	8	1	THE DICKEY-BIRD SONG	—	4
BIG BRASS BAND FROM BRAZIL	9	—	PIANISSIMO	—	6
THE STARS WILL REMEMBER	10	—	WITH A HEY AND A HO AND A HO HO HO	—	8
THE TREASURE OF SIERRA MADRE	11	—	I'M A-COMIN' A-COURTIN', CORABELLE	—	12
I WISH I KNEW THE NAME	12	—	PEGGY O'NEIL	—	13
NEAR YOU	13	9	MY COUSIN LOUELLA	—	14
PAPA, WON'T YOU DANCE WITH ME?	14	—	GONNA GET A GIRL	—	15
			HOW SOON?	—	16
			HELEN POLKA	—	19
			TOO FAT POLKA	—	20

Pin UP Polka

backed by **Hey Goomba**

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

A Socko Recording by Lewny Herman

and his Hotel Astor Orchestra on MANOR RECORD 1019

REMEMBER—YOUR STOCK WON'T BE COMPLETE WITHOUT RECORDS BY

Manor RECORD CORPORATION
313 W. 57th ST. NEW YORK 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Week Ending March 26



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, March 19, 8 a. m., and ending Friday, March 26, 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)

Table with 4 columns: Title, Publishers, Lic. By, and song details. Includes 'All Dressed Up With a Broken Heart (R)', 'Baby Face (R)', 'Ballerina (R)', etc.

The Remaining 20 Songs of the Week

Table with 4 columns: Title, Publishers, Lic. By, and song details. Includes 'A Fellow Needs a Girl (M) (R)', 'A Tune for Humming (R)', 'An Old Sombrero (R)', etc.

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with 5 columns: POSITION, Weeks Last, This to date, Title, Lic. By. Includes 'MANANA', 'I'M LOOKING OVER A FOUR LEAF CLOVER', 'NOW IS THE HOUR', etc.

THE Great Vocal Version of

YOU CAN'T BE TRUE, DEAR and RAISINS AND ALMONDS

BY THE Singing Great of '48 ZIGGY LANE

ON DE LUXE #1171

DISTRIBUTORS IN ALL PRINCIPAL CITIES OR WRITE DIRECT

DE LUXE RECORD COMPANY, INC. LINDEN, NEW JERSEY

'Course this is just one man's opinion, AND I LOVE IT!

Pat Ballard

Dear Pat:

Just received my disk of "THE OLIVE SONG" and it's all your ads have claimed it to be. I find it one of the most refreshing novelty disks since "Temptation". The "stick" treatment is terrific, and I'd like to see something ground out on the order of "Big Noise from Winnetka" where whistling-and-sticks predominate, with no vocals. Everyone likes to keep time to music... in fact, that might be a good title "KEEP TIME TO MUSIC"... or RHYTHM STICKS. Congrats on a very original disk. Cordially, Walt Kay

D.-J. RECORD CO.

ROOM 419 — 1619 BROADWAY, NEW YORK

IMPORTED

LONDON RECORDS

LONDON RECORDING

FULL RANGE RECORDING

FOURTH RELEASE

ALBUM No. LA 6
"FATS WALLER'S"
 "London Suite"
 Ted Heath and his Music
 "CHELSEA"
 "WHITECHAPEL"
 "LIMEHOUSE"
 "BOND STREET"
 "PICCADILLY"
 "SOHO"

List Price \$3.00 plus tax

ALBUM No. LA 9
"BERYL DAVIS SINGS"
 featuring Stéphane Grappelly,
 George Shearing and Art Young
 "I CRIED FOR YOU"
 "BLUE SKIES"
 "THAT OLD BLACK MAGIC"
 "STAR EYES"
 "HEAVENLY MUSIC"
 "CONFESSION"

List Price \$3.00 plus tax

ALBUM No. LA 7
"MANTOVANI"
 Music from the films
 Mantovani and his Orchestra
 featuring Pianists Antin Bononi and
 Monio Litor
 "WARSAW CONCERTO"—Part 1
 "CORNISH RHAPSODY"—Part 2
 "WARSAW CONCERTO"—Part 2
 "CORNISH RHAPSODY"—Part 1
 "LULLABY OF THE BELLS"—Part 1
 "LULLABY OF THE BELLS"—Part 2

List Price \$3.00 plus tax

SINGLE RECORDS

<p>GRACIE FIELDS NO. 129 "Au Revoir" and "RED SAILS IN THE SUNSET" With Phil Green and his Orchestra</p>	<p>EDMUNDO ROS "MAÑANA" "THE COCONUT SONG"</p>
<p>DENNY DENNIS "DANGER AHEAD" "HONEY"</p>	<p>JOHNNY DENIS "WORRY, WORRY, WORRY" "25 CHICKENS, 35 COWS"</p>
<p>ANNE SHELTON "STRANGERS IN THE DARK" "SPRING IN DECEMBER"</p>	<p>DENNY DENNIS "JUST NAIVE" "MY FAIR LADY"</p>
<p>CYRIL STAPLETON "WE JUST COULDN'T SAY GOODBYE" "GARDEN IN THE RAIN"</p>	<p>THE SQUADRONAIRES "I DON'T WANT TO MEET ANY MORE PEOPLE" "YESTERDAYS"</p>
<p>NAT TEMPLE "DRINK TO ME ONLY WITH THINE EYES" "YOU'RE IN KENTUCKY"</p>	<p>SAM BROWNE "THE OLD POSTMAN" "I NEVER LOVED ANYONE"</p>
<p>SAM BROWNE "THE OLD POSTMAN" "I NEVER LOVED ANYONE"</p>	<p>SAM BROWNE "A BOY FROM TEXAS — A GIRL FROM TENNESSEE" "LAROO LAROO LILI BOLERO"</p>

THE LONDON GRAMOPHONE CORP., 14 W. 22nd ST., NEW YORK 10, N. Y.

The **Billboard** MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending
March 26

Billboard
TRADE
SERVICE
FEATURE

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
10	1	1	MANANA Peggy Lee	Capitol 15022
			<i>All Dressed Up With a Broken Heart</i>	
10	2	2	NOW IS THE HOUR Bing Crosby	Decca 24279
			<i>Silver Threads Among the Gold</i>	
11	3	3	I'M LOOKING OVER A FOUR LEAF CLOVER Art Mooney	MGM 10119
			<i>The Big Brass Band From Brazil (M)</i>	
10	4	4	NOW IS THE HOUR Gracie Fields	London 110
			<i>Come Back to Sorrento</i>	
11	5	5	BEG YOUR PARDON Francis Craig	Bullet 1012
			<i>I'm Looking for a Sweet-heart</i>	
8	6	6	BEG YOUR PARDON Frankie Carle	Columbia 38036
			<i>The Dream Peddler</i>	
4	11	7	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)	
5	9	6	BEG YOUR PARDON Larry Green	Victor 20-2647
			<i>Can It Ever Be the Same?</i>	
7	7	9	I'M LOOKING OVER A FOUR LEAF CLOVER	Decca 2431F
			<i>Bye, Bye, Blackbird</i>	
8	13	10	NOW IS THE HOUR Eddy Howard	Majestic 1191
			<i>True</i>	

(Continued on opposite page)

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 Last Week	POSITION This Week	Album	Label
1	—	1	Down Memory Lane Album	Victor P-202
			Vaughn Monroe	
9	5	2	Good News Album	MGM 17
			June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall	
8	2	3	A Sentimental Date With Perry Como	Victor P-187
			Perry Como	
48	3	4	Al Jolson Album	Decca 469
			Al Jolson	
1	—	5	On the Record Album	Victor P-199
			Phil Harris	
1	—	5	Nellie Lutcher Album	Capitol CC-70
			Nellie Lutcher	

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 Last Week	POSITION This Week	Record	Label
3	1	1	Sabre Dance	Columbia 1752
			Oscar Levant	
5	3	2	Sabre Dance	Victor 12-0209
			Chicago Symphony	
130	5	3	Clair De Lune	Victor 11-8851
			Jose Iturbi	
7	5	4	Sabre Dance	Columbia 12498
			Efrem Kurtz and the New York Philharmonic Symphony	
2	4	5	Sabre Dance	Victor 12-0209
			Boston Pops	

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 Last Week	POSITION This Week	Album	Label
19	1	1	Khachaturian; Gayne-Ballet Suite	Columbia MM-664
			New York Symphony Ork; Efrem Kurtz, conductor	
2	2	2	Operatic Arias Album	Victor MO-1191—VO-13
			F. Tagliavini-RCA Victor Ork-A. Dorati, Dir.	
5	5	3	Khachaturian; Masquerade (Symphonic Suite)	Victor DM-1166
			Arthur Fiedler, conductor; and the Boston Pops Ork.	
78	—	4	Rachmaninoff Concerto No. 2 in C Minor	Victor 1075
			Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductor	
61	3	5	Tchaikowsky Nutcracker Suite	Victor DM-1020
			Eugene Ormandy, conductor; Philadelphia Ork.	
2	—	5	Student Prince Album	Columbia MM-724
			Nelson Eddy and Rise Stevens	
10	5	5	Strauss Waltzes	Columbia 481
			Andre Kostelanetz and His Ork.	
4	—	5	Music of Ernest Lecuona	Victor CO-41
			First Piano Quartet	
1	—	5	Khachaturian; Masquerade Suite	Columbia MM-729
			Leopold Stokowski, conductor; New York Philharmonic Symphony Ork	

The Billboard
MUSIC POPULARITY CHARTS

Juke Box Record Plays

Week Ending
March 26



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	POSITION This Week	Record	Label
9	1	1	MANANA	Peggy Lee.....Capitol 15022
10	2	2	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Art Mooney.....MGM 10119
7	3	3	NOW IS THE HOUR.....	Bing Crosby.....Decca 24279
12	4	4	BEG YOUR PARDON.....	Francis Craig.....Bullet 1012
8	5	5	NOW IS THE HOUR.....	Gracie Fields.....London 110
9	6	6	BEG YOUR PARDON.....	Frankie Carle.....Columbia 38036
7	7	7	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Russ Morgan-Milt Hearsh.....Decca 24319
6	8	8	NOW IS THE HOUR.....	Eddy Howard.....Majestic 1191
5	9	9	BEG YOUR PARDON.....	Larry Green.....Victor 20-2647
6	10	10	I'M LOOKING OVER A FOUR LEAF CLOVER.....	Three Suns.....Victor 20-2688
3	14	10	SHINE	Frankie Laine.....Mercury 5091
1	—	12	BABY FACE	Art Mooney.....MGM 10156
1	—	13	BECAUSE	Perry Como.....Victor 20-2653
6	12	14	SLAP 'ER DOWN AGIN, PAW	Arthur Godfrey.....Columbia 38066
22	10	15	BALLERINA	Vaughn Monroe (Vaughn Monroe).....Victor 20-2433

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	POSITION This Week	Record	Label
3	3	1	ANYTIME	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
33	1	2	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2332
11	2	3	SIGNED, SEALED AND DELIVERED	Cowboy Copas.....King 658
8	4	4	TELL A WOMAN	Tex Williams.....Capitol Americana 40081
10	4	5	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys.....Capitol Americana 40065
9	6	6	BUBBLES IN MY BEER.....	Bob Wills and His Texas Playboys.....MGM 10116
2	7	7	WHAT A FOOL I WAS.....	Eddy Arnold and His Tennessee Plowboys.....Victor 20-2700
4	10	8	PEEPIN' THRU THE KEY-HOLE	Cliffie Stone and His Barn Dance Band.....Capitol Americana 40083
1	—	9	SIGNED, SEALED AND DELIVERED	Jimmy Wakely.....Capitol Americana 40088
1	—	9	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys.....Victor 20-2680

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	POSITION This Week	Record	Label
8	1	1	KING SIZE PAPA.....	Julia Lee and Her Boy Friends.....Capitol Americana 40082
16	3	2	I LOVE YOU, YES I DO.....	Bull Moose Jackson.....King 4181
3	4	3	FINE BROWN FRAME	Nellie Lutcher.....Capitol 15032
5	9	4	TOMORROW NIGHT	Lonnie Johnson.....King 4201
8	2	5	BARNYARD BOOGIE	Louis Jordan.....Decca 24300
26	5	6	SNATCH AND GRAB IT.....	Julia Lee and Her Boy Friends.....Capitol Americana 40028
4	6	7	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson.....King 4189
18	—	8	HURRY ON DOWN	Nellie Lutcher and Her Rhythm.....Capitol Americana 40002
7	7	8	WRITE ME A LETTER.....	The Ravens.....National 9038
1	—	10	YOU SURE LOOK GOOD TO ME	Big Three Trio.....Columbia 38093

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from opposite page)

7	12	10	SLAP 'ER DOWN, AGIN, PAW	Arthur Godfrey.....Columbia 38066
7	8	12	NOW IS THE HOUR.....	Margaret Whiting.....Capitol 15024
1	—	13	BABY FACE	Art Mooney.....MGM 10156
1	—	14	SABRE DANCE BOOGIE.....	Freddy Martin.....Victor 20-2721
1	—	15	SABRE DANCE.....	Woody Herman.....Columbia 38102



Keeps
the COINS
Coming!

AL DEXTER
and his Troopers

"ROCK AND RYE RAG"

"I'M LEAVING MY TROUBLES BEHIND"

Vocal by Al Dexter
Columbia 38168

COLUMBIA'S TUNE TIPSTER

BEST BETS

Gene
Autry

SURE FIRE
"Play Fair"
"Lone Star Moon"
Columbia 38148

Dick
Reinhart

COMING UP FAST
"Hot Rod Baby"
"Mean Old Muddy Water"
Columbia 38154

Jesse
Ashlock

WATCH THIS ONE
"My Bank Account Is Gone"
"Betty Ann"
Columbia 38144



HEAR THE GREAT ARTISTS AT THEIR BEST ON

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



DECCA BUYERS GUIDE

WEEK ENDING
MARCH 31

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

SWEEPING THE COUNTRY BYE BYE BLACKBIRD

- QUANTITY
- RUSS MORGAN No. 24319
 - FRANK FROEBA No. 24385
 - FREDDIE FISHER No. 25357

BEST SELLERS

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

COUNTRY

- QUANTITY
- SEAMAN'S BLUES ERNEST TUBB . . . No. 46119
WAITING FOR THE TRAIN
 - A WOMAN WRECKED MANY A ERNEST TUBB . . . No. 46113
GOOD MAN
A LONELY HEART KNOWS
 - MY GUITAR IS MY SWEETHEART DICK THOMAS . . . No. 46118
ROSES HAVE THORNS
 - COOL WATER SONS OF THE PIONEERS
TUMBLING TUMBLEWEEDS No. 46027
 - CAN'T YOU TAKE IT BACK AND DICK THOMAS . . . No. 46114
CHANGE IT FOR A BOY
ROSALINDA

SEPIA

- QUANTITY
- HE'LL UNDERSTAND AND SAY FOUR KNIGHTS . No. 48018
WELL DONE
LEAD ME TO THAT ROCK
 - BEAMS OF HEAVEN SISTER ROSETTA THARPE &
PRECIOUS MEMORIES MARIE KNIGHT . No. 48070
 - DIDN'T IT RAIN SISTER ROSETTA THARPE &
STRETCH OUT MARIE KNIGHT . No. 48054
 - EVERYBODY'S GONNA HAVE A SISTER ROSETTA THARPE
WONDERFUL TIME UP THERE No. 48071
(Gospel Boogie)
MY LORD AND I
 - OH, WHEN I COME TO THE END SISTER ROSETTA THARPE &
OF MY JOURNEY MARIE KNIGHT . No. 48043
THIS TRAIN

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

Use this Decca Buyers Guide for convenience in ordering. Fill in the quantities you want and send to your regular Decca Branch or to Decca Distributing Corporation, 50 W. 57th St., New York.

NAME _____

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The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending
March 26

Billboard's
TRADE
SERVICE
FEATURE

THE BILLBOARD PICKS:

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

- NATURE BOY King Cole and Frank DeVol Ork Capitol 15054

Nat (King) Cole minus the trio tastily warbles the remarkable "Nature Boy" tune in his usual simple, relaxed manner. Melody here is haunting, rich and compelling and could well be broadened into a magnificent piano concerto by its penner, Eden Ahbez, who might well have the makings of another "Warsaw Concerto."

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. CIGARETTES, WHUSKEY AND WILD, WILD WOMEN Red Ingle-Natural Seven Capitol 15045
2. AIRIZAY Ray McKinley Victor 20-2736
3. LAROO LAROO LILLI BOLERO Peggy Lee Capitol 15048
4. THE SAME OLD CRY Dolly Dawn Regent 112
5. MONDAY AGAIN Frankie Laine Mercury 5105
6. THAT'S GRATITUDE Martha Tilton Capitol 15042
7. THERE I GO Vaughn Monroe Victor 20-2644
8. THE FEATHERY FEELIN' Gordon MacRae Capitol 15041

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. YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne Rondo R-228
2. EBONY RHAPSODY Rosetta Howard (Big Three Trio) Columbia 37573
3. TOOLIE OOLIE DOOLIE Andrews Sisters Decca 24380
4. LAROO LAROO LILLI BOLERO Peggy Lee Capitol 15048
5. HAUNTED HEART Perry Como Victor 20-2713
6. COMPLETELY YOURS Vaughn Monroe Victor 20-2712
7. THE FEATHERY FEELIN' Freddy Martin Victor 20-2709
8. CIGARETTES, WHUSKEY AND WILD, WILD WOMEN Red Ingle-Natural Seven Capitol 15045
9. LAROO LAROO LILLI BOLERO Perry Como Victor 20-2734

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. SABRE DANCE BOOGIE Freddy Martin Victor 20-2721
2. YOU CAN'T BE TRUE, DEAR Ken Griffin-Jerry Wayne Rondo R-228
3. HEARTBREAKER Ferko String Band Palda 109
4. LAROO LAROO LILLI BOLERO Peggy Lee Capitol 15048
5. JUST BECAUSE Frank Yankovic Columbia 38072
6. TOOLIE OOLIE DOOLIE Andrews Sisters Decca 24380
7. THE FEATHERY FEELIN' Freddy Martin Victor 20-2709

The Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending March 26



RATINGS (100 Point Maximum)

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

How Ratings Are Determined

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

The Categories

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

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

POPULAR				
FRANK SINATRA (Alex Stordahl Ork) (Columbia 38151) <i>Ever Homeward</i> Polish folk song which Sinatra sings in Polish and English.	79	79	79	79
<i>I've Got a Crush On You</i> Gershwin—fine Gershwin—and Sinatra at his best with a tasty Bobby Hackett trumpet solo plus rhythm makes for a superior waxing.	91	92	90	90
HARRY JAMES (Marion Morgan) (Columbia 38152) <i>You Can't Run Away From Love</i> Schmaltzy James, good vocal on the "Daisy Kenyon" pic tune.	75	76	72	78
<i>Nina</i> Cole Porter song from "The Pirate" pic which means little instrumentally.	60	60	60	60
BUDDY CLARK (Dick Jones Ork) (Columbia 38153) <i>Spring in December</i> Pretty melody done in the usual adept Clark manner with good backing.	86	87	85	86
<i>Talking to Myself About You</i> Clark's not up to par on this Paul Weston-Axel Stordahl ballad.	78	78	78	78
ELLA FITZGERALD (Decca 25354) <i>S-H-I-N-E</i> Reissue in two beat shows that Ella always was a great singer. Background corny.	68	66	69	68
<i>The Darktown Strutters' Ball</i> One of Ella's greatest sides with fire jazz ensemble.	74	78	72	73
MILLS BROTHERS (Decca 24382) <i>Love Is Fun</i> Catchy rhythm ditty, reminiscent of a couple of past ballad hits, is natively treated by the Mills.	88	88	88	88
<i>S-H-I-N-E</i> Original lyrics of the oldie now moving on strength of Frankie Laine disk—reissue.	75	76	74	76
MARTHA DAVIS (Decca 24383) <i>Trouble Is a Man</i> Alec Wilder's tune is done simply and well—Martha's singing and 88-ing reveal plenty talent—might go best in race boxes.	79	82	74	80
<i>Ooh-Wee</i> Filmsy novelty made to sound better than it is by the talented Miss Davis.	67	68	63	70

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

POPULAR				
BENNY CARTER ORK (Emma-Lou Welch-The Enchanters) (Reina 102) <i>An Old Love Story</i> Good performance and vocal, fine arrangement but poor material.	62	66	60	60
<i>Chilpancingo</i> (The Enchanters-Bob Decker) Carter still is a great arranger and altoist—makes this ordinary stuff sound good.	65	70	57	67
BENNY CARTER ORK (Emma-Lou Welch-The Enchanters) (Reina 101) <i>You'll Never Break My Heart Again</i> Shuffle rhythm novelty with fair vocal on mediocre song.	65	70	56	70
<i>Baby, You're Mine for Keeps</i> (Emma-Lou Welch) Good vocal, alto neat arrangement; fair song.	69	72	66	70
FRED DUBOIS (Don Swan Sextette) (Memo 1001) <i>Goodbye Again</i> Clear, pleasant vocal marred by bad surface and wild last note.	70	72	68	70
<i>Within My Heart</i> Outstanding chirping but surface still bad. Lad's musical comedy styling is reminiscent of Dick Powell. Society ork backing.	67	70	64	68
GIL BAUMGART AND HIS MUSIC (Memo 1005) <i>Susie Was Too Subtle for Seattle</i> This is nowhere. Double entendre platter-chatter is neither funny nor risque.	13	10	10	20
<i>But I'd Rather</i> Listeners rather not!	33	34	30	35
LAYNE SISTERS (Hatfield Trio) (Memo 1010) <i>I Wanna Do What I Wanna Do</i> Ordinary bounce ditty. Gals try but tiny recording quality defeats. Honky Tonk piano.	53	55	50	53
<i>Captain Kidd</i> Anita O'Day vocal tricks on jivey oldie. Ivory thumper dominates disk.	63	64	60	66

(Continued on page 30)



You'll want to get on board the Decca bandwagon with these records that are now breaking for smash hits. Orders are pouring in for these in unprecedented fashion. Watch their popularity climb!

- MADE FOR EACH OTHER** *ETHEL SMITH and BOB EBERLY*
PERHAPS, PERHAPS, PERHAPS . . . No. 24272
- TELL ME A STORY** *AMES BROTHERS*
If You Had All The World And Its Gold . . . No. 24329
- MAYBE YOU'LL BE THERE** *GORDON JENKINS*
Dark Eyes No. 24403
- HE'LL UNDERSTAND AND SAY WELL DONE** *FOUR KNIGHTS*
Lead Me To That Rock No. 48018
- HARLEM NOCTURNE** *RANDY BROOKS*
A NIGHT AT THE DEUCES No. 23935
- JUST BECAUSE** *SHELTON BROTHERS*
Deep Elem Blues No. 46008

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REGENT Records ★ new!

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	<p>JACK BERCH Regent 114 FAVORITE RADIO SINGER "I'M GONNA GALLOP TO GALLUP NEW MEXICO" "WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE"</p>	
	<p>BEVERLY WHITE Regent 113 SEPIA SONG STYLIST "COUNTRY BOY BLUES" "IF YOU NEED ME"</p>	
	<p>JOE DOSH Regent 115 NEW SINGING DISCOVERY "HI THERE--HAVE YOU BEEN AWAY?" "EAST OF THE SUN"</p>	
	<p>DON HENRY TRIO Regent 116 HARMONICA SENSATIONS "WHISPERING" "FAREWELL BLUES"</p>	


Going Strong


<p>DON HENRY TRIO</p> <p>"SABRE DANCE" "TURNPIKE POLKA" Regent No. 111</p>
<p>JOHNNY LANE</p> <p>"MY GUITAR IS MY SWEETHEART" Regent No. 107</p>
<p>JOHNNY THOMPSON</p> <p>"YOU'RE IN LOVE WITH EVERYONE" Regent No. 110</p>

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Charlotte, N. C.</p> | <p>Sunland Supply Co.
120 Durango St.
El Paso, Texas</p> | <p>Music Service Co.
204 South 4th St.
Great Falls, Montana</p> |

REGENT RECORDS

1184 ELIZ. AVE., ELIZABETH, N. J., ELIZ. 3-0308

Record Reviews

(Continued from page 29)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR							
JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork) (Capitol 15051)			<i>The Hills of California</i> Mercer-Pied Pipers vocal hook-up here in praise of Golden Gate state. Usual light-hearted fashion.	77	79	74	77
JOHNNY MERCER <i>Goofus</i> Mercer runs thru oldie in appealing manner with Weston ork rolling along in old time vaude vein. Instruments also supply animal noises.				85	89	82	85
PHILLIE ALL STAR STRING BAND (Apollo 1111)			<i>Heartbreaker</i> Diskery's first entry in current lucrative string band field. Waxing has usual banjos, community vocal.	78	80	76	78
PHILLIE ALL STAR STRING BAND (Apollo 1112)			<i>Bye, Bye, Blackbird</i> Bright typical string ork- ing of oldie; tho not up to standards of other diskings of ditty.	72	73	70	73
PHILLIE ALL STAR STRING BAND (Apollo 1113)			<i>Down in Jungle Town</i> Ditty not particularly suited for string band styling, tho some tricky banjo plunking here.	57	61	54	55
Baby Face Disk should get share of loot away from Art Mooney waxing. Same type vocal, banjo led band treatment.				81	83	79	80
THE ALPINE BELLES (Flint 1-5000)			<i>Baby Face</i> Gals and group team up in community piping of current rave, tho disk lacks banjo flavor.	62	63	60	63
TOOLIE OOLIE DOOLIE (Flint 1-5005)			Belles acceptably render novelty a la Andrews Sisters platter.	75	75	74	77
ROGER FORREST (Bill Bruno ork) (Headline HL 115)			<i>It Takes Just a Moment To Fall in Love and a Lifetime To Forget</i> Forrest handles good lyric well, but is ham- pered by dull Bruno back- ing.	56	61	54	54
I'm Wearing a Carnation Pretty melody, schmaltzy lyric, strong Forrest warbling. Backing in- cludes organ, vet.				61	62	62	60
FRANK WILSON (Grand G-25004)			<i>You Can't Be True, Dear</i> Current pop waltz adapted from old Ger- man melody gets good undistinguished handling.	75	75	73	76
THE GOOD FELLOWS <i>Honolulu Lullaby</i> Dreamy South sea fla- vored ditty, with group sweetly styling fair lyric over typical Hawaiian backing.				70	73	68	70
STAN KENTON (Capitol 15052)			<i>The Peanut Vendor</i> Tune well suited to this unrestrained Latin American rhythm can- vas.	89	93	87	88
Thermopolae Strictly non-commercial stuff which even avid Kenton followers may find hard to digest.				63	74	76	40
POPULAR							
ALVINO REY (Capitol 15053)			<i>G-String Boogie</i> (Frank Nelson) Amusing novelty instru- mentally and lyrically built around the saga of a burly queen—one may say a hipped "Strip Polka."	83	86	78	84
Anitra's Boogie Modern orking show- cases the Rey guitar pluckings on the Greig melody.				67	74	66	60
JOHNNIE GUARNIERI (Majestic 1228)			<i>With Plenty of Money and You</i> Guarnieri flashes lots of 88 virtuosity but the market on virtuosity appears to be plenty limited these days.	63	70	60	60
Reminiscences Slower tempoed, pretty Guarnieri tinkling.				61	66	61	55
THE SOFT WINDS (Majestic 1235)			<i>When You're Smiling (The Whole World Smiles With You)</i> Pleasant whispered vocal and clean instrumental cutting of the oldie.	68	70	66	68
Pin Stripe Pants Cute and clever is this rhythm novelty—execu- tion is tasty.				81	82	76	85
RAY MCKINLEY (Majestic 1187)			<i>Lazy Bones</i> Tasty rendition of an old fave which is par- ticularly well suited to the McKinley style.	77	80	74	78
Mint Julep Eddie Sauter original which is interesting, melodic, well recorded; a lesson in refinement of "Near You" chords.				74	84	76	63
CANTOR MOSHE KUSEVITSKY (12") (Joseph M. Rumshin- sky, Dir.) (Victor 38-1024)			<i>Zam'd Un Shteren</i> Kusevitsky is every bit as good vocally as his U.S. build-up made him out to be.	72	74	70	NS
Der Chazan Un Der Gabai Material gives the cantor greater opportunity to show off splendid tech- nique with cliched Hebrew chants.				80	80	80	NS
PENNY PIPER-DON SWAN ORK (Memo 5001)			<i>My Lips Can Say</i> Ballroom rumba styl- ing of fair melody with Piper gal doing com- mendable chirping.	63	68	60	62
Rumba Down in Rio Catchy novelty rumba piped pleasantly by Piper. Heavy drum beats hurt otherwise smooth orking.				66	71	63	63
RAY BORDEN ORK (Crystal-Tone 520)			<i>I'll Be Seeing You</i> (Nadine) Borden's backing of oldie lifeless. Torchy Nadine vocal, bit too dramatic.	28	37	26	20
You Were Meant for Me Instrumental handling of revived oldie. Arrange- ment wild and discon- nected.				25	34	20	22

(Continued on page 116)

Billboard
MUSIC POPULARITY CHARTS
Advance Information
PART VIII
 Week Ending
 March 26
 Billboard
 TRADE
 SERVICE
 FEATURE

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

- (I Don't Stand) A Ghost of a Chance
C. Calloway (Everybody Eats) Columbia 38171
- (It Only Takes) A Little Imagination
V. Monroe (What Do) Victor 20-2811
- (It Only Takes) A Little Imagination
D. Haynes (What Do) Decca 24405
- (It Only Takes) A Little Imagination
The Sunset Trio (Wagon Wheels) Capitol 15059
- Air Conditioned Jungle
Duke Ellington (It's Monday) Columbia 38165
- All of Me
F. Sinatra (I Went) Columbia 38163
- (There a New Side To) An Old Love Story
B. Carter Ork (Chilpancingo) Reina 102
- April Showers
M. Whiting (Please Don't) Capitol 15058
- Baby Face
Hum and Strum (Walking My) Stellar SR-1012
- Baby, You're Mine for Keeps
B. Carter Ork (You'll Never) Reina 101
- Count Basie at the Piano Album
Count Basie . . . Decca A-152
- Boogie Woogie . . . Decca 2355
- Dupree Blues . . . Decca 4461
- Hey, Lawdy Mama . . . Decca 2722
- How Long How Long Blues . . . Decca 2355
- Oh! Red . . . Decca 4461
- The Dirty Dozens . . . Decca 2498
- The Fives . . . Decca 2722
- When the Sun Goes Down . . . Decca 2498
- Betty Blue
L. Prima (I Feel) Victor 20-2763
- Blue Shadows on the Trail
V. Monroe (Melody Time) Victor 20-2785
- Blue Shadows on the Trail
B. Clark (Melody Time) Columbia 38170
- Brooklyn Baseball Cantata Album (2-10")
R. Merrill . . . Victor DC-42
- Chilpancingo
B. Carter Ork (An Old) Reina 102
- Chinatown
L. Mont's Tu Tones (Dreamy Melody) Aristocrat 509
- Confess
T. Martin-The Lytle Sisters (The Bride) Victor 20-2812
- Crying for Joy
R. Case Ork (Time and) Victor 20-2778
- Cuckoo Waltz
(F. (Schnickelfritz) Fisher Ork (Muziky Muziky) Decca 45063
- Daddy Surprise Me
The Four Musettes (Yearning Just) Musicraft 555
- Do It Again
M. Torne (Makin' Whoopee) Musicraft 534
- Doodle Don Doo
J. Wayne (You Can't) Rondo R-228
- Dreams in My Heart
L. Butler (Folmer Goose) Capitol 15061
- Dreamy Housatonic
Singin' Sam (Sleepy-Time in) Celebrity 2011
- Dreamy Melody
L. Mont's Tu Tones (Chinatown) Aristocrats 509
- Evelyn
K. Kyser (Betty and) Columbia 38169
- Everybody Eats When They Come to My House
C. Calloway (A Ghost) Columbia 38171
- Father Goose
L. Butler (Dreams in) Capitol 15061
- For Every Man There's a Woman
A. Lund (Someone Cares) MGM 10170
- Heartbreaker
S. Browne (More Than) London 200
- Helen Polka
J. Denis (Tootsie Ollie) London 201
- I Bring You Spring
L. Brown (Please Don't) Columbia 38164
- I Feel So Smoochie
L. Prima (Betty Blue) Victor 20-2763
- I Still Love You
B. Houston (Laroo, Laroo) MGM 10166
- I Went Down To Virginia
F. Sinatra (All of) Columbia 38163
- Inside U. S. A. Album . . . Columbia C-162
- Blue Grass . . . P. Bailey . . . Columbia 38113
- First Prize at the Fair . . . B. Clark . . . Columbia 38112
- Haunted Heart . . . B. Clark . . . Columbia 38112
- My Gal Is Mine Once More . . . B. Clark . . . Columbia 38111
- Protect Me . . . P. Bailey . . . Columbia 38113
- Rhode Island Is Famous for You . . . B. Clark . . . Columbia 38111
- It Was Written in the Stars
D. Shore (My Guitar) Columbia 38162
- Jinguli Jongolo
E. Madriguera (Kochimlico) Decca 24407

- It's Monday Every Day
Duke Ellington (Air Conditioned) Columbia 38165
- Jungle Rhumba
E. Ros Ork (Money, Money) London 204
- Laroo, Laroo, Lilli Bolero
B. Crosby (The Story) Decca 24404
- Laroo, Laroo, Lilli Bolero
B. Houston (I Still) MGM 10166
- Little Toot
S. Kaye (Pecos Bill) Victor 20-2786
- Louisiana Voodoo Man
N. Lawrence (Two of) Alpha 1002
- Makin' Whoopee
M. Torne (Do It) Musicraft 534
- Meditation Album
D. Baker . . . Continental 47
- A Perfect Day . . . Continental C-5109
- Ave Maria . . . Continental C-5111
- In the Gloaming . . . Continental C-5109
- Schubert's Serenade . . . Continental C-5110
- The Perfect Song . . . Continental C-5110
- The Rosary . . . Continental C-5111
- Melody Time
B. Clark (Blue Shadows) Columbia 38170
- Melody Time
V. Monroe (Blue Shadows) Victor 20-2785
- "Borrah Minnevitich and His Harmonica Rascals Album
B. Minnevitich Harmonica Rascals . . . Decca A-236
- Baile De Bole-Bole . . . Decca 18368
- Dardanella . . . Decca 18367
- Hora Staccato . . . Decca 18370
- Hungarian Rhapsody No. 2 . . . Decca 18370
- La Violeta (The Violet Vendor) . . . Decca 18367
- Liebstraum (A Dream of Love) . . . Decca 18369
- On the Loose . . . Decca 18368
- Sleeping Beauty . . . Decca 18369
- Money, Money, Money
E. Ros Ork (Jungle Rumba) London 204
- More Than Ever Before
S. Browne (Heartbreaker) London 200
- Muziky, Muziky
F. (Schnickelfritz) Fisher Ork (Cuckoo Waltz) Decca 45063
- Music America Loves Best Album
R. Case Ork . . . Victor P-210
- Blue Skies . . . Victor 20-2830
- Caravan . . . Victor 20-2828
- Cariooca . . . Victor 20-2829
- Indian Summer . . . Victor 20-2831
- Jalousie (Jealousy) . . . Victor 20-2829
- My Blue Heaven . . . Victor 20-2831
- (When Your Heart's on Fire) Smoke Gets in Your Eyes . . . Victor 20-2830
- Star Dust . . . Victor 20-2828
- My Guitar
D. Shore-The Brazilians (It Was) Columbia 38162
- Once Upon a Wintertime
V. Lynn (You Can't) London 202
- *Pagliacci-Vesti La Giubba
V. Monroe (Requestfully Yours) Victor 20-2825
- Paw's Word Is Law Up in the Hills
Korn Kobblers (The "Pick") Celebrity 2009
- (There'll Never Be Another) Pecos Bill
S. Kaye (Little Toot) Victor 20-2786
- Piano Medley Album
C. Kunz . . . London 196
- A Garden in the Rain
Danger Ahead
Guilty
I'll Make Up for Everything
Now Is the Hour
The Little Old Mill
- Please Don't Kiss Me
L. Brown (I Bring) Columbia 38164
- Please Don't Kiss Me
M. Whiting (April Showers) Capitol 15058
- *Requestfully Yours
V. Monroe (Pagliacci-Vesti) Victor 20-2825
- Steepy-Time in Caroline
Singin' Sam (Dreamy Housatonic) Celebrity 2011
- Someone Cares
A. Lund (For Every) MGM 10170
- Stars Fell on Alabama
G. MacRae (Talking Is) Musiccraft 556
- Talking Is a Woman
G. MacRae (Stars Fell) Musiccraft 556
- The Bride and Groom Polka
Andrews Sisters (We Just) Decca 24400
- The Bride and Groom Polka
K. Kyser (Evelyn) Columbia 38169
- The Bride and Groom Polka
T. Martin (Confess) Victor 20-2812
- The Cuckoo Waltz
K. Griffin (You Can't) Rondo R-128


(Continued on page 124)

AND NOW-15

THE ANDREWS SISTERS... Decca

- EMIL COTE GLEE CLUB Algene
- KENMORE KARAVAN with Inez Gerard . . . 20th Century
- UPTOWN STRING BAND Krantz

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- MILT SCOTT ORCHESTRA & CHORUS Universal
- RUSS TEMPLE & The Michael LeDonne Trio DeLuxe
- JERRY WAYNE & The Dell Trio Columbia
- BOB SHELLEY ORCHESTRA with Russ Pinto & Selma Gale . . . Tune Disc
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- #1114 Guitar Boogie Woogie
- #1062 You Nearly Lose Your Mind
- #1051 I Hung My Head and Cried
- #1021 Home in San Antone
- #1166 Old Fashioned Love
- #1152 Red Light
- #1141 In My Little Red Book
- #1115 I've Heard That Story Before
- #1063 It's Been So Long, Darlin'
- #1052 Gals Don't Mean a Thing
- #1022 Beautiful Morning Glory
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The Billboard MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending March 26



THE CATEGORIES

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

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

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

THE RATINGS

(100 points—the maximum)

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

RENDEZVOUS WITH PEGGY LEE 90

Peggy Lee
(Dave Barbour Ork)
(Capitol CC-72)

I Can't Give You Anything But Love; Why Don't You Do Right; Don't Smoke in Bed; Them There Eyes; Stormy Weather; 'Deed I Do.

The Lee gal's first album for the Capitol label embodies the type of ditties the thrush is best suited for. The well-remembered "Why Don't You Do Right" is styled by hubby Dave Barbour's ork a la the Benny Goodman diskings. Peggy sells strong on each of the waxings, scoring extra big on the torch "Don't Smoke in Bed" where la Lee caresses the last chorus thru an echo chamber. Barbour's backing thruout is tasty and full. Beautiful album cover of chirp reclining rates note.

JUKES: Any of these could prove profitable.
JOCKS: Have a field day.

BRITTEN: FOUR SEA INTERLUDES AND PASSACAGLIA FROM PETER GRIMES ALBUM (3-12") 84

The Concertgebouw Ork of Amsterdam (Eduard van Beinum, Dir.)
(Decca London EDA 50)

First recording of opera excerpts from the last opera season's debut of the highly successful "Peter Grimes" makes for rewarding listening. Britten has written some masterful music and it is masterfully performed by the Concertgebouw ork. "Grimes" pushed Britten into the ranks of our top contemporary composers. Consequently waxing should find a spot in many classical collections partially because of the ballyhoo, mainly because this is modern music at its finest level. Recording and surfaces are equally wonderful.

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

SIBELIUS: EN SAGA (Symphonic Poem Opus Nine) (3-12") 76

London Philharmonic Ork-Victor De Sabata, Dir.
(Decca London EDA 49)

En Saga—Symphonic Poem Op. 9; Valse Triste.

The nationalistic flavor of Finland's Sibelius coats "En Saga's" romantic poetry with a richness which will probably win high collector rating in this country. London Philharmonic under Victor De Sabata displays commendable virtuosity. One minor point: why no program notes, particularly for this type of selection which should be linked to an inspirational or historical explanation.

JUKES: Not suitable.
JOCKS: Should add interest to long hair programing.

WAGNER: WOTAN'S FAREWELL AND MAGIC FIRE MUSIC FROM DIE WALKURE (2-12") 55

Paul Schoeffler-The London Symphony Ork-Karl Rankl, Dir.
(Decca London EDA 46)

More fodder for Wagnerians is provided in this two-record album based on the Finale, Act 111 of Die Walkure. The bass-baritone of Paul Schoeffler, unfamiliar here, is adequate as is the orchestral attack. The heavy toned, chromatinized Wagner music itself gets only sub-par reproduction from English Decca technicians. ED's usual stock in trade is unusually fine recording, but full range cannot conceal here fact that the balance and bass tone pick-ups are inferior.

JUKES: Not suitable.
JOCKS: Thick for all save very special users.

BIZET: CARMEN (Suites Nos. 1 and 2) (3-12") 82

The National Symphony Ork-Anatole Fistoulari, Dir.
(Decca London EDA 41)

Prelude-Act I; Prelude-Act II; Nocturne; Intermezzo; Marche des Contrebandiers; Habanera; Danse Boheme.

Synthesized suites from the opera Carmen, these offer mother lodes for two groups (1) supporters of the instrumental beauty in Bizet's scoring, and beginner (2) early buyers who prefer conventional or familiar melodizing. "Carmen," of course, is thoroely familiar to American listeners and the chance to hear "prime" portions in orchestrated, non-vocal form should be popular among the popular-classical buyers. Fistoulari's direction and the English National Symphony Orchestra are excellent. Full range recording is superb . . . the depth and crystallization of the woodwind reproduction is far superior to most native wax of similar scope.

JUKES: Not suitable.
JOCKS: Highly popular for mass FM listening.

LOOK, MA, I'M DANCIN'! 80

Nancy Walker-Harold Lang-Sandra Deel-Bill Shirley-Hugh Martin (Pembroke Davenport, Dir.)
(Decca DA 637)

Gotta Dance; Shauny O'Shay; I'm the First Girl in the Second Row; If You'll Be Mine; I'm Not So Bright; The Little Boy Blues; I'm Tired of Texas; Tiny Room.

Originator of the original cast album technique, Decca still shows the superior hand at disk-show production upon returning to the field with "Look, Ma." As good as the material is, which is fair, the album presentation is better. Clarity, balance, enunciation redeem usually inferior show voices.

JUKES: "Shauny," "Texas" should draw.
JOCKS: "Little Boy Blues," "Texas" (not for longhorn listeners) make pleasant programing.

BIZET: L'ARLESIENNE (Suites Nos. 1 & 2) (3-12") 68

The National Symphony Ork-Sidney Beer, Dir.
(Decca London EDA 42)

Concert hall favorites paired in one package should make a good standard merchant item. Interpretation is as good as most and recording is far superior to most. Colorful album art work should considerably aid the merchandising of these standards. But there should be no sock impact at the release of this package.

JUKES: Not suitable.
JOCKS: Always worth a spin on the classical shows.

ROAD TO RIO (2-10") 78

Bing Crosby-Andrews Sisters-Nan Wynn
(Victor Young Ork-Vic Schoen Ork)
(Decca A-629)

But Beautiful; You Don't Have To Know the Language; Apalachicola, Fla.; Experience.

Two disk album featuring three novelty tunes and one ballad from the latest Crosby-Hope flicker, "Road to Rio," is directly aimed at the film fan market, with release date timed to coincide with national showing of pic. Previously out as single platters, all four tunes enjoyed some success with Crosby's "But Beautiful" ballad easily taking top honors. Bing's "Language," with the Andrews Sisters, will probably gain new popularity once public ganders gals and the groaner sells it on the screen.

JUKES: Should get heavy play during film's local run.
JOCKS: Tie-up for theater ticket giveaways.

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Yank All-Star Jazz Package Set for Paris


NEW YORK, March 27.—The flow of American hot jazz tootlers to Europe, pioneered in the post-war era by the Don Redman, Dizzy Gillespie and Louis Armstrong units, will pick up again when an all-star Yank jazz package takes off for a one-week engagement at the Marigny Theater in Paris beginning May 9. The deal was set this week by the Gale Agency veepee, Billy Shaw, thru a group of French promoters, whom he contacted on his recent trip to the Continent in connection with the recently snarled-up Dizzy Gillespie tour.

The jazz package for the Paris engagement will include Wild Bill Davison and a Dixieland ork made up of drummer George Wettling, pianist Joe Bushkin, clarinetist Ernie Caceres, bassist Sid Weiss and trumpeter Buddy Morrow; the Slam Stewart Trio; Howard McGhee and His Beboppers, a five-piece crew; blues chirp Chippie Hill; tenor saxist Coleman Hawkins, and pianist Erroll Garner. Garner and Hawkins will do solo spots.

The deal calls for the French promoters to pay Air France transportation in addition to paying an undisclosed sum for the package's one-week date. Shaw says that an advance deposit in dollars will be paid here before the unit takes off for the engagement.

It is understood that if the jazz package goes well in Paris, the French promoters may go on a bi-monthly or monthly sked of one-week dates featuring American jazz talent.

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String Band Fad Pushing To W. Coast

Tempo Inks 50-Piecer

HOLLYWOOD, March 27. — The Eastern string band fad has pushed to the Coast, indie Tempo label joining the parade by signing the 50-piece Philadelphia String Band to an exclusive contract. Pact was inked last week in Philly by Tempo's prexy, Irving Fogel.

Initial platters will feature *Heartbreaker* backed by *For Me and My Gal* and *When You Wore a Tulip* coupled with *Some Day*. Philly string bands are social clubs which do not conform with American Federation of Musicians regulations and therefore are free to record despite the ban.

Tempo's move makes it the first Coast label to go for the fad. Other diskeries knee-deep in the string band development include Mercury, which has concluded a succession of distributing deals for string band wax; Apollo, which acquired pressing and distributing rights from the Parade Record Company, and the Philly-Kranz and Palda labels.

Six Tunemiths Added

To SPA Membership

NEW YORK, March 27.—Tunemiths Jay Livingston, Ray Evans, Hugh Martin, Beasley Smith, Lou Ricca and Jose Guier last week were admitted as members in the Songwriters' Protective Association (SPA).

The five were proposed for membership two weeks ago at a meeting of SPA's membership committee and final approval was rendered at a council meeting last week.

Monroe Sets New Mark at Devine's

MILWAUKEE, March 27.—A one-nighter record was set at George Devine's Million-Dollar Ballroom here Sunday (14) when Vaughn Monroe pulled 11,014 dancers at \$1.50 per head. Gross was approximately \$16,500. Previous top for the spot was 9,200, set several months ago by Eddie Howard.

Record is believed to be an all-time high for a ballroom anywhere.

MGM-Mills

Deal Is Set

NEW YORK, March 27.—MGM Records this week virtually completed a deal to press and distribute waxings made by the Irving Mills-owned American Recording Artists, Inc. The deal (negotiated for Mills by Al Brackman) is considered set, altho final signatures are still pending. Under the agreement MGM will distribute the wax in the United States. Mills already has a foreign deal with Electric Musical Industries (EMI) for international distribution and production of the masters, which were made during 1947.

Some 50 to 75 masters are involved in the deal, half of them hot jazz platters. MGM's weakest wax backlog has been in the jazz field and the Mills disks are considered important aid to the catalog, it is believed. Among the artists used on the matrices are Chubby Jackson's bebop group, Zip Meissner's Dixieland group, Buzz Adam's ork, the New Blue Rhythm Band and Eddie Oliver's ork.

Terms of the Mills-MGM deal were not revealed, but it's believed MGM will put out the Mills disks on its 75-cent platter. Since other diskeries have been propositioning Mills for his masters, it is assumed that MGM topped other offers. Incidentally, all of the Mills masters are standards or originals in the Mills music catalog.

Mercury Drops Celeb Tag, Changed to Pop

NEW YORK, March 27.—Mercury diskery in Chicago last week dropped its Celebrity Series label-title after a minor conflict with Joe Davis's new disk label of the same name. The Celebrity Series (75 cents retail) has been changed to the Popular Series and the former Popular Series (60 cents retail) will be called just plain Mercury.

According to Joe Davis, Mercury originally notified him some weeks ago (when Davis announced his intention to sell pressings from his backlog of masters under the Celebrity label) that the title was being used for one of its wax series. Davis's attorney this week contacted Mercury and argued that Davis had prior claim to the Celebrity tag, since he used it initially in 1944. Mercury thereupon decided to drop the Celebrity title.

Apollo Gets New Master

NEW YORK, March 27. — Apollo Records acquired another new master this week with the purchase of Scott Records' *Raisins and Almonds*, backed by *Ol Poppa Zudick*. Both novelty numbers were cut by crooner Hal Kipling and the Bell-Aires vocal group, just before the record ban went into effect. Kipling is part owner of Scott Records.

Andrews Gals On Harmonica Decca Dates

Indie Studio Using AFM-ers?

NEW YORK, March 27.—Decca Records this week held its second post-ban waxing session on Tuesday (23) with the Andrews Sisters and the Harmonica Gentlemen. The diskery caught up on one tune that shows signs of breaking thru, *Heartbreaker*, and did *Saber Dance* with a lyric version published by Leeds Music. Only these two sides were cut and both are skedded for special immediate release. Decca's initial post-ban recording session produced a dinking of *Helen Polka*, which was rejected by firm's execs because it was claimed to be inferior to diskery standards.

Other Waxings

Other major diskery post-ban waxings include the Columbia Records' a capella date (Buddy Clark's rendition of *Now Is the Hour*) and Victor's Phil Harris session (*Deck of Cards* dramatic monolog).

Meanwhile post-ban vocal dubbing activity has been mounting among the diskers. Columbia has a couple of special dubbing dates skedded for the middle of next week. Dinah Shore is reportedly going to re-cut her vocal chorus on *Daddy, Surprise Me*, while Dorothy Shay is believed set to try to better her vocal on *My Next Romance*.

At the same time out-and-out sneaking around the Petrillo ban has been quietly going on at one independent recording studio here in town. A spokesman for the studio admitted that post-ban recording dates were made for at least one indie record company and averred that members of the American Federation of Musicians (AFM) were employed on the dates. The latter cut the date with the stipulation that they would receive no billing on the label and would be paid in cash for their services.

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Music—As Written

New York:

The Edison Hotel last week found itself blessed with the best opening-night turnout its Green Room has seen in years. Columnists, agents, publishers and diskers were out in full pack to gloat the music of Alvy West's little band and the trio work of Buddy Greco. Heavy crowd was credited not only to the artist pull but to the trade interest shown in Irwin Kramer's efforts to push his hotel into the showbiz big-time with something new. Observers also credited a good hunk of the excitement to the crack flack work put in by publicist Curt Weinberg.

From listener standpoint, crowd impression was that the West aggregation (featuring the Larkin Sisters on vocals) was uncannily adept at maintaining a dance-beat while putting out a modern, figure-against-figure sound which was neatly underpaved with some refreshingly different chords. Greco and the Sharps suffered not at all by comparison. The Greco lad's song style in the throaty-bary manner has some disk support and should pass the time test.

Bob Miller publishing firm doing the unique by pushing its *Man on the Carousel* ditty with absolutely no record support. The unwaxed tune garnered some eight Feetman performances this week and its ultimate outcome may be a tip as to exact effects an extended Petrillo ban may have on publishers. . . . Mack Martin named definitely this week to take over as Eastern staffer for the Harry Warren pub affiliate of the Loew's Robbins group.

Chirp Francey Lane left the Johnny Long ork this week after three years with the band. No replacement has been set as yet. . . . Three Suns return to the Raleigh Room of the Hotel Warwick here April 6 for an indefinite run.

Warbler Don Reid into the Copa, Pittsburgh, Monday (29) for a week's stand at a reported \$750. . . . Lew Parker to London to star in musical revue with Jessie Mathews, *Maid to Measure*. . . . Joe Davis selling his building at 331 West 51st Street and moving into offices in the Brill Building Thursday (1). . . . Esy Morales' first date with his newly formed Latin-American ork will be a five-week stand starting April 26 at the Chateau Crillon, Philadelphia.

Veteran tunesmith-chanter, Joe Howard, this week embarked on a one-nighter and theater tour with a Gay '90s revue thru Texas. . . . Thrush Nancy Donovan into the Copley-Plaza, Boston, Tuesday (30).

Chicago:

W. R. Booth is the new record sales promotion manager for the G. W. Onthank Company, of Des Moines (RCA Victor Record distributors for Nebraska, Iowa, South Dakota and portions of four other Midwest States). G. J. Lewis, of the same firm, becomes manager of the Omaha disk division.

Hollywood:

Tunesmiths George Tibbles and Ramey Idress have clefled special material for Sara (Gladys Zybisco) Berner to use on forthcoming personal appearance tour. . . . Martha Davis, songstress, who first clicked at Billy Berg's several years ago, returns as headliner at Larry Potter's April 6.

Deep River Boys return to Gotham after current stint at Potter's for date at Strand Theater, beginning April 15. . . . Lowes-Robbins group will publish ork director Frank Worth's tune, *In Old Milwaukee*. . . . Billy MacDonald's ork and vocalist Dave Street set for navy ball at Ream Field April 16. . . . Attorney Cy Leventhal treks to Philly and New York April 3 on biz.

Pallais Sisters added to talent stable of Pan American Records. . . . Dan Anderson, Capitol Records publicity and promotion head, has added Glenn O. Clausses and Jack Devaney to his department, boosting his force to six men.

Page Cavanaugh Trio signed for a two-week stand (with ditto option) at New York's Strand Theater for their initial stage show bow. . . . Frank Devol is taking his 23-man Capitol recording ork to Casino Gardens for its initial one-night stand. Music Corporation of America, who set deal, is reportedly lining up similar one-nighter dates for aggregation thru Southern California.

Cincinnati:

Corky Robbins, hefty fem pianist, opened Monday (29) at Lookout House, Covington, Ky., for an indefinite run, set by Sammy Leeds, of the Barney Rapp Agency. She will be heard nightly over WCPO, Cincinnati, on an hour platter show direct from the club. . . . Jerry Wald ork set for the Interfraternity Ball at Miami University, Oxford, O., April 17. . . . Randy Brooks takes his crew to the University of Dayton, Dayton, O., May 21, and follows the next night at Miami University. . . . Johnny Long combo plays the Virginia Military Institute, Lexington, April 2-3. . . . Paul Dixon, WCPO disk jock, appears with the Mercury Caravan, featuring Frankie Laine, Jan August, Helen Humes, and Carl Fischer and the Mercury orchestra, at the Taft Theater Friday night (2).

Guy Lombardo's Royal Canadians, six acts and a line of girls will comprise the show being staged at Connersville, Ind., Sunday (4) by the American Central Manufacturing Company to raise money for an operation and maintenance fund for the local YMCA. According to Barney Rapp, who set the show, ducats will go for 20 bucks per dip. . . . When Elliot Lawrence takes his band to Alumni Memorial Auditorium, University of Tennessee, Knoxville, April 1, for the Nahheeyayli spring formal, he will be presented with a huge loving cup by Gordon Sams, Nahheeyayli Club president, as the first band leader ever to repeat for Nahheeyayli in its 22 years of existence. Chuck Campbell, of the local GAC office, made the booking.

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STAFF 606—"If I Should Lose You" by the Allstars with Emile Jones on the vocal. Very unusual alto solo by Hilton Jefferson, who is well remembered for his never-to-be-forgotten "Willow Weep for Me." This is his best to date.

STAFF 602—"Call Me Darling" by the "Lady of Twilight Moods," Bobbe Caston. This is an unusual ballad. The flip side of this is "God Bless the Child," the old Billie Holliday favorite. Critics say Caston's performance surpasses Holliday's.

GOTHAM 160—"Temptation." Earl Bostic does it again! Still going strong—"845 Stomp," "Away," "Bostic's Jump."

CRYSTAL-TONE 515—"I've Made Up My Mind" by Sabby Lewis' Band. Vocal by Evelyn White. See reviews on this number. Definitely a "hit."

CRYSTAL-TONE 515—"Bottoms Up" by Sabby Lewis' Band. Terrific sax ride by Jimmy Tyler.

MILTONE 242 and 243—"Keep Your Hand on Your Heart" and "Cornshucks Blues" features the voice of the unusual blues singer, the barefoot girl, LITTLE MISS CORNSHUCKS.

METRO 23005—"Tin Roof Blues" features Dixieland jazz artist Wingy Manone, backed by "If I Could Be With You," an unusual vocal by the ever popular vocalist Kay Starr.

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Five Big Spots Put It on Line for Name Acts

NEW YORK, March 27.—Judging from the activity among cafe ops in Pittsburgh, Pitt seems to be the hottest show town in the country. Agents can't explain it, and with biz around the country being what it is, they don't even try. They just sign happily—and grab. All they know is there are at least five major niteries in town that are putting it on the line for name acts.

The biggest buyers are Jackie Heller's Carousel, currently playing Jackie Miles. Len Litman's newly opened Copa Club hit the jackpot a couple of weeks ago with Frankie Laine doing a turnaway biz. Laine got \$2,500 and for a return date he's being offered for \$5,000. The spot now has Vic Damone, who is also doing

Slates To Replace Martin, Lewis, at Cap

NEW YORK, March 27.—The Slate Brothers will go into the Capitol to replace Dean Martin and Jerry Lewis, April 8, who have to go out to fill a date at Monte Proser's Copa.

It was at first thought that the Capitol show would run until April 7 at the latest. But with the house doing such big business, it was decided to hold the entire show over.

Newport Fathers Mull New License Scale for Clubs

CINCINNATI, March 27.—Night club licenses in Newport, Ky., across the river from here, would be scaled up to \$6,000 and permit operation until 5 a.m. under an ordinance which Newport city commissioners passed on first reading Thursday (25). If passed on its second reading Friday, April 2, it becomes effective July 1.

Under the ordinance, clubs would be placed in four categories, each with a closing hour based on its fee. Class A clubs paying \$500 would close at 2 a.m.; Class B, \$3,000, 3 a.m.; Class C, \$4,000, 4 a.m., and class D, \$6,000, 6 a.m.

Commission action was taken on recommendation of nitery operators, who said the law would eliminate "dives," many of which operate all night. The city's 23 clubs now pay \$500 fees and close at 2. Operators of 97 cafes pay \$200 and close at 12.

Ackerman To Revive Vaude in San Fran

SAN FRANCISCO, March 27.—Big time vaudeville, given up for dead by the Golden Gate a few weeks ago, will be revived April 9 by Irving Ackerman, veteran showman, in his downtown theater.

The come-back will be tried on a Friday, Saturday, Sunday basis.

business, tho turnaways aren't as many.

There are at least two gambling joints in town, the Fishing and Hunt and the Bachelor Club. The first, booked by George Claire locally, uses names, as does the second, booked by Joe Hiller.

The Nixon, a small operation, using four main acts, is also supposed to be shopping for something that will mean a buck. Same thing is true of at least one cocktail bar which is reaching out for the non-musical talent with box-office appeal.

While talent sellers don't pretend to know the reason, interested bystanders say the shot in the showbiz arm the city has had comes from a combo of two factors.

Competition Healthy

The first, they say, is plain competition. As one spot puts in a name, the others follow suit. The first one follows with a stronger name and the second one tries to top that. And so it goes.

The second reason is believed to be the war scare. With orders said to be coming in, potential customers who have been sitting on their dough are beginning to loosen up. Whether this will continue or dry up, these people don't know. But whatever the reason, Pittsburgh clubs are buying, and acts and names are getting the jobs.

AGVA Drafting Rival Slates

NEW YORK, March 27.—With the American Guild of Variety Artists (AGVA) convention around the corner and ballots for delegates in the mails, local factions have started electioneering for candidates.

One ticket is pushing the names of Henry Dunn, Jimmy Hollywood, Joe Smith, Adam DiGatano, Margie Coates, George Rowland, Arthur Ward, Russell Swann, Hal Sherman, Jerry Baker, Charlene Harris and Marty Barrett. This ticket is running on a platform which asks for hospitalization, death benefits, welfare fund, a legislative committee to reopen theaters and night clubs and membership participation in all AGVA affairs.

Another group, the program committee, plans to meet Monday (29) to put up its own slate, determine which candidates it will support and decide what its platform will be.

Strand Mulls Jockey Show

NEW YORK, March 27.—The Strand Theater, following in the footsteps of the Chicago State-Lake, is also mulling a disk jockey show some time in mid-May.

The plan is to get three or four local jocks, add a couple of acts with maybe a name, plus a small band and put them to work. The house will probably get Jackie Eigen as top record spinner because of his plugs by Fred Allen.

Other platter spinners are also in the running, tho no definite sale has been made.

National, Local Ops Seek Repeal of 20% Cabaret Tax

CHICAGO, March 27.—In an effort to get the 20 per cent federal cabaret tax repealed, the national and local cafe owners' associations are conducting a national survey among owners to determine the extent of damage to biz caused by the tax, Tom Rosenberg, counsel for the groups, said here this week. The findings will be presented to the House Ways and Means Committee in about 60 to 90 days. The campaign will be coordinated with efforts of hotel owners who have already conducted a survey and expect to get a hearing before the congressional committee in a few weeks.

The hotel survey, to be released next week, will show a sorry picture. It was decided upon at a national meeting of hotel men here March 9. The campaign is being backed principally by the Chicago Hotel Association. Answers from 34 hotels operating niteries revealed that business has dropped about 27.5 per cent since 1946. In that year these rooms served about 5,000,000 people. The percentage is based on the loss in people served and does not represent the drop in gross. Hotel owners contend, however, that the drop in attendance and the drop in earnings have many of them with their back to the wall, threatened with the necessity of closing rooms and thus cutting into earnings of entertainers and employees.

Hotel men contend that they would get increased attendance if the tax

were cut to the pre-war 5 per cent figure. They reason that increased costs of food are not combatable. They say that even if they had to carry on with high operating costs, if the tax were cut, big savings could be passed on to clients, which would result in increased attendance.

In many cases the drop was as high as 35 per cent and in some cases as high as 80 per cent. Hotels also say that if they were not operating rooms as services to registrants they would undoubtedly have to close practically all, and some say they will have to cut out entertainment soon.

Rosenberg claims the cafe operators are faced with a sadder fate. He says that in Chicago about one-third of the cafes formerly using entertainment have either had to cut entertainment or close. He, too, says the combination of high costs and the tax is responsible for poor biz. He also contends that the one-third fatality here is about average for the entire country.

To get the info, Rosenberg's office will canvass about 800 spots. He will ask the amount of 20 per cent tax ops paid in 1946, 1947 and so far this year. He also seeks info on the number of clubs which had to change policy and the number which had to close. Rosenberg is also requesting that owners get in touch with their congressmen prior to official action by the national association.

Gestapo Tactics Fail To Chill Cincy AGVA-ers

CINCINNATI, March 27.—Came a revolution in the offices of the American Guild of Variety Artists here Thursday (25), and by the time the smoke had cleared, Al Wilson, local AGVA rep, was out on his keister and deprived of all rights to the office by a trio of gun-toting deputy sheriffs who claimed to have been hired privately by Benny Hurst, said to be a former Four A-er turned Shelvey, to oust Wilson and take possession.

But it wasn't all as simple as that. There were the usual ramifications, entanglements and puzzle features that becloud nearly every piece of AGVA activity. It all goes back to some five weeks ago when Hurst, said to be a former Cleveland policeman, was sent in here by the Four A's to check on Wilson, who was suspected of unethical dealings with a local booking office. At that time, Wilson was an avowed Four A-er, but he is said to have swung back into the Shelvey camp last week.

Hurst Makes Switch

At about the same time, Hurst is said to have switched his affiliations back to the Shelvey camp, and his grab of the AGVA office here Thursday came just a few minutes before Fred Nerret and Maxie Bernstein, Four A's rep from New York, arrived on the scene to take over for the

(See IT'S IN AGAIN on page 39)

Irving Disavows Commy Tag; Says He'll Take Pledge

CHICAGO, March 27.—Jack Irving, Midwest chief of the American Guild of Variety Artists (AGVA), who was named by Jack Howard as being "accused of being a Communist" (*The Billboard*, March 20) during a Miami AGVA confab, last week fired back at Howard and stated that he would be willing at any time to take the anti-Commy pledge which the American Federation of Labor has endorsed for leaders of its various unions.

Irving was strong in his denunciation of the Reds and said that he would not stand for an avowed Commy or a member with known pink leanings to be associated with the leadership of AGVA.

Irving produced a faded I.O.U. for \$10, dated October 10, 1941, signed by a Jack Horowitz, and alleged that Horowitz had worked for the Chi chapter of AGVA for several months during that year. After which Irving fired him for "misrepresentation and failure to perform his duties as a union organizer." Irving said that the Jack Howard, who brought up his name in the Miami meet, was the same Jack Horowitz whom he fired in 1941. Irving said that to his knowledge Howard never was an actor and had no right to speak at an AGVA confab.

A check with *The Chicago Tribune* library revealed no story in which Irving had been associated with a Communist movement, as was charged by Howard.

VAUDEVILLE REVIEWS

Strand, New York (Friday, March 26)

Capacity, 2,700 seats. Price policy, 75 cents-\$1.50. Four shows daily; five on Saturdays. House booker, Harry Mayer. Show played by name band on bill.

Current stage layout has all the makings of good theater entertainment, with Morey Amsterdam building up the finale to king-sized yocks. Amsterdam's routine is the same mish-mash he's been using in his club with the addition of some topical gags. His quickie: "Put the ice pick back in your ear, Mac; they're starting to draft again," started him off. From there on, it was yock on top of yock. Amsterdam now has the rhythm section giving him a pianissimo beat for his chatter, going crescendo when he does his songs. The rest of the band help out for burlesque glee club effects. The sum total fractured them.

The Claude Thornhill band started off easily and got immediate attention with a hokey *Oh, You Beautiful Doll* number. The lift came from Fran Warren, coming on in a corseted soubrette costume, warbling she was the beautiful doll. The gimmick, said to have been developed by house producer, Lee Morgan, was an immediate eye catcher and set a pace that was kept all the way. The ork itself does a pleasant job, but it is the sparkling tinkling of Thornhill that makes listening such a pleasure. The band had two big things, *Spanish Dance* and *Arabian Dance*. Both were exciting, but the best was Thornhill's piano medley with just a rhythm section accompaniment. In this, Thornhill went thru *Easter Parade*, *April in Paris*, winding up with *If You Were a Tulip*. The result was an intimacy and a brightness seldom achieved on a stage. Pay-off applause was genuine.

Fran Warren & Wolves

Fran Warren, the band singer, back in a costume change, got wolf whistles for looks and lived up to her green gown with some pretty fancy warbling. The chirp is one of the best canaries around, a fact that Thornhill obviously realizes. For instead of having her work with the band, he has the band back her as if she were a star. It's smart. She does a better job that way and in turn makes the show stand up better.

Helene and Howard also were good applause and yock pullers for their standard knockabout dance act. The kids' jitter bit was handled well. Their walkoff "Go!" thing was good for extra hands. The team's opening, a straight ballroom act with lifts and tricks, was timed beautifully before it went into the knockabout. The surprise element paid off with appreciative gasps.

Gene Williams, boy band singer, opened with a cute *Boy* number and followed with *Serenade of the Bells*. Lad, a fresh looking youngster, has a good style and sports good phrasing. Some day he'll be quite a singer.

Pic, *April Showers*. Bill Smith.

Hippodrome, Baltimore (Thursday, March 25)

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

This Easter bill, with Clark Dennis headlining, packs marquee appeal and adds up as a good holiday draw. A good novelty act, however, could have sharpened the layout.

The Fast Steppers (two lads, two gals) opened with a mixture of ballet, tap and acro terping. A brief ballet and spin bit by one lad meant little, but the tapping got plenty of response. The fems did some acro to bring on the wind-up by all four, doing little but repetition. The act has flash and youth, but the music isn't so good and the turn could be tightened considerably.

In the deuce, a pleasing interlude of pops was presented by Jo Lombardi and the ork as an Easter overture, in which Marian Dawn, local radio thrush gave an able assist with a well done *Easter Parade* and a bouncy rhythm number.

Gary Morton Scores

The laughs were in the capable hands of Gary Morton, who really punched his way thru a palm-shy audience to good results. Morton's mugging and ad libs rang the bell and his brief but unusual impressions were tops. The comic also did a trumpet bit, a la James, getting off to a nice mitt.

All that went before was overshadowed by the clear and rich tenor vocals of Clark Dennis. The intro by Morton against a background *Peg o' My Heart* was in good taste and sold Dennis before he got on. Despite mike trouble at the show caught, the singer won them with *Jealousy*, *Ballerina* and his theme, *Peg*. Especially well received was the oldie *Linger a While*.

Pic *To the Ends of the Earth*.

James A. Carter.

Olympia, Miami

(Thursday, March 25)

Capacity, 2,100. Prices 74 cents-\$1. Number of shows daily, four. House booker, Harry Levine. Show played by house ork (10).

The current layout is nothing to get excited about, but grosses aren't likely to be affected with a sock pic like *Treasure of Sierra Madre*.

The cowboy singer Elton Britt gets top billing, Sybil Bowman, impressionist, who just got back from Australia, walks off with the top honors.

Miss Bowman's skits, done strictly in the English music hall style, clicked solidly at the show caught. Her impression of Bea Lillie was slightly on the broad side, but registered okay. Costume changes are done on stage.

Saddle Songs

Elton Britt, a good looking guy in fancy cowboy duds, garnered a warm mitt with his saddle songs and light patter. Where Britt misses is on sock quality in his projection. He needs sharper delivery.

Charles Carrer is known to have one of the better juggling and balancing turns, but at the show caught, trick after trick was muffed. The impression was of punching too hard which threw him off his timing.

Curry, Byrd and Leroy do a comedy terp turn which opens with a heckling stooge in the audience. The terping part of the act is okay, but the stooge play got nowhere and left the audience unresponsive for the remainder of the stint.

Les Rhodes's ork backgrounds the show well. Biz okay.

Charles J. Lazarus.

White To Stage Bruni's Shows

NEW YORK, March 28.—George White will produce the shows for Frank Bruni at his Florentine Gardens, Hollywood, starting June 5. His deal with Bruni, it is understood, calls for 30 per cent of the gross after the show and the band are paid off.

The George White show will be tagged *Midnight Scandals* and calls for small acts, a line and an \$8,000 budget.

White also expects to produce another edition of his *Scandals* here next fall. Acts being bought for the Coast get an eight-week deal and a possibility of getting a chance in his forthcoming Stem musical.

Cal's Cab-Jivers Into Barcelona at Cleveland, 1 Week

NEW YORK, March 27.—Aiming to draw work in night spots, which ordinarily couldn't afford to buy a full-sized band, Cab Calloway (who for about 15 years has led a successful big ork) will work a series of nitery dates with a small crew to be known as the Cab-Jivers. Calloway is skedded to debut his nitery group in a one-week engagement at the Barcelona, a Cleveland bistro, beginning April 5. The unit, which consists of six tootlers, a fem singer and the Cab, has recorded several sides with Calloway's chanting under the orkster's Columbia diskery deal.

The Cab-Jivers' group will be used by Calloway only for night club engagements. He will lead his standard full-sized ork for theater and one-night dates. Calloway will play only intermittent nitery dates.

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Broadway Hofbrau, New York

(Wednesday, March 24)

Capacity, 300. Price policy, \$1-\$1.50 minimum. Number of shows, two nightly, at 7:30 and 11:45. Operators, Kirsch Brothers-Felix Myers. Booking policy, non-exclusive. Estimated budget this show, \$750.

This large cellar room right off the Stem is obviously geared to the family trade, going in for birthday parties, etc. The show isn't outstanding but stacks up fairly well considering the budget.

Best on the bill was Angela Castle, a pretty young brunette with a surprisingly good coloratura soprano voice. This is the kid's first job, which was evident in her over-selling style. This, however, can be overcome with experience. On voice alone the youngster would be a find for a musical or an operetta. In the long-hair department she's got enough to let the talent boys at the Met take a look at her.

Bobby Shields, a dynamic little youngster, showed a lot of enthusiasm but only a so-so act. His vocal take-offs of Torme, Bill (Ink Spots) Kenny and Desi Arnaz were full of vitality. A fast jitterbug dance on which he walked off got chuckles. The lad has spunk but needs a lot more work before he's ready.

Ray Smith and His Pine Toppers (bass, guitar and accordion) work in cow-country costumes making with oldies and hillbilly stuff. Voices and music were pleasant. Their gimmick using a Sambo doll for a hoofing bit meant little. Dave Burton's ork (five) plays a lot of music for such a compact group. They cut the show well and have a nice dance beat.

Bill Smith.

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NIGHT CLUB REVIEWS

Glass Hat, New York

(Thursday, March 25)

Capacity, 444. Price policy, \$2.50 minimum. Number of shows, two nightly, at 8:30 and 12:30. Operator, Belmont-Plaza Hotel. Booker, Herb Jacobs. Publicity, Herb Jacobs. Estimated budget this show, \$1,350.

This is a strange show. It has two singing acts on the same bill, one following the other. Not only is it strange but it makes for a dull package, so the first act is strictly a throw-away.

The big act is Georgie Price, still one of the best little showmen in the biz. Naturally he knows his material. He should, he's been doing it for so long. But that sock of his, that belting 'em back to the back rows, is something he learned out of the Kieth time, and he hasn't forgotten it. The routine hasn't changed and his pipes are strong as ever. He's just as good when he sings straight with that schmaltzy style as when he does his classical take-offs. For his opening night he had friends out front and probably threw in a lot of Yiddish ad libs because of them. These can be funny if they're understood. The spot, however has a mixed crowd, so amusing some at the expense of others is not in good taste.

Phyllis Arnold sings a little like Ethel Merman but that's as far as the resemblance goes. Like Price, she works with a big voice, but outside of a desire to please and working hard to do it, it was a poor booking.

Eddie Stone's band, still one of the best show cutters in town, has lost some of its power, apparently due to no fault of Stone's. The management has cut the size of the ork. But despite the pruning, Stone still handles the show with a rare skill. Incidentally, he has a girl singer, Cathy Norman, a pretty brunette, one of the best fem vocalists around. Tho she works in tempo she puts a zing into her stuff that makes people sit up and listen. That seldom happens to a band canary.

Al Castellanos' rumba outfit does the Latin dance numbers.

Bill Smith.

Village Vanguard, New York

(Wednesday, March 24)

Capacity, 125. Price policy, \$2.50-\$3 minimum. Number of shows, two nightly, at 10 and 12. Owner, Max Gordon. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$750. Estimated budget last show, \$900.

A show consisting of a trio (Cedric Wallace) and three girl singers doesn't look good on paper. The result is better than you'd expect. The three girls do different jobs and stack up capably as a package.

The best of the lot is Paula Drake, a tall, slim, sexy-looking brunette, who looks like a cross between Helen Morgan and Kay Francis. She even sings a little like Helen Morgan. Miss Drake is an actress who is apparently intelligent enough to know that her material is good enough to stand up on its own merits without being over-sold. The stuff written by Bud McCreery, a Coast lad, is adult and clever and with the way the gal underacts, the whole thing is smart and good for maximum results. But tho Miss Drake is a hit in this room, she'd be a smash in a smarter room catering to the carriage trade. Her voice isn't too strong, so an intimate spot is indicated. Given the right conditions, Miss Drake could mean box office.

Shaye Cogan

The show opens with Shaye Cogan, a pretty little blonde who makes up in looks what she, so far, lacks in ability. The gal's experience seems limited, as indicated by her amateur performance. The material has been specially tailored, but misses more than it registers. Miss Cogan's youth-

Restaurant Continentale, Hotel Netherland Plaza, Cincinnati

(Thursday, March 25)

Capacity, 450. Prices: Dinners from \$2; drinks from 40 cents; no minimum; no cover. Shows at 1:30 p.m.-8 p.m.; six days a week. Booking policy, W. Carl Snyder, exclusive. Management, Max Schulman, hotel manager; Richard Elsner, catering manager; Albin Bratfisch, headwaiter; James Mason, captain; Amy V. Pace, publicity. Estimated budget this show, \$3,200. Estimated budget last show, \$3,500.

Produced by W. Carl Snyder and directed by Harriet Smith, *Springtime in Swingtime*, new icer which opened Thursday (25), doesn't measure up to its predecessor, which ran a week over three months. It's safe to say that this one won't stick around quite as long, but with a few of the hitches ironed out, especially a lethargic opening, the current layout will pan out okay. It isn't that this is an inferior show (it matches many that have appeared here in the last eight years), it's just that the previous icer was a couple of notches above the average.

New unit has all the ingredients of the typical Netherland Plaza icer—good music, excellent costuming and sufficient talent—and it also lacks what all tankers generally lack—comedy. In this one Britta Rahlen, teen-age Swedish figure-skating champ, makes her tank-show debut. The kid made a good showing despite her apparent first-show fright. She sports a nifty array of tricks and once she gets the feel of skating in a limited area, she'll smooth out a lot. Was well received. Bill and Betty Wade, old favorites here, have their work cut out for them in following in Flo and Bob Ballard, one of the sharpest ice teams ever to cavort here. The Wades scored with their usual topnotch skate work punctuated with fancy lifts, holds and twirls, altho they seemed to be a bit tense at this first show. Ray Frost and Ed Leary, the male features, netted a good reception with their solo offerings, and the Six De-Icers dress up the show with their good looks and refreshing appearance.

Handling the show vocals are ork leader Gardner Benedict and Penny Joyce, from the line, and they turn in a solid job of song-weaving. Miss Joyce, a pert, vivacious brunet, was mentioned here before as having principal possibilities, and she has already begun to acquit herself. She radiates personality, totes a pleasing set of pipes, and sells well.

Gardner Benedict ork plays the show faultlessly, as usual, and puts the same sort of quality into its dance sessions.

Bill Sachs.

fulness calls for simplicity in costume. Instead, she wears what is apparently meant to be a sexy gown, giving the impression of a little girl trying to play grown-up. Her voice is adequate in the middle register but poor in the upper range where most of her stuff is arranged. With enough experience and coaching, she might make the grade. She's not ready yet.

Melrose Colbert, a light-skinned gal with a Lena Horne smile, is a blues singer with promise. Her material consists of standards that lend themselves to a blues styling and when she's not worried about the customers she does a good job. Her costume isn't too good, exaggerating a plumpness that needs toning down. Her singing, however, is genuine and her feeling for a song is refreshing to listen to.

The Cedric Wallace Trio does some of the show-cutting in fairish fashion and also plays for dancing.

Bill Smith.

Slapsy Maxie's, Hollywood

(Monday, March 22)

Capacity, 550. Price policy, \$3-\$4 minimums. Shows at 9 and 12. Owners, Sy and Charlie Devore. Manager, Jerry Brooks. Booking policy, non-exclusive. Publicity, Erman Pessis. Estimated budget this show, \$6,000. Estimated budget last show, \$9,000.

Getting a bill with enough impact to follow Danny Thomas's nine-week box-office sensation is an unenviable job, hence current letdown comes as no surprise. Headliner Ben Blue holds featured slot, breaking in a revamped act which shows much promise after routines have been worn for awhile. Supporting bill is generally good, but ringsiders unfairly compared bill with Thomas's offering.

Altho Blue is the topper, ringsiders really came to see a showbiz freak, Gorgeous George, who has created a mild sensation in local wrestling arenas. Aided by a steady video buildup he has rapidly become a colorful mat character, but as a nitery act he laid a king-sized egg. Blame rests solely with production plotters who missed the boat in showcasing the muscle bender. Instead of broad satire on the wrestling racket someone dreamed up a corny idea in which George plays Julius Caesar in an Antony-Cleopatra skit. Routine is laboriously long, amateurish and completely lacking in subtlety. Despite this bad start, however, George is a natural for club work if given the right material.

Ben Blue's new act stands up well over-all, altho some prudent editing is called for to tighten routines and cut few borderline gags. Working with stooge, Sid Fields (not the British comic), Blue registered with a sock bit in which he manhandles the English language and a riotous take-off on mentalist acts. His satire on radio dramas also went over. Blue worked hard and long to score, and should click all the way once the weak spots are cut.

Other acts are top drawer. Spark-plug is Rose Marie, whose warm, friendly personality and listenable vocal style makes her a sure seller. Offers variety of tunes, scoring best with a musical take-off on Jimmy Durante and warbling of *Chena Luna*.

Terp chores are more than ably handled by tapster Eleanor Teeman and the DeMarlos. Miss Teeman's curtain raiser displays plenty of flash, talent and smart showmanship. The DeMarlos, a class ballroom team, had to beg off after four turns. Duo is tops in grace and control and wise in production savvy.

Dick Stabile's ork still doing a fine show and dance cutting job.

Alan Fischler.

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The Biltmore Bowl, Biltmore Hotel, Los Angeles
(Saturday, March 20)

Capacity, 850. Price policy, \$1-\$1.50 cover. Owner-operator, Biltmore Hotel. Manager, Joseph Faber. Booking policy, non-exclusive. Publicity, Maury Foladare. Estimated budget this show, \$2,500. Estimated budget last show, \$1,800.

With a slight increase in budget, Bowl manager Joe Faber has built a five-act parlay which stacks up as one of the best offerings the spot has played this year. Headliners Joy Hodges and Paul Winchell hold down featured slots neatly, aided by three first-rate supporting acts.

Top honors go to ventriloquist Winchell, who with dummy Jerry Mahoney gives ringsiders an unusual act. Winchell's material is laugh-laden and his technical work is flawless. Patter is topped by take-offs on celebs, with the dummy dishing out amazing vocal carbons of showbiz great. Act is a show-stopper and earned a terrific hand.

Thrush Joy Hodges is an easy seller, projecting her pipes with power and plenty of savvy. She leans heavily on show tunes plus special novelties to spotlight her musical comedy-type styling. She clicks with oldies like *Smoke Gets in Your Eyes* and follows thru with tunes on the cute side, such as *Say That We're Sweethearts Again*.

In the terp department Jeanne Blanche, a looker, holds the opening slot with a smart acro tap routine which clicks. Gal is attractively gowned and is tops in grace and ability. The team of Lucienne and Ashour offer a switch to the boy-beats-girl routine when the fem half of the team knocks her partner silly with a series of lifts, spins and fist-cuffs. Duo's work is precise, original and amusing, building to a sock finish.

Magician-mentalist team of Mardoni and Louise are holdovers from the previous show. They mystify with sleight-of-hand and a mental act which is trigger fast. Jan Garber's ork continues to do an excellent job of cutting the show and playing for terpsterns. *Alan Fischler.*

Bert Pichel Signs With Ziv

CINCINNATI, March 27.—Bert Pichel, who for a number of years has been working niteries with his novelty turn of blowing smoke rings with cigars, has been signed to a three-year pact by the Frederic W. Ziv Company here for a series of commercial-tele transcriptions. Pichel, who has been featured in Ripley's Believe-It-Or-Not, will have his ring-blowing pictured in an early issue of *Coronet*.

**It's In Again,
Out Again at
Cincy AGVA**

(Continued from page 36)

Four A's. Nerret and Bernstein couldn't budge the trio of deputies holding the front for Hurst. The deputies saw fit to mend their ways only after Bob Edwards, AGVA member here, pointed out to them that both Wilson and Hurst were on the Four A unfair list and that the local AGVA members and not Hurst as an individual had a right to the office. He then demanded that the deputies "get the hell out of the office" immediately or he would call the local chief of police to find out what right they had to take over property of local AGVA members. The deputies melted immediately and agreed to quit the premises if Nerret would guarantee to pay for the services rendered in the name of Hurst. This Nerret agreed to do. Max W. Mendel, one of the deputies, thereupon tendered a bill for \$77.35, which he said included \$35 which he advanced Hurst to make a trip into New York.

Nerret Moves In

Hurst is alleged to have hopped out for New York late Wednesday (24). As figured here, Hurst jumped into New York to confront Dave Fox, of the Four A's, with the information that he had taken over the Cincy office lock, stock and barrel, and that unless he were reinstated as Four A's head man in Cincinnati, he would toss the office over to the Shelvey forces. Nerret, however, headed Hurst off with a phone call to Fox, explaining what had transpired on the Cincy front and that he had taken over from the deputies hired by Hurst.

It is claimed that Hurst, before jumping off for New York, destroyed all evidence in the AGVA files which he had gathered against Wilson in the booking office case.

Nerret will remain in charge of the local office until all the difficulties are ironed out.

NEW YORK, March 28.—If the Cincy AGVA yarn sounds like Grade C cops and robbers flicker stuff, it becomes even more like a whodunit after a talk with Hy Faine, top committeeman appointed by the Associated Actors and Artistes of America (Four A's), and Benny Hurst, who just arrived in town.

It developed that Hurst, who also

Who? Me?

NEW YORK, March 27.—The Friars threw another one of their shindigs Thursday (25). This was a luncheon for Maurice Chevalier at the Astor.

All the guys on the dais wore straw skimmers except Henny Youngman, who made a late entrance with a giant-sized top-pper that stopped things for a while. Chevalier took it on the chin from everybody. The point was to highlight a career which every speaker—Walter Abel, John Garfield, Bobby Clark, Eddie Davis, Jack Carter, Al Kelly and Danny Shapiro—scribed to a condition covered in the Kinsey report.

But if the humor all ended with four-letter snappers, some of the gags had the comics hunting for pencils. One of the yarns told was about the actor who, cremated after his death, left instructions that 10 per cent of his ashes be thrown into his agent's face.

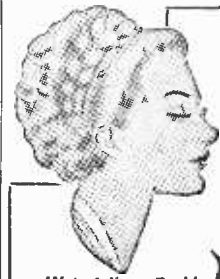
Maxie Rosenbloom almost got into a tangle with Eddie Clark, who worked the tables as waiter-heckler. Rosenbloom insisted, "A guy on the dais should get some respect." But the top-pper was Myron Cohen's yarn about the operator. On that one the yocks could be heard all over the house.

P.S.: Oh, yes. It was stag.

is a private dick, went to Cincy to keep an eye on Al Wilson and gather certain evidence. According to Hurst, Wilson, who was supposed to be a Four A-er, had all the AGVA records in a Mrs. Alma Bahlke's office. She is the wife of Harry Bahlke, a franchised Cincy agent. In order to get those records, Hurst said he joined Wilson and he and Wilson, both now on the Shelvey side, sent letters of resignation to Faine.

The twisteroo developed when Wilson asked Hurst to get him "protection." Hurst hired three deputy sheriffs. In the meantime Shelvey, having learned that Hurst was on his side, wired him congratulations and appointed him "national rep at large over entire State of Ohio and its branches."

Hurst, having become a Shelvey man, now learned about the hidden records in Mrs. Bahlke's office, and since he had a key, helped himself, hopped a plane to New York and turned the records over to Faine.



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New York:

**Stem Biz Holds With 437G;
Roxy 99, Cap 102, MH 143**

NEW YORK, March 28.—Biz is still holding up, with the Capitol, Music Hall and Roxy hitting on all cylinders. The take for the five houses running flesh and pix, for the past week, was \$437,000, only a slight dip from the previous week's \$490,000.

Capitol (4,627; average \$66,000) is still up there getting a big \$102,000 for its third week of the Tex Beneke band, Martin and Lewis and *Naked City*. The bill opened with \$147,000, followed by \$121,000.

Radio City Music Hall (6,200 seats; average \$115,000) pulled in \$143,000 for its second frame as compared with \$142,000 for its preem week. The show has Paul Haakon, Andre, Andree and Bonnie, and *I Remember Mama*.

Roxy (6,000 seats; average \$89,000) followed its big initial week of \$107,000 with a good \$99,000 for the second frame. The bill has Art Mooney's ork, Al Bernie and *Sitting Pretty*.

Paramount (3,654 seats; average

\$76,000) is slowly fading. For the fourth stanza of Louis Prima, Dot and Dick Remy and *Road to Rio*, gross was \$63,000. The package preemed with \$102,000 followed by \$85,000 and \$70,000.

Strand (2,700 seats; average \$40,000) wound up its two-walker with \$30,000 after a first frame of \$40,000. The show consisted of the Russ Morgan ork, Phil Foster, Ann Russell, Lou Willis Jr. and *Fighting 69th*. The new show (reviewed this issue) has the Claude Thornhill band, Maury Amsterdam and *April Showers*.

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(Continued from page 4)

that Metro saw it as a vehicle for Clark Gable.

There were four pre-production deals in 1946 and seven in 1945. Generally, the pre-production deals worked to the film outfit's disadvantage. Their advance, seemingly, did not make the producing better, since the manager already had a substantial chunk of dough in his pocket. With the restrictions on the British market and the drop in b.-o. receipts, the movie companies have pulled in their horns and are buying more originals.

While the non-availability of these deals works a hardship on some producers, on others it has made for better and more careful producing. The fact is that with the right kind of a hit, the sky's the limit for a producer from the Gold Coast. The picture companies have repeatedly shown that they are not buying material but success, publicity and prestige, and this legit has to give.

Scripters' Viewpoint

From the scripters' point of view there are fewer plays being bought by the films than during the war. In 1946, 12 properties were sold; in 1945, 29; in 1944, 26, and in 1943, 35. This again puts a competitive strain on the playwright for he must write a hit to get any heavy jack. Unless, of course, he has material that a specific studio can use for its stars.

In 1947 three of the major Hollywood studios didn't buy even one legit property. Twentieth Century-Fox, Paramount and RKO all kept the rubber bands tight on their bank rolls. In 1946 only RKO bought several scripts. Universal has proven the sugar daddy this season, with \$1,700,000 poured out for six scripts. Warners has spent 390G for four scripts, but Columbia, with only two purchases, has laid \$1,350,000 on the line.

The 20G paid for *Joan of Lorraine* is just a down payment, with the final amount reaching a much higher figure, probably near the top ones. The picture is being made by Sierra Pictures, an independent outfit, with the Playwrights Company getting a substantial portion of the profits. *State of the Union* is another play in which the down payment doesn't really count. Once \$4,000,000 is reached by the pic outfit, the owners of *Union* will get 25 per cent of the profits of the movie. *Command Decision* will probably get 300G, the final purchase price set, if the show should hit in pix and have a run.

"Mister Roberts" Tops

Right now *Mister Roberts* is considered the hottest property around. This script will probably top them all as a potential movie property. If the right price is not coming, the producers with Henry Fonda as the star will float a company of their own. *Streetcar Named Desire* is another big hit, but tho it's movie possibilities are good, it is not considered in a class with *Roberts* because of story line. *For Love or Money* is being considered for purchase by sev-

Pix' Legit Buys

<i>Key Largo</i>	\$35,000
(Warner Bros.)	
<i>All My Sons</i>	\$100,000
(Universal-International)	
<i>Distant Drums</i>	\$15,000
(United States Films)	
<i>Christopher Blake</i>	\$250,000
(Warner Bros.)	
<i>Another Part of the Forest</i>	\$250,000*
(Universal-International)	
<i>Are You With It</i>	\$50,000
(Universal-International)	
<i>Bloomer Girl</i>	\$100,000*
(Universal-International)	
<i>Annie, Get Your Gun</i>	\$650,000*
(MGM)	
<i>Harvey</i>	\$1,000,000
(Universal-International)	
<i>The Patriots</i>	\$60,000
(Warner Bros.)	
<i>Command Decision</i>	\$100,000*
(MGM)	
<i>Song of Norway</i>	\$200,000
(Universal-International)	
<i>Joan of Lorraine</i>	\$20,000*
(Sierra Pix)	
<i>Ladies and Gentlemen</i>	\$50,000
(Warner Bros.)	
<i>Anna Lucasta</i>	\$350,000
(Columbia)	
<i>Born Yesterday</i>	\$1,000,000
(Columbia)	
<i>State of the Union</i>	\$350,000
(Liberty Films)	
*Advance payment.	

eral Coast outfits because its leading role is a natural for several top Hollywood ingenues.

There seems to be no likelihood of any change in the business of purchasing legit scripts which will tilt the prices higher or sell more plays until tele gets into the big money class.

NTC Awards 8 Playwrights

NEW YORK, March 27.—On a basis of over 100 plays seen or read over the past year, the new playwrights committee of the National Theater Conference (NTC) was awarded eight playwrighting fellowships for 1948-1949.

The list is headed by Barrie Stavis, for authorship of *Lamp at Midnight* and plan for a new turn-of-the-century drama about our Middle West. Herbert Kubly wins on the basis of *Punch and Judy*, *All Souls* and *Hickory Ridge*, fantasies in current preparation. *Our Lan'* and a new script *Shout Hallelujah* gets the nod for Theodore Ward. Abbey Theater scripter, Seamus White, wins a spot with *Cardinal and the Crows*, already a Dublin product, and soon to get a hearing at Fordham University. An award goes to Samuel McCullough for *None So Blind* and the first draft of a new play. *Men Did Ever Find* and another script in the works puts John Dugan on the list. Ralph (*The Wind Is Ninety*) Nelson wins a place via his new play *The Big Wheel*, plus a plan for a new one, *Kangaroo Court*. Stymean Karlen gets the final award for authorship of *Early Strawberry* and on the basis that she has two other plays, *The Eleventh Commandment* and *She-Doctor*, due for summer production on the West Coast.

Fellowships call for a grant of \$200 a month for five months, subject to cancellation should the writer abandon or make no progress on the project during the first three months.

Theater Wing Awards "Tonys"

(Continued from page 3)

tinguished performances. Awards for outstanding performances by newcomers went to June Lockhart (*Love or Money*) and James Whitmore (*Command Decision*). For spreading theater to the country, while originals perform in New York, a "Tony" apiece went to Mary Martin (*Annie, Get Your Gun*) and Joe E. Brown (*Harvey*). Paul and Grace Hartman scored for distinguished performances in the musical comedy field (*Angel in the Wings*). The *Importance of Being Earnest* cast received the nod as an outstanding foreign troupe, and *Mr. Roberts* was accoladed as an outstanding home-grown contribution.

Special Field Honors

In special fields, honors went to Horace Armistead for his *The Medium* set, Mary Percy Schenk for her *Heiress* costumes, Joshua Logan for staging of *Roberts*; Jerome Robbins for *High Button Shoes* dance patterns and to Max Meth as musical director of *Finian's Rainbow*. An award went to George Gebhart as outstanding back-stage technician, and another to George Pierce "for 25 years of courteous and efficient service as back-stage doorman at the Empire Theater." For progressive theater operation, a plum went to Robert Dowling for operation of New York houses, another going to Paul Beisman for constructive management in St. Louis. Rosamond Gilder was tabbed for her theater mag scripting and Robert Porterfield for his development of regional theater. The Experimental Theater also came in for an award. And finally there was an accolade for Vera Allen as "a distinguished volunteer in the WING's wartime and post-war services."

Award presentations were broadcast over WOR-Mutual, with DuMont also televising a previous hour-odd of entertainment by top theater talent. Harry Hirschfield, Bert Lytell and Hiram Sherman emceed the proceedings.

N. Wilkesboro, N. C., Theater Files Claim Vs. 'Heart' Producer

SAVANNAH, Ga., March 27.—An affidavit, bond and attachment was filed here in city court against the New York Imperial Players, the parent company of the recently closed *Hasty Heart* troupe. Action was instituted by Ivan D. Anderson, of the Liberty Theater, North Wilkesboro, N. C., against Larry Le Rouge, the producer, and in the name of the Imperial Players, claiming an unpaid debt of \$1,592.37. Action stemmed from the late arrival of the show, caused by unfamiliarity with roads, for a performance in North Wilkesboro.

Heart, starring Freddie Bartholomew, lost about 20G for its producer. Le Rouge took over the production from James Kling and David Jones, the initial producers, after they had found the going rough. Unfortunately, he booked it into territory thru which *Heart* had already played under the sponsorship of the Barter Theater.

Playwrights who submit plays to the NTC from now until December 1, 1948, will be eligible for fellowships during 1949, provided funds are available.

BROADWAY SHOWLOG

Performances Thru
March 27, 1948

Dramas

	Opened	Perfs.
<i>A Streetcar Named Desire</i> (Barrymore)	12- 3, '47	133
<i>Born Yesterday</i> (Lyceum)	2- 4, '46	904
<i>Command Decision</i> (Fulton)	10- 1, '47	205
<i>For Love or Money</i> (Henry Miller)	11- 4, '47	167
<i>Harvey</i> (48th Street)	11- 1, '44	1,438
<i>Heiress, The</i> (Biltmore)	9-29, '47	209
<i>Joy to the World</i> (Music Box)	3-18, '48	13
<i>Man and Superman</i> (Hudson)	10- 8, '47	197
<i>Me and Molly</i> (Belasco)	2-26, '48	36
<i>Medea</i> (Royale)	10-10, '47	163
<i>Mister Roberts</i> (Alvin)	2-18, '48	45
<i>Respectful Prostitute, The, Happy Journey From Trenton to Camden, The</i> (Cort)	3-16, '48	15
<i>Strange Bedfellows</i> (Morosco)	1-14, '48	85
<i>You Never Can Tell</i> (Martin Beck)	3-16, '48	15
<i>Winslow Boy, The</i> (Empire)	10-29, '47	173

Musicals

<i>Allegro</i> (Majestic)	10-10, '47	195
<i>Angel in the Wings</i> (Coronet)	12-11, '47	123
<i>Annie, Get Your Gun</i> (Imperial)	5-16, '46	780
<i>Brigadoon</i> (Ziegfeld)	3-13, '47	436
<i>D'Oyly Carte Opera Company</i> (Century Theater)	12-29, '47	104
<i>Finian's Rainbow</i> (46th Street Theater)	1-10, '47	525
<i>High Button Shoes</i> (Century)	10- 9, '47	196
<i>Look, Ma, I'm Dancing</i> (Adelphi)	1-29, '48	68
<i>Make Mine Manhattan</i> (Broadhurst)	1-15, '48	84
<i>Oklahoma</i> (St. James)	3-13, '48	2,252

ICE SHOWS

<i>Ice-time of 1948</i> (Center)	5-23, '47	355
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COMING UP

(Week of March 29)	
<i>Macbeth</i> (National)	3-31, '48

CLOSED

<i>Skipper Next to God</i> (Playhouse)	1-30, '48	67
	Saturday (?)	

AE, Truman Huddle Set

NEW YORK, March 27.—Actors' Equity is sending a committee down to Washington in a few weeks to see President Truman about opening the Belasco Theater in Washington for legit next season, with the strong possibility that the President may see his way clear to return the theater to legit. The Equity committee on discrimination, headed by Edith Atwater, has already communicated with J. Howard McGrath, Democratic National Committee chairman, and he has arranged the appointment with the President.

Student Hayloft for Cape

HARTFORD, March 27.—Lewis W. Miller, assistant professor of drama at Middlebury College, Middlebury, Vt., has announced organization of a student co-operative summer theater. The unit, to be known as the College Players Summer Theater, will be situated at Brewster on Cape Cod, Mass., and will open a 1948 season of eight plays with *Candida* on July 8. The group is limited to five women and 18 men. William Held will be business manager.

Bryn Mawr Plans T. Helburn Chair

NEW YORK, March 27.—Honoring its most distinguished graduate in the theater, Bryn Mawr College announced Wednesday (24) plans for the establishment of the Theresa Helburn Chair of Drama.

In outlining the program, President Katharine McBride stated that while the college boasts three stages and presents eight to 10 productions a year, half of them in conjunction with Haverford College, little formal recognition of dramatic work has been made in the past. The new plan, however, is not to be construed as a preparatory course pointed toward the professional theater or as an adjunct of an English and speech department, but to be correlated to all departments of the curriculum. Thus a student may write or act in an historical drama and receive academic credit on that score. The physics department may contribute lighting and sound technicians; set and costume designers can stem from art students, etc. In short, undergraduates will have an opportunity to apply their specialties to drama study and vice versa.

A \$250,000 endowment for the chair is hoped to be realized by late May. Among members of the sponsoring committee are Brock Pemberton, John Mason Brown, Katharine Cornell, Noel Coward, Rachel Crothers, Florence Eldridge, Lynn Fontanne, John Golden, Oscar Hammerstein 2d, Jo Mielziner, Eugene Ormandy, Margaret Webster and others.

During the coming summer the college will sponsor a summer theater program for Bryn Mawr and Haverford students.

Chorus Equity Prefers Charges Vs. Whyte, Kantor

NEW YORK, March 27.—Charges have been preferred by the grievance committee of Chorus Equity against Jerry Whyte, production manager in charge of musicals for the Theater Guild, and Herman Kantor, one of the stage managers of *Allegro*. They are charged with conduct prejudicial to the welfare of the union and its members.

The complaints have grown out of trouble backstage at the musical, the chorus there claiming the accused made the terpers rehearse without pay and unjustly discharged one of their number. Since both of the accused are members of Actors' Equity, they are subject to whatever disciplinary action the union wishes to take. The hearing is to be held April 6.

Nominating Committee Set To Pick AE Councillors

NEW YORK, March 27.—Paul Kelly, Lois Wilson, Vicki Cummings, Neil Hamilton, Whitford Kane and Chester Stratton were the six thespians nominated by the membership at the quarterly meeting at the Hotel Astor Monday (22) to choose the 10 councillors and one third vice-president for office at Actors' Equity this year. The council picked Philip Ober, Ralph Bellamy and Frank M. Thomas Sr., to constitute the rest of the nominating committee, with Ober as chairman. The councillors will serve for five-year terms, and the vice-president for a one-year period. Elections will be held late in May or early in June at the next quarterly meeting at the Hotel Astor.

Stage Mgrs.' 1st Shindig

NEW YORK, March 27.—The Stage Managers' Club is holding its first shindig to raise money for a clubhouse April 3 at the studios at the Guild Playhouse. The festivities will start at midnight. Admission is free, but the stage managers have worked out a number of gimmicks which will presumably raise dough painlessly.

OUT-OF-TOWN OPENING

Hold It

(Opened Thursday, March 25)

SHUBERT THEATER, NEW HAVEN, CONN.

A new musical comedy. Book by Matt Brooks and Art Arthur. Music by Gerald Marks. Lyrics by Sam Lerner. Dances and musical numbers staged by Michael Kid. Directed by Robert E. Perry. General manager, William Norton. General press representative, Bill Doll. Company press representatives, Dick Williams and Michael O'Shea. General stage manager, David Jones. Settings by Edward Gilbert. Costumes by Julia Size. Orchestrations by Hanz Spialek and Ted Royal. Vocal arrangements by Clay Warnick. Orchestra conducted by Gene Salzer. Ballet arrangements by Irma Jurist. Presented by Sammy Lambert.

Usherettes: Wana Allison, Gloria Benson, Janet Bethel, Penny Carroll, Kathryn Myroie, Helena Schurgot.

Rodney Trent.....Bob Shawley
Mrs. Simpkins.....Ruth Saville
Mr. Simpkins.....Paul Reed
Mrs. Blandish.....Helen Wenzel
Mr. Blandish.....Tom Bowman
"Sarge" Denton.....Latty Douglas
Bobby Manville.....Johnny Downs
Ernie.....Frank Stevens
Jack.....Jack Warner
Chuck.....Bob Evans
"Judge" Rogers.....Kenny Buffett
Sid.....Sid Lawson
Jessica Dale.....Jean Darling
Pamela Scott.....Patricia Wymore
Millie Henderson.....Ada Lynne
Dean Hubbell.....Robert Noe
Budd.....Budd Rogers
Bernie.....Bob Bernard
"Dinky" Bennett....."Red" Buttons
Paul.....Paul Lyday
George Monopolls.....Douglas Chandler
Penny.....Penny Carroll
Mr. Jenkins.....John Kane
Joe.....Tom Bowman
Charlie Blake.....Pat McVey
Headwaiter.....Paul Reed
Mrs. Jollop (House Mother).....Ruth Saville
O'Brien.....Scott Landers
Martin.....Martin Kraft

REPORTERS: Budd Rogers, Sid Lawson, Helena Schurgot, Felix Dexter, Douglas Ruthertford.

SINGING ENSEMBLE: Gloria Benson, Penny Carroll, Kathryn Myroie, Helena Schurgot, Tom Bowman, Sid Lawson, Budd Rogers, Frank Stevens.

DANCING ENSEMBLE: Onna White, Wana Allison, Janet Bethel, Elena Salamatova, Yvonne Tiber, Helen Wenzel, Margit Dekova, Marion Horosko, Barbara McCutcheon, John Begg, Bob Bernard, Jack Claus, Robert Cadwallader, Robert Evans, Martin Kraft, Vernon Lusby, Paul Lyday.

Handicapped by the opening-night illness of featured player Johnny Downs, *Hold It* unfolded as a completely uninspired musical comedy that was more confusing than amusing. While boasting lavish presentation, as it stands now it doesn't have a prayer for the Stem. It is moot whether Downs could have given the show any more than he did, even in

sound health, because the opus just didn't have it.

The book by Matt Brooks and Art Arthur is a very amateurish piece of work. It is stiff, jerky and unfunny. Comedy situations that could have been incorporated in a tale concerning a college boxing champ who plays leading lady in the campus show and who is forced to carry on his role as a glamour girl in a movie talent contest to save his campus G.I. friends' from eviction offer plenty of chances for laughs which the authors somehow miss.

In consideration of his illness, little can be said of Johnny Downs's performance. His dancing efforts had to be confined to just one routine. The show could have done quite well without Jean Darling. She makes an eye-filling ingenue, but since she can't dance and she certainly can't sing, her value to a musical is decidedly questionable.

Buttons Tries Hard

"Red" Buttons, who carried the comedy load, did his customary fine work, but was decidedly handicapped by the material offered. His two duet numbers with Ada Lynne, *Fundamental Character* and *Friendly Enemy*, were the only two show-stoppers of the night.

Top honors, if any, easily go to Patricia Wymore, a luscious night club redhead who certainly has a way about her. She hoofs and warbles with equal facility.

The rest of the principals can be rated adequate, altho Douglas Chandler, a fine dialectician borrowed from radio, was wasted in a tiny role.

The music ranges from good to very poor and fails to reveal a single number tabbed for hit possibilities. *Always You, Nevermore* and *Down the Well* might catch on for a while under more expert treatment.

The dance routines are completely undistinguished, in spite of a deal of potential talent in the young folks who give them most of their pace. The costuming and settings are top drawer, but direction was certainly off the beam.

The show might be saved via a complete rewrite of book, injection of some genuine comedy, a slight case of recasting, and a bit of juggling in the sharps and flats department. But as it stands, Johnny Downs should have stood in bed. *Sidney Golly.*

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.

Aussie Equity Wins Pay Hike

SYDNEY, March 27.—Claims for increased wages lodged by Actors and Announcers' Equity of Australia nearly 12 months ago have been settled by the conciliation commissioner. In the case of juniors under 18 years of age, increases granted were over 100 per cent, and in the case of those under 14 the jump was nearly 150 per cent.

Adult rates of pay were secured for all ballet and chorus members from the age of 18, against 20 for girls and 21 for men. In shows for which rehearsals are required, half pay was granted where rehearsal time does not exceed 24 hours weekly, three-quarters pay when time taken is over 24 and not more than 36, and full pay when it exceeds 36 hours. Double rates were granted for rehearsals on Sundays, Christmas and Good Friday and for performances on national holidays. Equity fought hard for equal pay for the sexes but did not make the grade; it did succeed in narrowing the margins, however.

One distinct success of Equity's efforts was the inclusion of actors and actresses receiving as high as \$40 under full award conditions. Previously only those receiving \$25 or less were included under award and Equity fought to get those receiving \$50 included. The \$40 limit was a compromise. When on tour all performers from the age of 16 years up must receive the adult rates for their sex. The marginal difference between male and female rates is roughly \$2 per week.

'Inside U. S. A.' Philly Advance Racks 115G

PHILADELPHIA, March 27.—A sensational advance sale of 115G has been racked up by the Arthur Schwartz production of *Inside U.S.A.*, which stars Beatrice Lillie and Jack Haley and which opens here Monday (29) at the Shubert Theater. The musical was originally slated to stay here only three weeks, but the engagement has been lengthened another week.

The \$250,000 production is skedded to open in New York April 29 at the Century Theater, unless another few weeks are needed to whip it into shape.

ROUTES Dramatic and Musical

Annie Get Your Gun (Hershey) Hershey, Pa.
Burlesque (Selwyn) Chicago.
Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
Blossom Time (His Majesty's) Montreal.
Carousel (Bushnell Auditorium) Hartford, Conn.
Cornell Katharine (Forrest) Philadelphia.
Cup of Trembling, with Elizabeth Bergner (Playhouse) Wilmington, Del., 2-3.
Dunham, Katharine (Cass) Detroit.
First Mrs. Fraser (Plymouth) Boston.
Glass Menagerie (Hanna) Cleveland.
Hold It (Shubert) Boston.
Harvey (Melba) Dallas, 31-April 3.
Harvey (Locust St.) Philadelphia.
Inside U. S. A. (Shubert) Philadelphia.
Inspector Calls, An (National) Washington.
I Remember Mama (Broadway) Denver, Colo., 31; (Chief) Colorado Springs April 1; (Univ. of Colo.) Boulder 2; (City Aud.) Pueblo 3.
John Loves Mary (Harris) Chicago.
Lady Windermere's Fan (Iowa) Cedar Rapids, Ia., 31; (Palace) Rockford, Ill., April 1; (Parkway) Madison, Wis., 2-3.
My Romance (Opera House) Boston.
Mary Had a Little (Erlanger) Buffalo 31; (Town Hall) Toledo April 1-3.
Oklahoma (Curran) San Francisco.
O Mistress Mine, with Lunt & Fontanne (Blitz) Los Angeles.
Private Lives (Nixon) Pittsburgh.
Play's the Thing (Shubert) New Haven, Conn., 1-3.
Red Mill (Metropolitan) Providence 31-April 3.
Show Boat (Shubert) Chicago.
Student Prince (Blackstone) Chicago.
Song of Norway (Music Hall) Kansas City, Mo., 29-April 2; (Municipal Aud.) Topeka, Kan., 3.
Student Prince (KRNT Radio) Des Moines 31; (Blackstone) Chicago, opening April 1.
There Goes the Bride (American) St. Louis.

Magic

By Bill Sachs

BILL AND MARY CHAUDET, since the close of the Blackstone show, have been working their own act, a miniature of the Blackstone full-evening layout fitted for night clubs. After playing several months around their native Hollywood, the Chaudets hopped to El Morocco Supper Club, Tucson, Ariz., where Sunday (28) they concluded a two-week engagement. While in Tucson, they spent most of their time with Harry Blackstone, who is mending nicely from a recent breakdown and enjoying a well-deserved rest. Blackstone, the Chaudets report, has been made a chief of almost every Indian tribe in the Tucson area. . . . Danny O'Day and George Coons are co-managers of Percy Abbott's Chicago magic emporium, replacing Tom Rainey, who recently resigned. Incidentally, Abbott is reported to be marketing a new diminishing deck which is said to require no sleights at all. . . . Tommy Windsor, chairman of the publicity committee of the recently formed Magic Dealers' Association, Inc., reports that the org has made considerable progress toward reaching its objective—that of "elevating the standards of merchandising magical equipment to the ultimate end that the confidence of the consumer in its members shall be restored and maintained." According to Windsor, the MDA boasts over 70 members, with Phil Thomas, president; Joe Karson, vice-president; Frances Ireland, secretary; Bill Holden Jr., treasurer; Nathan J. Felsenberg, chief of legal staff, assisted by Ed Mishell. Membership committee includes Lou Tannen, chairman; Harold Rich and Walker Fleming. Tommy Windsor and Gene Gordon make up the publicity committee, while the auditing committee comprises Morris Fox and Mike Kanter. . . . Le Paul, now doing veterans' shows, visited with Bill and Mary Chaudet and Harry Blackstone while passing thru Tucson, Ariz., recently.

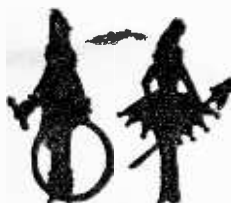
LUCILLE AND EDDIE ROBERTS closed Saturday (27) at the King Edward Hotel, Toronto, and opened Monday (20) at the Statler Hotel, Detroit, for a two-week, to be followed with the Brown Hotel, Louisville, April 12-28, and the Henry Grady Hotel, Atlanta, April 29-May 14. . . . Capt. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, takes his magic



Disappeared

"HOWARD RALPH KAHN, amateur magician, age 16, 6 ft., 120 lbs., brown eyes and hair, wears glasses, moles on right cheek. Disappeared February 8, 1948, Milwaukee, Wis. Follows carnivals or road shows. Advise his whereabouts to Atty. Paul A. Leeb, 329 W. National Ave., Milwaukee, Wisconsin.

or wire collect. Last heard from in Georgia.
HOWARD — Call or wire, collect, or write. All is forgiven. Your mother is very ill. Paul."



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Columbus Gets Summer Stock

COLUMBUS, O., March 27.—In the Hartman Theater where many stars cut their professional molars as members of the old Hartman summer stock company, a new stock try is to be made this summer.

Beverly Kelley, circus drum beater, William Johnson, New York stage director and producer with the management of the theater, and R. F. Boda, for many years owner of the Hartman, are the backers.

Opening is set for April 20, and a resident pro company will be augmented by occasional movie name appearances. *Dream Girl, They Knew What They Wanted, Three Men on a Horse and Rain* are on the production roster.

Sets and productions all will be built in the theater, which has a large scenic studio.

This is the first time the Hartman has tried stock in 19 years. The house is not air conditioned, but it may be if business warrants.

New Sales Tax in Conn.

HARTFORD, Conn., March 27.—A new Connecticut sales and use tax (1 per cent) goes into effect April 1. Among the affected items are theater candy sales. Previously, under the old 3 per cent tax, 1 cent was charged on purchases from 13 to 35 cents; 2 cents on purchases from 36 to 70 cents. Under the new tax, all purchases under 25 cents are tax-exempt.

safety show to the Oak Park, Ill., high school May 27, thru arrangements made by Russell Shaw, of the Madza Magic Company, Oak Park, and sponsored by the local Kiwanis Club. . . . Chanda the Magician, and Princess Zeella, mentalist, have just concluded engagements in Florida and Georgia and are set until April 15 on theater and club dates in North Carolina, after which they again swing into Maryland and Pennsylvania. . . . Carl H. Borsse, of Sheboygan, Wis., who purchased all the magic and illusions of the late Joe Ovette, is selling the collection piece by piece. . . . Bart Lawrence, New York hypnotist, who recently returned from overseas where he entertained veterans at 20 clubs, camps and hospitals, says he has enough camps and soldier clubs to keep him busy for the rest of the year but believes the experience gained the last several years playing for the vets has given him enough polish and class to warrant his taking his hyp turn into niteries and theaters on a commercial basis. . . . Milbourne Christopher's new manual of thumb-tip magic, labeled *50 Tricks With a Thumb Tip*, has just been published by D. Robbins & Company, New York. Priced to retail for \$1, the 24-page book is 6 by 9 inches, printed on fine-coated paper, and is well illustrated. Hen Fetsch, who has collaborated with Christopher on several magic books, has written the introduction to the new book, saying, in part: "Christopher's book tells you how to do everything but pull a rabbit out of the thumb tip."

Let's Face It!

STAMFORD, Conn., March 27.—Robert Lehder's Piccadilly Restaurant here has a new plan for bringing in customers. Electric razors have been installed at the bar, so guzzlers won't have to rush home to shave. Bartenders are forbidden to shave the customers. "Strictly self-service," Lehder said. Stamford barbers are gearing for protest action before the State Board of Health.

Burlesque

By UNO

DOLLY DAWSON rejoined Eddie Kaplan's Screwballs at the Swan Club, Philadelphia, March 29. . . . Mar Shan (Marsha Blue) joined the Artie Lloyd unit at the Mayfair, Dayton, last week. . . . Margo Shersted left the Circus Room, Wisconsin Hotel, Milwaukee, for the Music Box, Minneapolis, March 23. . . . Gloria Glad celebrated a birthday March 24. . . . Sam Cohen, manager; Jack Montgomery, producer; Harry Eppie Oakene, treasurer, and Marty Knoff, assistant, of the Hudson, Union City, N. J., received honorary membership cards into Local 59 of the stagehands union March 20 during the benefit show which featured Phil Silvers, Joey and Vini Faye, Jack Diamond, Georgia Sothern, Lana Barry, George Murray, Eileen Hubert, Tanglefoot and other celebs of former burly bookings. . . . Anita Marie (Mrs. Al Golden), became the feature of the Hirst unit headed by Billy Hagan in Boston last week. . . . Phil Rosenberg and Harry Markovich were among the mourners at the funeral of Sam Raymond, house operator and manager, March 21. . . . Julius Roth, emcee, severed connections with Ye Trinity Bar and switched to Patsy Baggio's Boston Oyster Bar. Both are Manhattan spots.

EVELYN TAYLOR opened March 26 as feature at the Embassy, Rochester, N. Y., on the Midwest Circuit. . . . Joe Burton, ex-comic, returned from a winter vacation in Saluda, Va., is again to manage Kiddyland at Palisades Park, N. J. . . . Mimi Reed, formerly Mar-vel, is in her 14th week at Burbank, Los Angeles, where recent new principals are Dixie Sullivan and Gloria Love. . . . Renee Griffin left the Gayety, Norfolk March 24 to go to Sacramento for the summer. . . . Sheila Ryan, thru Eddie Kaplan, completed 12 weeks in a New Orleans nitery. . . . Sammy Lipman, singing emcee, replaced Al (The Baron) Siegel at the Club Milwaukeean, Milwaukee. Complete cast includes Dolly Malone, Eileen Boomer and Little Shirley Little. . . . Mickey Carroll, first-time burly strip, closed last week with the Hagan unit, to return to Boston niteries. . . . Sharry Lee from the Empire, Newark, N. J., is a new parade girl at the Hudson, Union City. . . . Murry Pickford, dancer, opened at the Sweetheart Bar, Detroit, last week. . . . Monica Monnette, stripper, moved from the 606 nitery, Chicago, to Club 26, Milwaukee, where Ed Tullock is emcee and Wally Granapre conducts the ork. . . . Sherry Everett, of the Hirst wheel, was parted March 21 at the Gayety, Baltimore, on her marriage that day to Herbert L. Moore, ork leader. . . . Talu and Peggy O'Connor, former chorines at the Avenue, Detroit, are new principals with the Sacks-Kennedy unit. . . . Lucia Parks, who just closed in Fall River, Mass., is in Manhattan negotiating for an opening with a musical show. . . . Bonnie Boyia, who has been playing club dates in Detroit, is now featured with the Charlie Robinson unit. . . . George (Bozo) Lord replaced Kenny Brenna at the Follies, Los Angeles. Margie Roye rejoined after a layoff of several weeks. Betty Rowland is strip-teasing in a tabloid version of the *Mikado*.

N. Y. Grips Get Increases

NEW YORK, March 27.—The last meeting Tuesday (23) between the League of New York Theaters and the stagehands' union cleared the deck for a settlement between them. Altho the percentage hasn't been announced, the grips will get substantial increases, with the lower paid deckhands especially benefiting. Next confab is skedded Monday (29).

Showbiz Wins Share Of Newsmen's Prizes

NEW YORK, March 27.—People and organizations in showbiz will be among those honored with Page 1 Awards, to be presented at the New York Newspaper Guild's Page 1 ball May 5 at Manhattan Center. Their selection was announced this week by the judges, 14 newsmen.

Winners in the showbiz fields include Bertha (Chippie) Hill for pop music; Clarence Derwent, president of the Actors' Equity Association, theater; Elia Kazan, for his contributions to both pix and legit; the Columbia Broadcasting System and WHLI, Hempstead, L. I., for production and coverage, and Laszlo Halas, longhair music.

The Guild also made citations to WMCA and WNYC, the New Stages legit outfit and Benjamin Britten, composer of the opera, *Peter Grimes*.

"Joan" Closes in Omaha

OMAHA, March 27.—The Jules Leventhal road production of *Joan of Lorraine*, starring Diana Barrymore, closed here Saturday (20), after a two and a half month run, during which a loss of from 15 to 20G was sustained by the manager. Show only had two profitable weeks since its opening in Norfolk, December 31. Bad business is attributed to the fact that the release of the script nationally last year by the Broadway producers, the Playwrights Company, was responsible for its having been performed by many little theater groups. Naturally, this took the edge off the play.

Producer in Bankruptcy

NEW YORK, March 27.—Jewel Steven, theatrical producer and writer, has filed a voluntary petition of bankruptcy in U. S. District Court, Southern District. The petition lists liabilities of \$10,450 and assets of \$750, the latter being listed as debts to petitioner on an open account. Most of the liabilities stem from a venture in June, 1946, with Horace Barrow and Edward Van Nierop, when the trio operated a stock company in Saratoga Springs.

Iceer Pulls 45,550 in Ala.

BIRMINGHAM, March 27.—*Holiday on Ice* exceeded last year's attendance figures during a successful nine-day engagement at Municipal Auditorium March 13-21. Emery F. Gilbert, president, said the show's 12 performances this year drew 45,550, compared with 32,000 in nine performances last year. Four of the shows were sellouts. General admission was 95 cents, with a \$3.05 top.

Hi-Didie-Didie!

NEW YORK, March 27.—Remember those colossal p. a. jobs the flicker folk used to put on to help super-markets and department stores draw the crowds? Time was when a guy couldn't walk into a Nedick's for a red-hot, seemed like, without finding a Hollywood headliner peeling duds or warbling a ditty. Well, a young singer by the name of Bob Stewart topped 'em all recently here in New York. He appeared for the Red Cross before 350 workers in a commercial plant, sang a number called *The Girl With the Little Red Cross*. The plant? General Diaper Service!

Stevens Plans Tab Set-Up for Summer

WACO, Tex., March 27.—R. W. (Tommy) Stevens, who recently purchased a tent from the C. R. Montgomery Circus, is mulling plans to launch a stock musical tab under it this summer. He plans to play local lots.

Sighted in the lobby of the Texas Hotel here recently were Mr. and Mrs. Mack Johnson, of the Harley Sadler Show, and Buford Gamble, of the Cathey Darling Productions.

Derringer Succumbs In Texas Hospital

HOUSTON, March 27.—R. E. (Eddie) Derringer, top-ranking rep and stock performer and a leading man and stage director for many years with the Hila Morgan Show, died of cancer in Veterans' Hospital, McKinney, Tex., March 20. A veteran of World War I, Derringer also was identified with the Len Henderson and Maude Brooks companies and his last stage appearance was with the Morgan Stock Company here in 1943. Following that engagement he entered war work in Honolulu.

He returned to the States in August, 1947, when he entered the hospital. Hila Morgan credited Derringer with much of her show's successes.

Brunk To Open In Vernon, Tex.

WICHITA, Kan., March 27.—Henry L. (Hank) Brunk, owner of Brunk's Comedians, announces that his show will open the season April 12 at Vernon, Tex.

Org's tent is a 60 by 130 and seats 1,200 persons. Brunk has been in show business since 1916.

Alexandra Players Set For 12-Week St. John's Stand

ST. JOHN'S, Newfoundland, March 27.—Bowing Bros.' department store here has imported the Alexandra Theater Players of Birmingham, England, for a 12-week engagement at Pitts Memorial Hall. Plays are changed weekly with the price scale ranging from 65 cents to \$2.50.

Local firm, which has set up a ticket information office in its store, paid the troupe's transportation expenses both ways and absorbed the talent and technicians' costs.

Ontario Spots Okay For Lucey's Unit

COBALT, Ont., March 27.—Henry Lucey has his pic presentations on the go in this sector and, altho weather has bothered his unit to some degree, business has been good.

Lucey recently purchased a new library of 16mm. pix from Ernest Lavery, of Montreal, and among them is a Jesse James film, which Lucey plans to feature.

Giltman Sets Minn. Dates

BARTOW, Fla., March 27.—Leo Giltman left here recently for his Minnesota home where he will ready his flesh-pic org to play three-day stands, with opening slated for Pequot Lakes, Minn.

Rep Ripples

WEBB AND DINWAY, who have 16mm. pix in the Hawthorne, Nev., area, report light biz due to cold weather. Dinway caught Neil Fraser's pic and vaude show at Granada, Nev. Fraser is an old-time rep agent. . . . Allan Downes writes from Buffalo that he would like to know the final resting place of Arthur Deming, minstrel. . . . Leon Players have been making sponsored dates in the Susquehanna, Pa., sector. . . . Grabel's Tent Show, short-cast bills and films, will open soon near Frederick, Okla., and move toward West Texas. . . . Dawson Players are readying at Metropolis, Ill. . . . Gitt's Show has been around Ogden, Utah, lately. . . . Fred E. Morey is in contact with owners for the lease of a hall for a summer playhouse near Rochester, N. H. He will use semi-pro or local cast and run six weeks. . . . Barr Players are making sponsored dates in the Helena, Mont., area. . . . Devine's Show, 16mm. pix and magic, currently in Southern Vermont, had three weeks of New Hampshire dates. . . . Hall's Novelty Show, around Amarillo, Tex., reports only fair takes. Org gives short-cast bills and vaude. . . . Wilbur Tyler will have a four-people flesh trick, playing rep bills in Maine and New Hampshire this summer. He will stick close to resort towns. . . . Everett Players are in the Boston area, under sponsors. . . . Drayton Players, four people, is a new group for Milwaukee. . . . Davis and Loring have a colored minstrel unit playing around Biloxi, Miss.

And the Cue Is -- "Here He Comes"

CINCINNATI, March 27.—L. I. Plunkett, agent of Plunkett's Stage Show, this week sent thru the following, which is getting plenty of chuckles around the Plunkett lot in Aransas Pass. It seems the letter, reproduced verbatim below, was in answer to an ad for help which the Plunkett aggregation ran in a recent issue of *The Billboard*.

"Plunkett Stage Show, Aransas Pass, Texas, Dear Mr. Stage show; See piece in the paper where you want a helper—don't read no more letters because i have decided to take the job. i know how to play piano and also do i know to play and fake like vaudeville. I also know all about juvenile man having did so for nearly 50 years, i also play three accordians to once, was once on a circus where i rid on the elephant, playing the juvenile and also playing two accordions and the mouth harp at the same time. They wanted me to play the drum but since I was only having one leg, and one hand I could not do same.

As to physical get up—I am 38 years old, four feet six inches high (in boots) weigh 298 pounds (undressed). Black hair on one side and bald on the other. If you feed us I require at least three pounds of uncooked (raw) meet each day. All teeth are okay but have too gold one in front, but I keep them shined.

"Have been working steady on one aggergation for the last 18 years, but don't think I am making good—would you lend me five dollars and I could hitch hike to your Pass there in Texas. Would you want me to bring my piano? Will also bring my juvenile and accordion. Would want \$275 weekly a salary, but would want it in advance every Tuesday. Do you furnish the clothes for the accordion, vaudeville and juvenile. "Would send self-envelope but don't have a pitchure, and i don't have no stamps.

Yours very expectantly,
C. U. Thissummer."

Ed Note: Considerable sleuthing on the part of the Plunketts and their private detectives, but without the aid of bloodhounds, revealed that the penners of the letter were none other than our old friends, Charley and Henry Brunk.

Last of West Coast Showboats To Go

SACRAMENTO, March 27.—The West Coast's only showboat, which in late years has been serving as a floating night club, soon may be burned as a navigation hazard.

Officials of the George Pollack Company, under contract to the army engineers to remove the old showboat from its mired berth in the Sacramento River bottom near the mouth of the American River, said it probably will be necessary to set fire to the craft inasmuch as efforts to pull it out of the mud with cables have failed.

The vessel has been termed a hazard to navigation since it tipped into the river last July. Company representatives said the portion of the boat above the river probably will be burned within a few weeks. The remainder will be dynamited into small pieces which will be removed by a dredge.

A score of years ago the vessel was operated as a showboat plying between this city and the port of Stockton. Later it was used as a ferry before being converted into a night club.

Hugo Players Prep 40th Anni Tour in Kearney

KEARNEY, Neb., March 27.—Hugo Players, with winter quarters here, are making ready to launch their 40th consecutive season on the road. This season also will mark Harry Hugo's 40th year at the helm of his own company.

Extensive plans are being made to feature the org's 40th anniversary slogan in its paper and advertising. Hugo said he believes that his org is one of the oldest on the road today, but admits that there must be others with a longer history.

\$ \$ \$ \$ \$ \$ \$ \$

"THE BOSS COMES TO DINNER"

Newly Produced 10-Minute Comedy

Based on Emily Post's famous "Etiquette" column with 40,000,000 daily readers in nearly one thousand newspapers.

(1-Reel Sound Version Only.)

\$25.00 list . . . 50% dealer discount.

Astor Pictures Corporation

130 West 46th St., N. Y. 19, N. Y.

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1949 FILM CATALOG

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Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

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Bargain list out now.
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Want "Colored"

Performers, Musicians, Dancers, Vaudeville Acts. This is a large Minstrel type Medicine Show, open air stage on big show lots in larger cities. We supply silk and satin costumes for our male performers. 2 and 3-week stands, free show. We pay fare after joining. Open in May in Pennsylvania. Write, telling salary, experience, etc., to DR. MILTON M. BARTOK, P. O. Box, 2047, Sarasota, Florida

WANTED IMMEDIATELY
Ingenu type woman; man with specialties or doubling instrument. Year around work; houses now, tent summer.

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Hebron, Neb.

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Convenient lot for Tent Shows. Close in. Plenty parking room.
GRAYSON C. ALLEN, Atty.
130 Public Square LEBANON, TENN.

THE FINAL CURTAIN

BENTHAM—Myron S., 80, theatrical agent, March 20 in New York. He was personal representative for Irene Bordoni, Ina Claire, Laurette Taylor, Rudolph Valentino, Helen Morgan, Alice Brady, Leon Errol, Mary Eaton and W. C. Fields. Bentham also had been a play agent and producer. His widow, Dorothy, survives. Burial in Woodlawn Cemetery, Bronx, N. Y.

BOSE — Charles L., 84, widely known Cincinnati musician, March 21 at his home in that city of a heart attack. Bose had played with Smittie's, Esberger's and Weber's bands, all Cincinnati organizations, and for a time with the Cincinnati Symphony Orchestra. Survived by three daughters, Mrs. Eiserman; Mrs. Alice Baechtold and Mrs. Norma Schepmann; two brothers, Emil and Henry, and a sister, Mrs. Alice Moehlman, all of Cincinnati. Burial in Walnut Hills Cemetery, Cincinnati, March 24.

CHAMBERLAIN—Maurice (Doc), 81, old-time side-show talker and manager, in North Hollywood, Calif., March 7. He was active in outdoor show business for 55 years. A member of the Pacific Coast Showmen's Association, he had worked with C. H. Alton at the Sunland (Calif.) Amusement Park. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, March 22.

IN MEMORY OF

Our Friend and Boss

GEORGE DAVIS

WHO PASSED AWAY MARCH 29, 1947, AT DAYTON, OHIO

GONE, BUT NOT FORGOTTEN
MAY HE REST IN PEACE

THE CANDY BUTCHERS
POLACK BROS.' CIRCUS

EASTERN UNIT

DERRINGER—R. E. (Eddie), widely known rep and stock performer and formerly with the Hila Morgan, Maude Brooks and Len Henderson shows, in Veterans' Hospital, McKinney, Tex., March 20. A sister survives. Burial in the family plot at Davenport, Okla., March 24.

DIESEL — Gustav, 48, Austrian stage and film actor, March 20 in Vienna.

DONOVAN — Lawrence A., 60, member of various Canadian fair boards during the past 15 years, recently in St. John, N. B. Survived by his widow and two sons.

DRISCOLL—Joseph E., 49, brother of Mrs. Marian Jordan, "Molly" of the *Fibber McGee and Molly* radio show, March 22 in Peoria, Ill.

FARISS—William, 35, former program director of WNJR, Newark, N. J., March 19 in New York. His widow, father and three brothers survive.

FLOOD — Kathryn, 40, concert singer, March 19 in Atlantic City. Her sister survives.

FREUDBERG—Leo, 56, musical director of *The Newark Evening News*' FM station, WNJR, March 19 in Newark, N. J. In vaude days he was an orchestra leader in Paramount and RKO theaters in New Jersey. Freudberg was also with WOR, New York, from 1933 to 1941. His widow, parents, three sisters and three brothers survive.

GEST—Mrs. Reina Belasco, widow of Morris Gest and daughter of David Belasco, March 23 in New York. Being the daughter and wife of two theatrical impresarios, Mrs. Gest was

familiar with every angle of legit. She wrote a one-acter for vaude, *Sentence of Death*, performed on the Coast, and her vast library was frequently consulted by film and legit producers.

HARRIS—Fred W., 59, retired motion picture director, in St. Joseph's Hospital, Los Angeles, March 22. Survived by his widow and five children. Burial in Glendale, Calif., March 24.

HUMPHREYS — James M., 77, music instructor, recently in Madison, Ind. Survived by three sons, Henry, of the faculty of the College of Music, Cincinnati; Sigfried, with the Cincinnati Symphony Orchestra; Mitchell, member of the Detroit Symphony Orchestra, and two daughters, Mrs. Albert Staderman, Philadelphia, and Mrs. A. M. Roessler, Louisville. Burial in Madison.

LANTERI—Philip, 38, March 21 in New Britain, Conn. A music teacher, he also had played with theater orchestras in New Britain and Bristol, Conn. He was a member of Local 440, American Federation of Musicians.

LEWIS—Mrs. Elizabeth Saville, 75, mother of Fulton Lewis Jr., radio commentator, March 24 in Washington. Another son, Millard, and a daughter survive.

LIND—Dolly A., 28, professionally known as Dolly Pressly, of the Pressley Twins, dance team, March 17 at Colorado Springs, Colo. Survived by her husband, Art; mother, Mrs. C. Shuben, Chicago, and two sisters, Mrs. Chester Barnett, of Polack Bros.' Circus, and Mrs. S. G. Scott, Dandridge, Tenn.

LORRE—Maurice (Moe), 59, head of the band and ork department of E. B. Marks Music for the past seven years, March 23 in New York. For 35 years Lorre had been a violinist and conductor both here and in England and at one time was concertmaster and conductor for the RKO and Loew's Circuit. His mother, grandson, daughter and son, Ben Lowe, songwriter, survive.

MANY—Edmund A., 82, musician and composer, March 19 in Newburgh, N. Y. His widow and son survive.

McINTYRE—William, 61, former vaude ballad singer, March 22 in San Francisco. His widow, Gertrude, survives.

IN MEMORY OF OUR BROTHER



CHARLES ELLMAN

ELLMAN SHOWS

Who Passed Away
APRIL 6, 1945
Sadly Missed by

Sisters and Brother

MICCIO — Tony, 52, operator-owner of Jacques Opera House, Waterbury, Conn., burly stock house, March 19 in New York. He also owned Uncle Sam's restaurant in Monticello, N. Y. Miccio was instrumental in bringing several novelty acts to this country from Italy, which he managed and exploited. His widow, two sons and a daughter survive. Burial March 23 in Manhattan.

MILLER—Charles G., 61, manager of the Cincinnati Zoo from 1917 to 1933, March 21 at the home of his sister, Mrs. Grace L. Thompson, West Chester, O. He organized the first regular opera season at the Cincinnati Zoo and did much to build it to its present status. He also leaves his wife, Amy, and two sons, Beeky, of Akron, and Eugene, Louisville. Services March 24 in Cincinnati, followed by cremation.

MOORE—James H., 81, former co-owner of the Temple Theater, Detroit, March 24 at his home in that city. He also operated the former Wonderland Arcade and Theater in Detroit as well as a theater in Rochester, N. Y. Interment in Glenwood Cemetery, Wayne, Mich.

MURRAY—Matthew, 64, radio announcer and producer, March 16 in Hollywood. He was once known as the Ambassador of the Air.

MYERS—Charles F., 55, former concessionaire, recently in Winston-Salem, N. C. He had been with the old B & B, John Geoma and Johnnie Hobbs shows.

NIXON—Herbert J. L., 61, former speed roller skater and instructor, March 15 in St. John, N. B. In recent years he officiated at skating meets. Survived by two sons.

PARIDO—Joanne Gale, four-year-old daughter of Earl and Mario Parido cookhouse operators on Moore's Modern Shows, recently in Memorial Hospital, Chicago.

POWER—Howard W., 74, one of the organizers of the Mississippi Valley Fair Association, Davenport, Ia., and well known for his work in the Iowa Fair Managers' Association, March 22 in Davenport. Power was secretary-treasurer of the fair organization prior to his retirement in 1940.

RAYMOND—Charles, 53, assistant division manager of Loew's Eastern division, March 21 in Scituate, Mass. Years ago he worked a mental act with Anna Eva Fay, side show lecturer.

RAYMOND—Sam, 68, former manager of the Union Square (Manhattan, N. Y.) burly stock house for B. F. Kahn, March 20 in Brooklyn. He also operated the Star, Brooklyn burly circuit house. The last four years he was part owner of the Beverly Theater, Manhattan. Survived by his widow, two sons, Harold and Leonard, also prominent in theater supervision, and a daughter, Helen. Burial in Washington Cemetery, Brooklyn.

ROACH—Thaddeus (Chief Ulewan), 47, African pygmy fire worshiper, for 18 years with Carl J. Lauther's Side Show, *Freaks on Parade*, at Miller's Tavern, Va., March 1 of cancer. Burial in Miller's Tavern.

ROSE—David, 35, former publicity director for the Cincinnati Summer Opera group, March 19 in Jewish Hospital, that city. He leaves his mother, Mrs. Anna Rosenblatt; a sister, Mrs. Julius Peal, and a brother, Ourey. Burial in Love Brothers Congregational Cemetery, Cincinnati.

ROSSI—Mrs. Elvira, 64, mother of Pat Rossi, New York night club and radio singer known as Ross Leonard, March 23 in Yonkers, N. Y.

SCHWORM—Jacob, 83, former circus band clarinet and trumpet player, March 16 in Painesville, O.

SERLIN—Mrs. Fannie, 67, mother of Oscar Serlin, Broadway producer, March 25 in Chicago.

SHEA—John M., 60, veteran balloon salesman with carnivals, in Springfield, Mass., March 13 of a heart attack.

SMILEY—James J. (Chief), 63, formerly featured in vaude in this country and Canada as a trick sharpshooter, recently in Port Dalhousie, Ont. He retired several years ago. His widow, sister and brother survive.

STANLEY—George J., 69, originator of the vaude act, known as the Georgia Crackers, March 13 in Burbank, Calif. Survived by his widow, Gladys; son, George, and a daughter.

STEDMAN—Lincoln, 41, film producer and child actor during silent film era, in Hollywood March 22 of a heart ailment. Survived by his widow, Carol.

STEWART—Mrs. Alice Leslie, 80, daughter of the late Sir Thomas Leslie, one-time London Shakespearean actor, March 23 in Los Angeles. She was also the sister of the late Eddie Leslie, New York stage actor, and Joseph Leslie, London stage thesp.

TREXICE—Victor, 40, former radio concert pianist, March 24 in New York.

WALDROP—James Harry (Jimmie) 28, pianist with Ted Brooks' orchestra in Birmingham and The Versatillians in Atlanta, Miami and Panama City, Fla., March 15 in Vicksburg, Miss. His widow, parents, two sons, a sister and a brother survive. Burial was in Bessemer, Ala.

WALKER—Vernon L., 53, head of the process and camera effects department at RKO Studio, Hollywood, at his home at Balboa, Calif., March 14. A pioneer in the development of early background projection and trick shots, he had been employed at RKO for 18 years. Survived by his widow, a daughter and a brother.

WHITE—Agnes Mae (Reverend Mae), 50, carnival palmist, in Santa Monica (Calif.) Hospital March 10 of a heart attack. With her husband, Harry T. White, they were with many outdoor shows before going into business on the Ocean Park, Calif., pier where she was working until the time of her death. She was a former member of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. Survived by her husband. Services at Hollywood Memorial Cemetery March 13.

WINTERHALTER—Bill, 49, concessionaire, March 22 in a Little Rock hospital. He was with the Johnny J. Jones and John R. Ward shows last season. Survived by two brothers, Fred and James, of New Albany, Ind., and a sister, of Indianapolis.

WOLFE—John A. (Barney), 83, dramatic stock actor for over 60 years, March 21 in the Kansas Masonic Home, Wichita, Kan. Wolfe owned and operated the Wolfe Stock Company thruout the Midwest for many years. Its tour included a 10-year run at the old Toler Theater in Wichita. Subsequently he became character man and stage director of the Ted North Players, remaining with that organization until its dissolution in November, 1939.

Marriages

AGGER-DICKSON — Don Agger, radio script writer, and Carol Dickson, non-pro, March 20 in New York.

ASHER-BROWN—Charles (Blackie) Asher and Hester Brown, concessionaires, March 23 in Iuka, Miss.

BRYANT-AUBREY—Mickey Bryant and Essie Aubrey, carnival troupers, March 24 in Fort Oglethorpe, Ga.

BURNSTEIN-DUBOIS — Sanford (Sammy) Burnstein, winter quarters superintendent and office wagon man with Mills Bros.' Circus, and Ann DuBois (Donna Drew), dog act worker with the same organization, recently in Cleveland.

LYLES-VICKERS—A. C. Lyles Jr., Hollywood film publicity representative, and Martha Vickers, film actress, in North Hollywood, Calif., March 15.

R. R. SHOWS MOVE---HERE'S HOW

Beatty Diesel Move Okayed

Gets ODT approval to rail to L. A.—green light seen over West Coast railroads

LOS ANGELES, March 27.—Clyde Beatty Circus, only railroad show on the road in this section at this time, has received approval of its permit from the Office of Defense Transportation and is cleared as far as this city where it opens for 11 nights and 10 days Wednesday (31). According to Paul Eagles, general agent, who was contacted by *The Billboard* in San Francisco by long-distance telephone, the show can travel as long as it is over railroads using Diesel fuel. This gives the green light to the Beatty outfit for any place on the West Coast.

Show, Eagles said, had encountered only a little difficulty in securing clearance. At Tucson, Ariz., where the show played Monday (22), there was a delay until the order could be clarified. However, show pulled out on schedule and is following its announced route. Eagles said the show was okayed to this city after which the railroad will secure additional permits for moving the equipment.

Out of Coal-Burning Area

Since the train passed Lordsburg, N. M., all roads have had oil-burning equipment. There is some mileage east of the New Mexico town where coal is used. However, show passed this section before the ban went into effect Sunday night (21).

Beatty moves here from San Diego, with one-day stops in Oceanside and Santa Ana. The route used in the trip up the coast is Santa Fe. From here the show moves over to Southern Pacific.

A spokesman for the S. P. told *The Billboard* that up to now no definite instructions had been received governing the moving of circuses or carnivals. "If the coal strike continues it is possible that an embargo will be placed on most all transportation. And, of course, circuses and carnivals will be placed under this ruling first," the railroader declared.

Bailey Bros.' Circus is the only other circus in this area, having opened in El Monte, near here, March 5. However, this show travels by truck.

The only carnival in California traveling over rails is Foley & Burk and this org is not scheduled to open until May.

Freedom Train Uses St. Paul Fair Siding

ST. PAUL, March 27.—The Minnesota State fairgrounds will be used for the Twin City display of the National Freedom Train traveling the country. Tentative dates for the stand are May 2-5. The three-car train will use the siding used during the fair by the carnival.

Carl R. Myers, State relations officer for the American Red Cross, made arrangements for the use of the fairgrounds with Ray Lee, fair secretary.

Terrell Says Cole To Open in L'ville; Moves Uncertain

LOUISVILLE, March 27.—Zack Terrell, owner-manager of Cole Bros. Circus announced yesterday that despite rail restrictions the show will open on schedule here April 15, playing thru April 18. Terrell stated that as yet no definite plans had been made to move out of Louisville, but that "we did it two years ago and will again this year."

Show will be routed on oil burning railroads and will possibly hold one-day stands to a minimum. "As of today I cannot give you our route beyond Louisville as that depends solely on what railroads we can get on."

Freight Usage Is Approved; Ringling Set for N. Y. Bow

Big One to freight to Washington, then shift to electric road — runs over Diesel lines continue okay — costs to circuses, carnivals mount as shows turn to freight

WASHINGTON, March 27.—Under a clarification of the ban on circus train movement over coal-burning railroads, Office of Defense Transportation (ODT) this week approved plans for both circuses and carnivals to move their equipment as regular freight. Local representatives of Ringling Bros. and Barnum & Bailey Circus told *The Billboard* that Ringling will use this means to get its properties to New York in time for the April 7 opening. At the same time, ODT emphasized that the green light given to the plan is no relaxation of the ban. "Circuses have had that permission all along,"

declared A. G. Gass, head of ODT's railroad division.

He said that several shows, including the James E. Strates organization, have asked for help in moving from winter quarters, but that shipping shows as common freight is the only advice ODT can give. "There is no chance of the ban on special trains being relaxed until the coal stoppage is over," said Gass. (According to information received in *The Billboard's* New York office today, the Strates show was en route to Washington via freight train.)

Assurance was given, however, that the ODT at present does not contemplate (See **FREIGHT USAGE** on page 76)

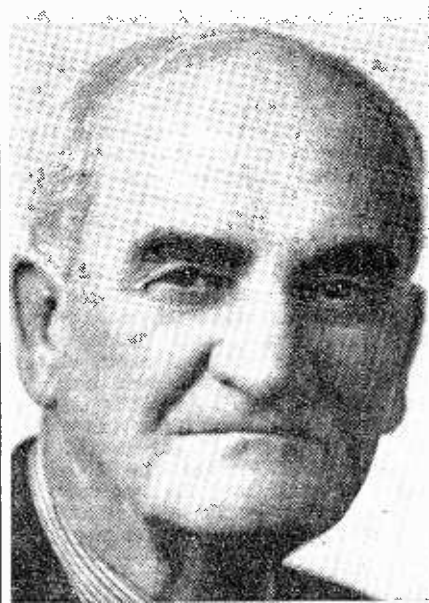
Close-Ups:

Gus (The Great) Sun Still Shines After 59 Years in Show Business

By William J. Sachs

(This is another of a series of little-known facts about prominent people in outdoor show business.)

GUS SUN, on April 29, celebrates his 59th year in show business, an enviable record that should give him the undisputed right to sport the billing, Dean of American Showmen. From the time he began his career as a circus juggler back in 1889 up until the present, Gus Sun hasn't been away from show business a minute. Altho he is supposed to have retired a number of years ago, Gus Sun is still



GUS SUN

president of the Gus Sun Booking Agency in the Regent Theater Building, Springfield, O.; still takes a hand in shaping the firm's policies, and still takes a fling at selling an act or two just to sorta keep his hand in and to prove to himself that he hasn't lost his whip. At 80, Gus Sun is one of the most highly respected and beloved figures in show business, and his name is revered by showfolk in all branches of the amusement industry.

Gus Sun was born Gustave Klotz of German parentage in Toledo 80 years ago, and at the age of 13 became a tinner's apprentice at the princely salary of 15 cents a day for 10 hours' work. Soon after, Sun began hitting the money brackets when he took a job as apprentice machinist at the Singer Sewing Machine Company in Toledo at a substantial increase to 10 cents an hour. While so gainfully employed, young Gus was mastering the art of juggling as a pupil of a stranded performer who was busking around the Klotz home for coffee and. Gus's three brothers, John, George and Pete, also were pupils of the same itinerant juggler. Gus soon became so proficient at the juggle art that he decided to scout around for a way to make it pay off. Investing an hour's pay in a copy of *The New York Clipper*, he spied the ad of the Sommerville & Lee Circus calling for "several high-class acts," and a few days later Gus Sun, the juggler, showed up on the lot in Chicago to join the show.

From that humble beginning sprang the Gus Sun Circuit, which in the heyday of vaudeville was booking nearly a thousand acts weekly into nearly 300 theaters from coast to coast. This meant approximately two years of steady work, even with the split week which Sun started and popularized. Gus Sun and Henry Ford shared one distinction in common during the first quarter of the century. It was a question whether Ford automobiles or the Sun Circuit drew more laughs in the comic mags of the nation or in performer quips on the major vaude circuits. Nevertheless, as many in show business today will testify, there was a degree of economic security in the Sun Circuit, even tho it was not looked upon as big time, that was not possible elsewhere in the American amusement world, then or since. After a more or less hectic season with the Sommerville & Lee Circus, where he commanded a munificent

(See **GUS (THE GREAT)**, page 76)

Sked Industrial Expo for A. C. Million \$ Pier

ATLANTIC CITY, March 27.—Dr. H. W. Waters, president and general manager of the International Industrial Exposition, this week announced the signing of contracts that will assure participation of several nations in the trade show to be staged on Hamid's Million Dollar Pier June 26 thru September 11. This booking will result in the Pier's being closed for the first time as an amusement center, altho the Steel Pier, also owned by George A. Hamid, will continue as a fun center.

England, France, Germany, Italy and Palestine are some of the nations which will have exhibits, Dr. Waters said. The Pier is already being prepared and contracts for exterior and interior refurbishing have been let. Dr. Waters also revealed the purchase of \$250,000 worth of special display equipment.

Foreign autos slated for exhibit include the Austin Standard, Singer, Triumph, and French and Italian vehicles.

Dr. Waters, who managed the Canadian National Exhibition for 12 years, is being advised by U. S. Senators H. Alexander Smith (N. J.), Brian McMahon (Conn.), Walter Magnusson (Wash.), Elmer Thomas (Okla.) and Francis J. Meyers (Pa.); Representatives Sol Bloom (N. Y.), George W. Sarbacher (Pa.) and Claude I. Bakewell (Mo.); Brig. Gen. Anton F. Lorenzen, U.S.A., retired, commissioner of the New York World's Fair in 1939-'40, and Mary G. Roebling, Trenton, N. J., bank president.

Davenport, Polack Western Set Record for St. Paul And Dayton Engagements

Both Shows Top 1947 Marks

ST. PAUL, March 27.—Orrin Davenport's Circus, sponsored here by the Osman Temple Shrine, set a new all-time attendance record for its annual showing in the St. Paul Municipal Auditorium, with total receipts also up.

Attendance for 13 performances (15-21), according to Potentate Henry Crepeau, was 88,356 as against the 1947 previous all-time high of 87,554.

Ticket receipts were down by \$985 from last year's high, with \$72,164.08 as against \$73,149.08 in 1947. This was due, it was explained, to a much heavier kid attendance at 50 cents a head and thru a school tie-up this year.

Concessions this year yielded \$24,161.98 as against \$17,821.82 last year. The program gave Shriners \$10,185 this season. Last year this undertaking had a yield of only \$7,500.

Several mishaps marred the stand here. In addition to the death of Leon Coliat, originator of the Les Kimris airplane act, Mrs. Montes De Oca, who with her husband does a hand-balance trampoline act, slipped off a platform and wrenched her knee at the Friday night (19) show and was out of the act for the rest of the run. Dick Lewis, clown, suffered second degree burns when a firecracker used in the clown atomic rocket gag exploded on his back. He continued in the show, however. Col. Harry Thomas suffered several broken ribs when he fell in his dressing room.

1 Performance Lost by Beatty To Texas Storm

ODESSA, Tex., March 27.—A wind and sand storm that struck the Clyde Beatty Circus here March 18 damaged the show's big top and electrical system and caused cancelation of the night performance.

About 2,500 people were watching the matinee performance when the storm struck, tearing loose a rope which permitted a portion of the top to blow off. At the same time, supporting poles were jarred out of place, causing several electrical wires to short out. As sparks flew from the wires the crowd moved out, clearing the tent in three minutes as Manager D. W. Helms opened extra exits.

When the wind started, aerial acts in the next-to-closing spot were canceled and the animal tent had to be taken down. As the wind increased at 6 p.m., the entrance tent was ballooned into the air and poles sailed around like feathers on the end of guy ropes.

People who did not hear radio cancelation announcements were turned away at the gate for the night show.

Full House Greet Gutierrez at Bow

RIVERSIDE, Calif., March 27.—Gutierrez Circus, playing here today and tomorrow, made its bow at Azusa, Calif., March 16, playing to a full house. Show is managed by Maurice Marmolejo, who also does a slack-wire turn.

Org moves on 15 trucks and house trailers. Program runs an hour and 45 minutes, using an eight-piece band.

DAYTON, O., March 27.—With the aggregate attendance topping 50,000 for 18 performances, Louis P. Stern estimated the Dayton gross for Polack Bros.' Western Unit would exceed last year from 15 to 20 per cent.

Engagement ended Thursday night (25) and the show moved to Kalamazoo, Mich., for five performances starting Monday night (29) for the Knights Templar.

New records were set in Dayton in all departments. The promotion of Mr. and Mrs. A. E. (Buck) Waltrip was by far the strongest in their six-year tenure. Both the advance member sale and the door sale were the best yet, and the concessions did unprecedented business.

Opening Is Big

Opening with a matinee Tuesday (16), attendance was excellent from the start, and from Friday (19) on, sellout matinees and turnaway night crowds were the rule, even in pouring rain Tuesday (23).

A parade was staged opening night by Antioch Temple's Red Fez Club, and included the 50-piece Shrine band and other uniformed bodies, 25 mounted persons and the circus elephants and clowns.

Dayton's three dailies and two radio stations went all out for the show. The papers' first-line theater critics reviewed the opening and had nothing but praise for the performance.

Low ceiling of the fairgrounds coliseum made it tough for the aerial acts. The Ward-Bell Flyers, first flying act to play indoors here, barely managed to squeeze it, with their net scarcely more than three feet above the floor. As a result, Gus Bell fractured a bone in his foot Thursday night (18), doing his famous brandi from the net to the floor. He spent two days in Miami Valley Hospital but was back on the show the first of the week. The sway pole of the Great Francisco had to be omitted in Dayton.

The Waltrips will spend some time at their home in Madisonville, Ky., before going to their next date at Stockton, Calif.

Malcolm Optimistic About Denver Show

DENVER, March 27.—Dave Malcolm, who is handling the second annual Jaycee Circus, scheduled here March 29-April 3, is highly optimistic about the financial outcome of the show this year.

"General admission tickets are being sold by 264 merchants in their stores and an ideal location for a downtown ticket office has been donated to the Jaycees thru the courtesy of B. B. Harding and the Walgreen drugstores of Denver. Program advertising is more than double that of last year. Advance ticket sale is far beyond our highest expectations, with practically all boxes and reserved seats sold out before the show opens," Malcolm said.

Publicity here has been great, with both newspapers and radio stations giving it plenty of build-up. Malcolm has been here for three weeks handling detail work of the promotion and publicity.

Frank Cervone will lead the 18-piece band. Members of clown alley (See Malcolm Optimistic on page 91)



"HI-BROWN" BOBBY BURNS, last season banner-squarer with the Ringling show and who this season will serve as contracting press agent with the Cole Bros.' Circus, met up recently in Daytona Beach, Fla., with an old trouper friend, Clayton L. Mix (left), veteran agent, now living in retirement in Daytona Beach. Burns and Mix trouped together with the old Coburn and Field minstrels.

Philly Circus Lot Is Called Fire Hazard

R-B Seeks Other Grounds

PHILADELPHIA, March 27.—Ringling Bros. and Barnum & Bailey Circus was refused a city license Wednesday (24) to stage its show, scheduled for May 24 thru 29, on the old circus grounds at 11th Street and Erie Avenue. Fire Marshal George J. Gallagher ruled that the proximity of the circus to the tracks of the Reading Railroad and to nearby rows of houses would create a fire hazard.

The Big Show, which has been coming here for two years, has pitched its tents on the same site except for 1945 and 1946, when the lot was used for war purposes. Last year some adjacent householders complained that concessions spilling from the circus grounds into the street had created a fire danger.

Pickett Looking for Lot

Gallagher announced his decision to the office of Mayor Bernard Samuel, thru which such permits are issued, and to L. W. Pickett, circus contracting agent, who was here to get the permit. Pickett, it is understood, is now shopping for a new lot.

Gallagher said: "Closeness of the proposed location to the Reading Railroad tracks and the two rows of houses nearby would be a fire hazard. (See Philly Lot Hazard on page 91)

Long Beach Retains Present Circus Tax

LONG BEACH, Calif., March 27.—The city council here has voted to leave unchanged the present license code in relation to the taxing of circuses.

Review of the local circus license status came up at a recent council meeting. During the meeting the question of whether or not a concessionaire who operates a business in connection with a circus should be taxed separately, brought the matter of licensing traveling shows to the council ordinance committee's attention. It was finally decided to retain the blanket license fee. At present a circus pays \$350 for the first day and \$200 for each day thereafter.

Beatty - Bailey Legal Battle In Prospect

53G Damage Suit Filed

LOS ANGELES, March 27.—A sharp legal battle looms here with the filing of a \$53,000 damage suit by Bailey Bros.' Circus against the Clyde Beatty Circus for alleged covering of paper and other unfair trade practices allegedly perpetrated against the Bailey show since its opening March 5 in El Monte, Calif.

Coincidental with the filing of the suit, Los Angeles Superior Court Judge Clarence M. Hansen issued a restraining order March 12 against the Beatty circus; Paul Eagles, said to be Beatty's general agent, and the Eagles Hay & Grain Company, of Los Angeles, from further interfering with Bailey advertising. Restraining order was in the form of a preliminary action whereby Beatty and Eagles were ordered to show cause why an injunction should not be issued in the case.

R. G. Bates, attorney for Bailey Bros., told *The Billboard* that the restraining order was violated at the Ventura date when the show's paper was again covered, allegedly by the Beatty org, and that the court will render decision on whether this constitutes a contempt charge within a few days.

Howard A. Levine, counsel for Beatty, has asked the court for a 10-day continuance, it was said.

Bob Stevens, owner-manager of Bailey Bros., claims to have photographic and affidavit evidence to support his charge that in addition to numerous paper-covering incidents, defendants have ridiculed and threatened him unless he consented to give up certain California dates.

H-M, Buffalo, Advance Sale Breaks Record

BUFFALO, March 27.—Col. Robert Morton, of the Hamid-Morton Circus, which will make its 14th appearance here under Shrine auspices for one week beginning Monday (29), announced that advance sales are 22 per cent ahead of last year's record take. Show again will be staged in Memorial Auditorium. Twelve performances will be given. Ducats are scaled from 50 cents to \$2.

Morton said he will present a 90 per cent new show. The Zacchini double cannon act and Captain Clemens and His Wild Animal Act will be featured.

Advance publicity has been high-powered and more abundant than in previous years. Numerous newspaper stories and art layouts have appeared, in addition to sizable ads, while radio spot announcements have been supplemented by the airing of interviews with several of the scheduled attractions.

The Shrine again has tied in the gift of an animal, this year a yak, to the local zoo with the general promotion of the show. *The Buffalo* (See Buffalo Advance Big on page 91)

Trinidad Roundup Set

TRINIDAD, Colo., March 27.—The 1948 Trinidad Roundup will be held September 5-6, it was announced by the board of directors. H. B. Devotion, former secretary of the association, was named president to succeed Paul Nelson. Ernest Myers was re-elected vice-president, Harry Beirne was named secretary and Robert Lareau was re-elected treasurer.

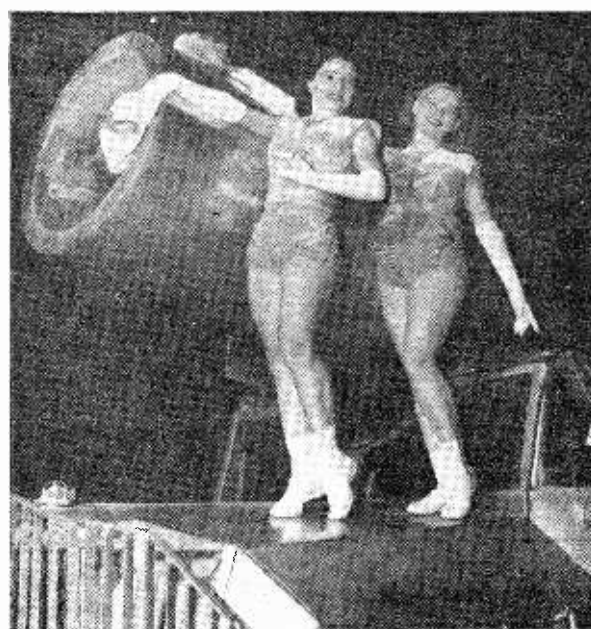
Bruno Zacchini

"THE INVENTOR OF THE SUPER REPEATING CANNON"

Presents

For the first time in history, Sylvana and Simone Zacchini, the Original First Two Girls in the World Ever To Be Shot From a Super Repeating Cannon in the semi-nude. This act is presented as the "Dream of the Inventor" and was honored with gold medals from Col. Bob Morton, co-owner of Hamid-Morton Circus, for this spectacular performance.

WE DO NOT FEAR COMPETITION!



BOOKED BY GEORGE A. HAMID FOR SEASON 1948

WANTED

Man to handle Novelty Act. 1 Elephant, 1 Pony Act. Act practically completed, also to assist with 4 Chimpanzee Act. Year round work. No booze hounds need apply. State wages expected and references first letter.

ED C. LEARMONT
106 3rd St. Los Angeles 13, Calif.

WANTED**SIDE SHOW CONCESSION MEN**

Mickey O'Brien, contact. Long season. Write or Wire

KEN DRAKE

Rogers Bros.' Circus, Mar. 31, Canton; April 1, Winona; April 2, Water Valley; April 3, Grenada; all Mississippi.

TIGHTS

made by KOHAN

formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

WANTED TO SPONSOR

RODEO CIRCUS

GOLDEN VALLEY SHRINE CLUB
Fred Wilkinson
Clinton, Missouri

WANTED

Experienced Advertising Banner Painter. FAST, top salary, can double. Meals and transportation furnished. Address:

JOS. SULLIVAN, Advertising Manager

KING BROTHERS' CIRCUS

Macon, Ga.

TIGHTS

and Leotards, silk, \$4.50 each, made to order, 3-day service. Ostrich Plumes, curled or straight, all colors, \$1.10. Ostrich Fringe, \$1.50 yard. Rhinestone Patches, \$4.50. Rhinestones and Sets, \$1.85 gross. Free folder. Orders shipped day received.

E. ROWE

P. O. Box 233, Radio City Station
New York 18, N. Y.

WANTED**COMPLETE RODEO**

FOR JULY 2, 3, 4 and 5

Rodeo to furnish players and stock, and take full charge on percentage basis. Have had successful Rodeo here for past eight years.

Terra Alta Volunteer Fire Department, Inc.
Terra Alta, W. Va.

WANTED TO BUY

A complete Professional Tight and Slack Wire Outfit. Will pay cash. Must be complete with all attachments and in good condition. Please state lowest price. Wire or write:

JOSEPH NEONS

2922 Hartzer St. South Bend, Ind.

MAN OR MAN AND WOMAN

To Sell Advertising

and Handle Office for Established Veterans' Paper. Success depends on your initiative.

Write BOX #285, Kansas City, Mo.

WANTED

Animal Acts. Circus Acts doing two or more, man with Monkey Show, Novelty Acts, Magician for Side Show and Concert, consider Family doing thirty minutes in Big Show. Small Circus. Join on wire.

ALLEN BROS.

HIPPODROME SHOW PARAGOULD, ARK.

RAMOND-LEE CIRCUS

WANT

Cowboy to work in concert. Salary or percentage. Can use Circus Team and Clown.

Raymond Brison Jr.

Chambersburg, Pa.

DRESSING ROOM GOSSIP**Orrin Davenport**

A gal who was overlooked before deserves a bow. We mean Ruby Haag and her dog act. Naomi Haag is going to school in Medora, Ind.

Antoinette, Boline, Bonnie and Vicky Cristiani joined in St. Paul for the Easter vacation. Pete and Mogador Cristiani were buying in the lobby of the Lowry Hotel the other evening and who should answer the call but Rube Liebman and Red Simon from the Barnes-Carruthers office.

Rink Wright made the second-hand clothing business his avocation here and was doing fine until Snoopy Ike gave out word that there were no more controls on credit buying, so the latter part of the week everything was on the cuff. Rink holds the dice in Omaha.

Brownie, in his haste to get out of St. Paul, went out on Highway 12 at great speed. Down the road a little way, he stopped to get gas. A kindly old man came by and asked, "Didn't you have a baggage trailer on behind when you passed me?" Brownie answered, "Yes." "Well, you haven't got it now," said the old gent. The trailer was found 10 miles back in the ditch.

Visitors were plentiful in St. Paul. Aad Temple, Duluth, Minn., was represented by Walter Congdon, Al Moe, Forrest Huyck and Harvey Buchanan. Winnipeg Shrine was led by Frank Simmons, Bill Brumbaugh, William Nelson and Bill Alcott.

Hats off: To the Kimrises, Lee Walenda and Henry Kimris. Their act went on as the nothing had happened. . . . To Al Fleet and Bill Moore. Micky and Minnie gave them trouble, yet despite severe bites, they weathered the storm and the show went on. . . . To Lola Montes D'Oca. Undaunted by a severe knee injury, she is in there pitching.—DICK LEWIS.

Clyde Bros.

The show, playing indoor dates, was under canvas four days at Lubbock, Tex., two straw houses being chalked up. Hopp Green is on bass drum in the clown band.

Mr. and Mrs. Cal Townsend are scoring with their revolving ladder work. The Erwins are working on a new trick. Johnny Erwin's wife, La Verne, who has been out of the act several weeks, will return soon. Bobby Ewalt is using a new red coat in the pony drill. Buzzy Potts is painting props.

Frank Lemoind entertained friends at Lubbock. Happy Kellems, who sprained an ankle in the Erwins' teeterboard turn, is mending okay. Torchy Townsend, aerialist, is an addition to Happy Henry's slack-wire act. Shorty Lynn has added to his concession department. Hutchinson, Kan., police auspices, was good. Recent visitors were Doctor and Mrs. Cooper, and Mr. and Mrs. Bernard and son, Buster.—VAN WELLS.

Polack Bros. Western

Misfortune fell to Gus Bell at the close of his act during the evening performance at Dayton, O., March 18 when he fractured his right foot. After being hospitalized for two days, Gus was discharged and is now hobbling around on crutches. Continuing with the act and doing a swell job are Betty Bell, Mildred Keathley and Harold Ward. Up until this accident the Ward-Bell Flyers had gone 102 performances without hitting the net.

Jack Klein, Chai Huang, the Mustafas, Chester (Bobo) Barnett, Harry Dann and Louie, Ed Raymond, Wally Newbury and the writer were guests at the Shrine Club luncheon and afterward presented an impromptu entertainment. The Shrine also was host to the entire personnel at a dinner and dance after an evening performance.

Glen and Mimi Tracy, circus painters, greeted the show on its arrival in Dayton. Dorothy Barnett left for Chicago to attend the funeral of her sister, Dolly Lind. The deceased was the wife of Art Lind, former clowning partner of Chester Barnett. New to the show is Mrs. Florence Newbury, wife of organist, Wally, who joined in Chicago. Justus Edwards, Josephine Berosini, and the writer were guests of Mr. and Mrs. George Hubler at their home. Time, tide and Polack Bros., wait for no one as Ed Raymond and Dukie Anderson discovered after being left at a Veterans' Hospital following a benefit. Their clown make-ups discouraged passing motorists from picking them up. Dwight Moore confesses he purchased a school bus only because his dogs like to look out the windows while traveling. Frenchy Durant escaped serious injury when one of the MGM elephants accidentally stepped on his foot.

Tom and Betty Waters are seen practicing each morning in preparation for their opening with Garden Bros. Other visitors were Bruce, Mary Ellen, Jimmy and Blondie La Blonde, bar performers; the Armstrongs, Stuart Roberts, John Tetlow, Don S. Howland, Mr. and Mrs. Flash Williams, Bill McGaw, Mr. and Mrs. Jack Voyles, Don McCullough and Dr. William Huebener. Overlooked in Chicago as visitors were Billy Ward and Doctor Connelly.—HAROLD BARNES.

Clyde Beatty

The writer forgot to mention, in writing about the season's opener, that Mark Anthony, Lou Walton, Laurence Cross and Charles Hildarra entertained at the Shrine Crippled Children's Hospital, Shreveport, La.

Art Cooksey visited the show and clown alley in Big Springs, Tex., en route to Sarasota, Fla. Charlie Baise joined in Tucson, Ariz., making 14 clowns in the alley.

During our frigid opening in

Bailey Still Registers Red On Calif. Trek

LOS ANGELES, March 27.—Bailey Bros., which has had lush going in Southern California since its opening in El Monte, March 5, continues to pile up red ones, with only one poor date so far this season.

At Riverside the show played to two capacity houses and the Corona date brought a capacity matinee and a three-quarter house at night. The two-day Long Beach stand brought another surprise because, altho rain fell both days, three performances were given each day of the date, Saturday and Sunday (13-14). Inglewood brought another three shows and it was estimated that at least 1,000 fans were turned away. Santa Ana came thru with two full houses. Santa Monica played as a bloomer by many shows during the past few years, did an about-face and gave Bob Stevens's opera a good matinee and a runaway night show. Santa Barbara followed with two capacity houses and Ventura filled the big top twice. Santa Paula proved the only disappointment of the season. Matinee was described as fair with about a half house at night. Bakersfield, Sunday (21) brought excellent turnouts, it is reported.

No accidents or major changes in personnel have occurred to mar the record show has chalked up so far, according to Stevens. Only difficulty has been in organizing traffic on the lot to take care of the crowds.

Show will continue working north thru Upper California, Oregon, Washington and possibly into Canada, Stevens said.

Andrew Signs Texas Shows

HOUSTON, March 27.—John L. Andrew reports he has signed contracts to produce the Houston and Fort Worth Shrine circuses this fall. Dates of the Houston event are November 3-16, while the Fort Worth show is to run November 19-28. Andrew, former manager of the Houston Coliseum and now assistant vice-president of the First National Bank here, will be in Chicago with both circus committees April 26-28 and then goes to New York April 29-May 1.

Shreveport, La., quick-witted Mullins of the calliope played plenty of typical winter music. On St. Patrick's Day he saw to it that many Irish tunes filled the air.

John Staley's cookhouse is a welcome addition. Incidentally, Sue Staley celebrated her birthday recently and was serenaded by the boys of the pad room and by Vic Robbins's band.

Our first week started off with a bang, not to mention the sand and wind storm in Odessa, Tex., which leveled the menagerie and dressing tops. The winds trailed us for several days. Bobby Kay's rose-colored ladder in web turned into a tintex dusty rose after the Liberty acts. The heavy lead in this year's spec is assumed by Moe Brown, who portrays a buxom maharajah atop Anna Mae.

While in Pecos, Tex., for a matinee only, the historical shack representing Judge Roy Bean's establishment of Wild West lore, was visited by many, as was Juarez, Mexico, while the show was in El Paso, Tex.

In Tucson, Ariz., the parents and family of Shorty Sylvester paid him a visit. Mell Rennick lost no time in getting the laundry situation in hand. He promises one-day service.—DICK ANDERSON.

NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

5 P.M. SUNDAY

(Eastern Standard Time)

IMPORTANT:

If You Mail any ads after Wednesday be sure to send them SPECIAL DELIVERY to insure immediate handling in Cincinnati Saturday or Sunday.

WINTER QUARTERS

King Bros.

MACON, Ga., March 27.—With but a few weeks remaining before opening, work has been speeded in all departments. Every department is working on a speeded-up schedule prepared by General Manager Floyd King and General Superintendent Lorin (Doc) Hall. Show moves out of the buildings and onto the lot April 5.

Recent arrivals include Joe Smiga, of the concession department, who hails from Cleveland; Prof. Morales and his dogs, who arrived from Sarasota, Fla., where Morales spent the winter breaking in several new dogs; Betty Biller, Louisville, who is rehearsing her wire act; J. C. and Dot Rosenheim, pit show manager from Cleveland; Jack Bell, show's bandmaster, and his wife who arrived from their home in Lexington, Mo.; Eddie Hendericks, aerialist and wire walker, who arrived from his home in Menominee, Mich.; and Frank Cain, clown, who came from Burlington, Ia.

Enoch Bradford, superintendent of canvas, is working on the seats and already has two sections of the grandstand completed. M. C. and Fanny Carter were called to Baltimore by the serious illness of Mrs. Carter's mother.

Billy Burke, clown, returned from his Honolulu engagement and is assisting the decorators. A shipment of elephants and livestock, which appeared at the Charleston, S. C., Chamber of Commerce Circus, directed by E. N. Williams, is back in quarters.

Steve Kuzmiec, manager of the advertising cars, is expected soon from his home in Shamokin, Pa., where he spent the winter. F. L. (Kokomo) Anders, recuperating from a recent operation, is reported showing progress. He is at his home at 7957 Prairie Avenue, Chicago.

Tommy Poplin, show's master electrician, is putting his department's equipment in tip-top shape. He plans to revamp the entire lighting system with emphasis on interior lighting for the performance and the two specs.—WALTER NEALAND.

Mills Bros.

CIRCLEVILLE, O., March 27.—Many new faces are appearing daily and with the first warm days of spring much of the equipment was moved outside for the lettering by Ed Burddige.

Ted Gallup returned to the fold, replacing Bert Pettus as menagerie superintendent. Gallup and Arthur (Hard Times) Leonard drove some of the new equipment back from Florida and it is being painted with Mills' colors.

Many acts have been signed. They include Annette and Joe Dobas, high perch; the Cathalas, rolling globes; Bruna and Yolanda, high pedestal and hand-to-hand, and the Medini Trio, unsupported ladders. The last three named acts were with the Big One last season.

Others contracted are Georgia Sweet, who will ride the hitch; the Knights, tight-wire; Virginia Noels, elephant head carry; Jeanette Wallace, working the dogs, and Burt Wallace, equestrian director. The Wallaces have been in quarters all

Dailey Bros.

GONZALES, Tex., March 27.—Mild weather and sunny skies are the rule in Gonzales and that's a big help to the painters who are applying their brushes on everything and anything.

So many folks have arrived on the scene that an annex to the tent cookhouse was put up. Mitt Carl, steward, took over the management of the cookhouse recently, with Mother Jackson as head cook.

Frankie Doran and mother terminated their spring season with Rogers Bros. because of a highway accident. The Dorans' trailer was wrecked and most of their personal effects lost. Several members of the Rogers show offered to share their trailers with the Dorans, but because they were near Gonzales, the Dorans decided to take a rest and try to replace their damaged wardrobe.

Billy Alexander has taken over the new sorrel Liberty act, broken by Hazel King, and is rehearsing daily. Paul Pyle and family are visiting on Rogers Bros. for two weeks.

We saw Bev Kelley and Allen Lester strolling about looking for new and unusual angles to spread across the front of some news sheet. It ought to be easy because there never is a dull moment around this show.

The Davenport elephants strutted their stuff in Kansas City, Mo., accompanied by Norma Plunkett and one of the mahouts, decked in full rajah costume. Here in quarters, the 10-horse hitch driven by James Boyle, made a parade, complete with callopie, in connection with the music festival. A herd of baby elephants spent a day in Houston to aid the Shrine celebration there.

The wild animal arena was moved from its former location to higher ground.

Tommy (Greek God) Junedes returned to the show after a season's absence. He has rejoined his former partner, Corky Plunkett, on the trampoline. He also will be seen in the riding act, tumbling and aerial bars.

The trunks containing wardrobe arrived and the costumes are hanging in the wardrobe car, preparatory to fittings.

Versatile Tiger Bill Snyder spends his days constructing wagons and his evenings repairing old Taylor trunks, of which there is an alarming scarcity.

New arrivals include Jimmy and Nina O'Dell, Earl Chapman, Pat King, Billy Alexander, Whitey Jones, Red Maynard, Edward Murphy, Francis Benner and Donna Knouff. Recent visitors were Willard the Wizard, Mr. and Mrs. Alla Axiom, magic show, and Dr. and Mrs. Willis Crewes and party.—HAZEL KING.

Raymond Elder, formerly with the Ringling and Sells-Floto circuses, reports he is ill in Ottawa, Kan., and would like to hear from friends.

winter training stock and rated several newspaper and magazine spreads.

John O'Bryant, formerly trainmaster for Clyde Beatty, has signed for the boss props job. Jean O'Bryant will have the wardrobe. Capt. Robert A. Mills, no relation to the owners, will direct the 14-piece band.

Sanford (Sammy) Burnstein, winter quarters superintendent, flew to Cleveland this week to say the "I do" with Ann DuBois, known professionally as Donna Drew. Both will be with the Mills org again this season, with Donna working dogs and Sammy in the office wagon.

So far Charles B. Schuler, in charge of the enlarged press department, has signed Fred Sohns, Columbus; Charles Carey, Los Angeles, and Fred Stafford Jr., White Plains, N. Y., to handle the advance publicity for Mills.—CHARLES B. SCHULER.

Tower Circus Opens 30-Week Run in Eng.

LONDON, March 27.—Tower Circus at Blackpool, England's leading shore resort, opened its season Monday (22) and is set for a run of 30 weeks, longest in its existence.

This year's program, booked by Mrs. Kathleen Williams, joint entertainment manager of the Blackpool Tower and Winter Gardens companies, is the best seen here since pre-war days.

In the line-up are the three Alizes, top flying trapeze act of Europe; Trubka and His Royal Tigers; Schumann Horses presented by Armand Mische; Six Raspinis, unsupported ladders; Edwardo, juggler; Great Alexander troupe, teeterboard tumblers; the Carolis, clowns; Victor Julien and His Pets, and Bert, Bert & Bert, comics.

As usual, the finale is an elaborate aquatic spectacle in the pool of the Tower circus arena. Acts play the entire run of the show.

WANTED

Promoters, Phone Men, Cowboys, Rodeo Wild West Acts. Must be sober. 30 weeks, no lay-overs. Columbus, Ga., March 31-April 1-2-3; Charlotte, N. C., April 5 thru 11; Macon, Ga., April 15 thru 18; Gadsden, Ala., April 22 thru 25. Rodeo people must join by April 5 at Charlotte.

All write. No collect wires. No tickets.

MILT HINKLE, Mgr.
Columbus, Ga., until April 3

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.

C. GUYETTE
348 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

ATTENTION

This notice is to correct a misunderstanding to all whom it may concern.

The One and Only

LOYAL REPENSKY FAMILY

OF BAREBACK RIDERS

Have a few weeks open during the 1948 season because the act is not playing with any Railroad or Truck Circus this season and is not under any exclusive contract to any booking office.

The Loyal Repensky Family this season are playing the Chicago Stadium Olympia Circus, St. Louis Police Circus, and Barnes & Carruthers dates, etc.

Those interested in booking the Loyal Repensky Family write direct to Loyal Repensky, Route 3, Box 215, Sarasota, Fla.

FOR SALE—LIVE SEA COW

—GREATEST SHOW ATTRACTION IN YEARS—

SNAKE KING

BROWNSVILLE, TEXAS

PHONE MEN WANTED AT ONCE

Four experienced men to work on Marine Corps League State-Wide Convention Book. Work out of publicity headquarters. Three months' work, daily pick-ups and pay. Newspaper and radio publicity. Other good auspices to follow. WRITE, WIRE or PHONE TO

KLEPPINGER

13 South 3rd St., Harrisburg, Penna. Phone 6-0022.

WANT FOR

BAILEY BROS.' CIRCUS

AT ONCE

SIDE SHOW ACTS OF ALL KINDS

WIRE
PETE KORTES

3811 Laurita St., Pasadena, Calif.

CALL

JAMES M. COLE CIRCUS

CALL

All people engaged please report to Sunbury, Penna., April 10. Show opens April 12. Acknowledge Call to Winter Quarters, Penn Yan, N.Y.

Workingmen, Seatmen and Riggers, come on.

P.S.: Have Good Used Surplus Circus Equipment for Sale.

WANTED

SOBER, RELIABLE ELEPHANT TRAINER

All year work, prefer man and wife Working Act; HARRY MILLER, COME ON.

BAILEY BROS.' CIRCUS

Hollister, March 31; Salinas, April 1; Monterey, April 2; Watsonville, April 3; Santa Cruz, April 4; Palo Alto, April 5; all in California.

SNAKES!

FOR GOOD DEALS
TRY D. A. DALIE,
OF THE DEN

PHONE, WIRE, WRITE CO-6201

BOX 191

WAYCROSS, GA.

R-B European Acts Arrive

NEW YORK, March 27.—Several European acts inked to appear this season with the Ringling Bros. and Barnum & Bailey Circus arrived here this week. Most notable, because of his size, was Olaf Petursson, 8-foot, 8-inch giant from Iceland. His arrival at LaGuardia Field was nicely timed to be included in the publicity department's opening barrage in the city's press Thursday (25).

Other acts here and ready to begin rehearsals next week-end with the Big One in Madison Square Garden in preparation for the April 7 opening are Alberti, swaying pole artist, and Albertini and Lulu, clowns, all last with Tom Arnold's Holiday Circus at Harringay Arena, London.

Press agents Roland Butler, Bill Fields, Frank Braden and Gardner Wilson all shared the spotlight with the acts in the opening stories. The city's dailies maintained their fine reputation for being generous with space in headlining the scheduled arrival of the Big Show.

The show train is scheduled to leave Sarasota winter quarters Monday (29). Several watering stops will be made, including Wake Forest, and Rocky Mount, N. C., and the Potomac Yards, Washington. The show will unload, as usual, in the Mott Haven Yards.

John T. Howard, the past eight years purchasing agent for the Ringling show, reports he has resigned to become utility man with the James E. Strates Shows.

Announcement CINCO DE MAYO 4TH ANNUAL TOMATO FIESTA AND RODEO MAY 5-6-7-8-9, 1948

Contestants have been contacted throughout the United States, Canada and Old Mexico and the very best of talent will be on hand!

Will Be an All-Star Cast.
Bareback Horse Riding—Saddle Bronc Riding—
Tie Down Calf Roping—Brahma Bull Riding—
Bull Dogging—Wild Cow Milking.
This rodeo has been approved by the Rodeo Cowboys' Association of Fort Worth and points will be awarded toward the world's championship!

PROGRAM

First Performance: May 5th, 7:30 p.m.—Coronation of Rodeo Queen—Presentation of three trophy cups by Mayor Melvin A. Giese of El Paso to the first, second and third winners of the Rodeo Queen Contest.

Second Performance: May 6th, 8:00 p.m.—This night children 14 or under, when accompanied by parents or guardian, admitted free.

Third Performance: May 7th, 8:00 p.m.—This night children 14 or under, when accompanied by parents or guardian, admitted free.

Horse Show: May 8th, 3:00 p.m., Saturday Afternoon—Mayor Melvin A. Giese of El Paso will present trophies to the first, second and third winners of the following contests: Cutting Horse Contest, Five-Gaited Saddle Horse Class, Three-Gaited Saddle Horse Class, Western Horse Class.

Spectacular Parade: Floats and Horses—May 8th, 6:30 p.m.

Fourth Performance—May 8th, 8:00 p.m.

Fifth Performance—May 9th, 3:30 p.m.

Judges: John Merck, Sonora, Texas; Tom Taylor, Blackwell, Texas.

Time Keepers: Bryne James, Raymondville, Texas; Bud Summers, Brownsville, Texas.

Pick-Up Men: Sheriff Wallace Riddell, Burnet, Texas; Dick Shelton, Tilden, Texas.

Chute Boss: Archie Patton, Austin, Texas.

Announcer: Peter Adams, Tulsa, Okla.

Clowns: Jack Owens, cowboy rodeo clown, Willis Point, Texas; Buck Robinson, Oklahoma City, Okla.

Mexican Charros: Florencio Jurarez, San Luis Potosi, Mexico; Eustorgio Flores, San Luis Potosi, Mexico; Gros Zanchez, San Luis Potosi, Mexico; Major Jose Garcia Zamora, San Luis Potosi, Mexico.

Stock furnished by Mayor Melvin A. Giese, El Paso, Texas; Asher Nellis, El Paso, Texas.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Hamstrung, Ga.,
March 27, 1948.

Dear Editor:

Unbilled and unheralded, the Won, Horse & Upp Circus opened its 1948 season at Harbinger, Ga., last Friday. Working under a new policy, we didn't advertise our coming in advance, and there will be no advance advertising done all season. However, the towns and lots will be contracted for by General Agent Les Bouroughs, who will sneak-spot the show from coast-to-coast. The new policy will change our route from what it was during former years. The decision was made final by the show's sudden opening before the actors, musicians, bosses, workmen, cooks and waiters could disagree on it.

Under the new policy this show will predate, by one day, all of the big circuses, and as fast as their route cards come off of the presses we will pick them up. Stating that he wanted them as collectors' items, our mailman arranged with other shows' mailmen for the purchase of their route cards, which he will sell to members of this show after rubber stamping them, "One day ahead." The saving in printing will offset the prices paid.

At our opening stand last Friday the Won, Horse & Upp Circus was one day ahead of the Queen & Goldman Circus that advertised itself as traveling on a two-section train, carrying 100 tons of elephants and 10 acres of canvas. On our arrival we went onto the air with, "Due to the flooded conditions of the grounds in the city which this circus was billed in for today, the management brought the circus here for today only." Followed with the usual, "A vast tented city. Seventy queens of the air. Five bands of music,"

and "The show that is first in size, novelty and quality—and first in the minds and memories of the people." The show played to two turnaway houses—those turned away were the lithograph pass holders who objected to the \$1.25 service charge and tax.

To shorten the railroad jump here, we left the Queen & Goldman Circus's route to predate the S. S. Sandow & Sons Golden Mascot Circus that advertised, "Three rings; three stages; three shows; three trains; three menageries; three super arenic companies; three herds of elephants; three droves of camels; three hippodrome programs; three museums of marvels and three score of clowns." Their agent had sewed up the only lot in town with a clause in his lot contract that read, "No traveling circus, show or under-canvas amusement shall be permitted to occupy the aforesaid showgrounds 10 days prior to or 10 days following the S. S. Sandow & Sons Circus's appearance unless the property changes ownership." To not lose an extra day's lot rent, the property owner sold the lot to Manager Upp, who only made a \$10 down-payment on it, which he expects to receive back in addition to the amount agreed on by the lot owner when our competitor arrives. Again we strawed 'em to the ring-cups by radio with, "The big circus is here," and again "Due to the flooded condition of the grounds in the city we were billed in for today, the big circus came here for today only. See it today. Fourfold museum, aviary and menagerie without exemplar, parallel or precedent in American circus."

P. S.: Sorry we can't send in our route. When the Cooke & Barret Circus route arrives list us one day ahead for the week.

UNDER THE MARQUEE

Faith King played the recent Huntington (W. Va.) Firemen's Circus with her dogs and ponies.

Usual reliable source of circus gossip comes thru the backyard.

Jack Birmingham, off the road for five years, will be with Cole Bros. advance this season.

Jack Smith, Dayton, O., billposter, handled the advance billing for the Polack Bros. date in that city.

Billy E. Thompson reports he will be back for his fourth season as general agent of Monroe Bros.' Circus.

Knocking an opposition show to a city hall was done the safe way—by telegram.

Donald Mareks' Miniature Circus will be among feature exhibits at an exchange club show in Civic Auditorium, Fresno, Calif., April 1-7.

Howard S. Moss, former special representative with Cole Bros.' Circus, visited *The Billboard* New York offices Wednesday (24).

A museum devoted entirely to Circusana was opened Saturday (27) on the grounds of the State-owned John Ringling estate in Sarasota, Fla.

Joe and Bebe Siegrist, aerialists with a new high act, opened with the Bohn United Shows. They will play the St. Louis Police Circus in May. Act is booked by Barnes-Carruthers.

To be recognized as an old-timer one must pronounce the word marquee as mar-key.

Maurice Colleano, top-notch tum-

bler, and brother of wire-walking Con Colleano, is touring England with his wife, Elsie Bower, and a troupe of acro-tumblers. Tour opened at Brighton March 15.

Walter L. Main, now visiting on the West Coast; S. L. (Buster) Cronin, Theo Forstall and Poodles Hanneford were pictured recently in *The Hollywood Citizen-News* in connection with a feature story on Main.

After being with Polack Bros.' Western Unit for two years, Jack and Ruby Landrus, midget clowns, took a job in a Chicago factory until the 17-day Barnes Circus opens in the Chicago Stadium April 16.

Early opening for a circus would be all right if the polar bears didn't keep making insulting noises at managers.

Henry W. Mason, who played indoor circuses the past winter and also did street bally for theaters in Florida, cards that he has been signed as female impersonating clown to work the come-in for Dale Bros.' Circus.

C. G. Sturtevant, San Antonio circus historian and collector, was the subject of a feature story in *The San Antonio Express* recently. A picture of Sturtevant looking at his circus collection was carried in conjunction with the story.

J. Maurice Tyree, former tub thumper with the American Circus Corporation, was the subject of a nifty piece on model circuses in the March 9 issue, *The Lynchburg* (Va.) *Daily Advance*. Written by staffer W. D. Mount Jr., piece also carried art work depicting Tyree construct-

Calgary Stampede Prize Money Amounts to 28G

CALGARY, Alta., March 27.—Total prize money for the stampede section of the Calgary Exhibition and Stampede, with entry fee refunds, will be \$28,000, according to George Edworthy, second vice-president. This would be made up of \$13,790 for in-field events, \$7,500 for chuckwagon races, both amounts to be contributed by the exhibition board. An additional \$7,000 is anticipated in entry fees, all of which are refunded to the cowboys.

Edworthy also announced changes in the stampede rules for 1948 would result in whips being barred from the chuckwagon races and no driver would be allowed to drive more than one wagon in a race.

Prize money in a number of events has been increased and if the board obtains a shipment of Brahma bulls for the steer riding event, prize money in this event will be increased. If native cattle is used prize money will remain the same.

In former years, a contestant was required to enter and compete in five major events for a chance at the all-round cowboy championship. This year, the number has been cut to four, saddle bronk riding, wild steer riding, calf roping and wild steer decorating.

Medrano Features Solid Program on 50th Anni.

PARIS, March 27.—Cirque Medrano, small but classy indoor circus, is celebrating the 50th anniversary of its founding by the late "Boum Boum" Medrano, the clown, father of the present owner, Jerome Medrano. Cirque Medrano, during the absence of Jerome Medrano in America, has a fem manager, Marcelle Roulet. House manager is Maurice Roulet; press agent, Legrand-Chabrier; Ringmaster, J. Trubka, and ork leader, Germaine Mordant.

Featured on the bill are the 12 polar bears of Trolle Rhodin, handled by Teddy Holmburg. The act has been booked for America by the George A. Hamid office. Second half of the show is a tabloid revue with a number of acts, including the Grip Quartet, adagio: Two Grecos, hand-to-hand, and the Pupozyz, slapstick comics.

Circus numbers in the first half of the Medrano bill are the Berardys, jugglers; Realtor, roller skater; Five Renards, horizontal bars; Olof Olson's sea-lions; Manetti and Mimile, clown gags; the Alvas, perch act, and Rhodin's polar bears.

ing replicas of the old Hagenbeck-Wallace cars.

Mrs. Wick Leonard has returned to Columbus, O., from a 10-day visit with her son, Robert, and his wife in Junction City, Kan., where arrangements were made to combine their monkey shows for the 1948 season.

Run-of-the-mill troupers are left out of circus social circles until the privilege car games open—when they're welcome.

George Lundgreen and his wife, age respectively 81 and 83 years, are probably two of the oldest circus veterans still leading comparatively active lives. The Lundgreens, who (See *Under the Marquee* on page 74)

WANTED BASS AND TROMBONE UNION SCALE. SKINNY GOE

BANDLEADER, BAILEY BROS.' CIRCUS
Wire: April 2, Monterey; 3, Watsonville; 4, Santa Cruz; 5, Palo Alto; 6, Redwood City; 7, San Mateo; all California.

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INSIDE FRONT COVER
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POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn!
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Roton Point Up for Sale

Zoning laws, neighbors' protests foil permit to continue operations

NORWALK, Conn., March 27.—Owners of the former amusement park at Roton Point here are offering the 14-acre site for sale, an officer of the corporation disclosed this week.

Several bids have been received, it was said, the highest from a source intending to develop the tract for home sites. Action will not be taken on the offer to purchase until a member of the corporation, now absent, returns.

It was revealed that new attempts have been made to interest officials of New Canaan to purchase the property for the town so that residents there could have access to waterfront property for bathing. However, municipal officials have shown no more interest now than when the offer was first made several years ago. The corporation is willing to accept less from a community than from private interests, if the acreage is to be used for the public good.

The former resort was recently the cause of a vigorous protest before the zoning board of appeals when the present owners requested continuance of a non-conforming use and a permit to install or replace equipment to be used for rides and other amusement park facilities.

The petitioner withdrew its application after an overwhelming protest was voiced by property owners in the sector.

It was pointed out that the withdrawal of the petition has not closed the doors to further attempts to re-establish the park as an amusement center to be operated as it has been in former years, and it is possible that the directors may try again to get permission to reopen.

Haneys Purchase Lake Lansing

HASLETT, Mich., March 27.—Roger E. and Conrad G. Haney have purchased Lake Lansing Amusement Park here from Al and R. E. Sprague, park owners for the last 14 years. Purchase included the entire 44 acres, including 10 rides and the Mayfair Restaurant and night club.

Spot will open for the season the first week in May, operating only on week-ends at the start, Roger E. Haney, manager, said. Daily business will start Decoration Day. Conrad Haney will handle public relations.

Altho it is not definite, the Haneys said they may reduce the 25-cent ride charge to 20 cents. Outside of that, no other price changes are contemplated. Park will use free acts thru-out the season and will use fireworks liberally.

"With our 26 years' experience as ride operators, both in parks and at State fairs in the Midwest, we figure we'll make a go of this place," Roger Haney said.

Jimmy Jamison, High Diver, Gets 26 Weeks in Sweden

NEW YORK, March 27.—Captain Jimmy Jamison, the high diver, leaves soon for Sweden. He opens a month's engagement at Liseberg Park, Gothenburg, April 30.

Thru the Copenhagen office of Ernst Sahlstrom, Jamison's act has been set for 26 weeks in the leading amusement parks of Sweden, Denmark and Norway.

Sitting 'Round the Table

(Editor's Note: After a week's lapse, this column is back in action and the question up for discussion is: "Do you believe a child nursery is a worthwhile idea for your park?" Have you sent in your views on this subject? If not, let's hear from you. This question is one which should interest all park owners and operators. They want your views on the subject, so send them in and they will be printed here.)

He Likes It

I think it's a swell idea. Take care of the children and you get the mothers and dads. Remember, baby sitters are expensive and if the folks can't afford a baby sitter they aren't going to be able to come out to your park.

Another thing, when mother and dad can take the kiddies along for an afternoon or night of fun at the park, they'll have peace of mind and will go more often and spend more money. —CHARLES R. MALONEY, Eweco Park, Oshkosh, Wis.

They're Newcomers

As this is our first year to venture into the park business, I believe our views on this subject would, if given, be of no benefit. Our being newcomers to the game doesn't give us the right to voice an opinion. The "first of Mays" should be seen and not heard.

We are thinking of using the nursery idea to increase our pool business for housewives. We will use one nurse on a special afternoon and have

A. C. Publicity Group Marks 40th Birthday

ATLANTIC CITY, March 27.—The convention and publicity bureau, which has been instrumental in bringing thousands of conventions to this resort since its inception, marked its 40th year last Sunday (21). Contrary to popular belief, the bureau, located on Central Pier and managed by Albert H. Skean, is not a municipal office. It is a non-profit corporation maintained privately by the city's leading hotels and business interests since it was first chartered March 21, 1908.

The bureau has grown from a one-man staff and an annual budget of \$8,000 to staff of 17 and a \$200,000 budget. Assisting Skean are Daniel Moltz, Fred Ehrhardt and Wayne Stetson. Skean has been with the bureau since 1924, except for four years spent with convention bureaus in Cleveland and New York.

75G in Improvement, Rides at Oaks Park

PORTLAND, Ore., March 27.—Oaks Amusement Park here, according to R. Bollinger, vice-president, is spending \$75,000 this year for rides and improvements. Spot is adding three new rides, one adult and two kiddie, at a cost of \$15,000; adding 100 large group picnic tables, moving all children's rides into Kiddieland, and enlarging the parking area to double the present capacity, by filling from river by suction dredge at a cost of \$60,000.

Bollinger reports that he is thinking of reducing some prices on adult rides and plans to sell scrip for kiddie rides at reduced prices.

Geauga Adds 2 Kiddie Rides

GEAUGA LAKE, O., March 27.—Two new rides, both for kiddies, will make their bow at Geauga Lake Park here when the funspot opens in mid-April for week-end activities. Spot starts daily operation June 1. The new rides, costing \$5,000, will be a kiddie train and kiddie buggy ride.

a housewife party so they can swim without worrying about the baby.

We will be able to let you know more about how this worked out later in the season or next fall.—J. T. BELL, Lakeforest Park, Henderson, Tex.

Spring Brings Big Crowds to Eastern Spots

NEW YORK, March 27.—First week-end of spring was fair and mild, with the mercury hitting a high of 69 degrees Sunday (21), which resulted in good pre-season crowds at most of the shore resorts in the New York area.

Coney Island's boardwalk drew the biggest crowd, with 200,000 visitors reported patronizing the rides, games and eateries that were operating there. Rockaway Beach was visited by 35,000 and business was brisk at Rockaway's Playland, where several rides, games and refreshment stands were open.

Playland, at Rye, also drew a good crowd, with its big parking lot attracting New Yorkers longing for a stroll along its boardwalk and mall.

Outdoor spots in New York City were jammed, with the Bronx Zoo drawing 22,000 visitors and Central Park and Prospect Park zoos also hitting early season highs. Die-hard winter sports fans flocked to Rockefeller Center and jammed its open-air ice rink and the surrounding terraces.

Palm Sunday fashion preview at Atlantic City drew around 150,000 to the Boardwalk, where gardenias were awarded the best-dressed women, picked by a trio of fashion experts.

Fire Damages Two New Jersey Spots

NEW YORK, March 27.—Columbia Park and Schuetzen Park, North Bergen, N. J., were damaged by fires last week. The parks, adjoining one another, were hit the same night.

Columbia, formerly an important amusement park catering to the population of the Jersey side of the Hudson River in the metropolitan New York area but now operating a roller rink and sports arena, had a before-dawn alarm Saturday (20) when a short circuit set off a fire in the basement of the skating rink, which caused damage estimated at \$2,000.

Schuetzen Park, primarily a picnic and dance spot, had suffered \$1,000 damages early Friday evening (18) when fire burned out the stage section of the park's dance hall.

The parks, situated on Hudson Boulevard and served by busses from all sections of this heavily populated area, serve as carnival lots during the summer.

Funspot Opens in June

BEULAH, Mich., March 27.—Crystal Park will open for the season here June 19, C. W. Patterson, manager, announces. A total of \$5,000 will be spent on various improvements.

Ludwig Resigns At Long Beach

**Steps down after 11 years
as Virginia Park manager
—Pat Murphy is successor**

LONG BEACH, Calif., March 27.—H. A. (Pop) Ludwig, for 11 years manager of Virginia Park on the Pike here, has resigned, effective April 1. New manager for the Pacific Mutual Life Insurance Company, which owns the property, will be Pat Murphy, well-known local park man. Murphy has been manager of the Long Beach Municipal Auditorium 12 years.

Ludwig, who is credited with building up the four-acre park on the north end of the Pike from a vacant sand lot to one of the most modern amusement zones on the Pacific Coast, told *The Billboard* that the parting is friendly and that his resignation implies no differences in policy with Pacific Mutual.

"After 11 years of hard work I feel in need of a vacation," said Ludwig. He also said Mrs. Ludwig's health necessitates a rest in the desert to recuperate from a long illness.

Ludwig declared that he is not considering the possibility of retiring permanently and is considering several show business offers. To quote him, "I've had enough fishing and want to get back in harness."

The Ludwigs will leave for a desert resort soon, but will retain their home here.

Francisco Predicts Good 1948 Season; Features Boat Rides

HAMMONDSPORT, N. Y., March 27.—G. William Francisco, owner of Lakeside Park here, predicts a good season this year. "Business as a whole looks very good for 1948. The Finger Lakes region is enjoying a constant increase every year as an ideal vacation spot plus the fact industrialists are helping to promote vacations for all employees," Francisco said.

This year Lakeside Park will feature pleasure and scenic boat trips on a 36-foot motor launch. Sail boat races also are planned this year as a promotion feature.

Harry Habel Named Manager Of Stands at West View

PITTSBURGH, March 27.—Harry Habel has been named manager of refreshment stands at West View Park here for the season. He succeeds Mr. Beares Jr.

George H. Harton, West View manager, reports the park is adding a Tilt-a-Whirl and several new kiddie rides this year. The park also is rebuilding its ballroom.

West View opens April 25 for week-end operation, altho Harton said this date may be moved up to April 18, weather permitting. The daily schedule starts May 17.

Spring Lake Bows May 9

FENTON, Mo., March 27.—Spring Lake Park will open for the season here May 9, A. J. Koller, manager, announces. Spot is doing the usual repainting and repairing, spending about \$3,000.

CLEVELAND—A recent rainstorm that caused a flood to sweep down on Cleveland Zoo resulted in the drowning of dozens of wolves, coyotes, foxes and birds.

Can your present game gross \$60.00 per hour? THE GREYHOUND RACE CAN

GREYHOUND Amusement Device Co., Inc.

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Steel Pier, Other Jersey Shore Resorts, Preem Easter Week-End

ATLANTIC CITY, March 27.—George A. Hamid's Steel Pier, the Boardwalk's sole remaining amusement center, preemed today to entertain the usual heavy influx of Easter week-end visitors. The pier will open for week-ends in May and go into full daily operation late in June.

Alex Bartha's band will hold forth in the Marine Ballroom tonight, with Vaughn Monroe playing for dancing tomorrow, Easter. The stagershow in Music Hall for both days will headline vocalist Georgia Gibbs with the Staag McMann Trio, Ross and Stone, the Londons and the Jim Wong Troupe.

Golden bracelets with the city's seal will be presented to the 10 best-dressed women promenading the Boardwalk on Easter. Oswald, the 15-foot bunny, will again hold forth for the youngsters at Convention Hall Plaza.

Orchids for the ladies with special surprise awards for the dads and kids will mark the Easter promenade at near-by Wildwood. The annual boat, auto and plane show which was part of the Easter activities last year will be held in May on a date to be selected later.

Fashion parades with prizes going to the best-dressed women are scheduled for nearly every Jersey Shore resort featuring a boardwalk. At Asbury Park an orchid parade on Easter will herald the official opening of the resort. Corsages will be given to the 100 best dressed women on the Boardwalk with the best dressed woman in this group being gifted with a wardrobe valued at \$1,000.

Ocean City's style leaders will be gifted with orchids flown from South

America. Special prizes will be given to the best dressed kiddies.

Indications are that Atlantic City's 27,000 hotel rooms will be jammed for the week-end. Height-of-the-season rates are being charged. Easter at Atlantic City will get under way with a sunrise service on Steel Pier.

Grand View, Mobile, Opens Early in May

MOBILE, Ala., March 27.—Grand View Park, 12 miles from here on Dog River and Mobile Bay, opens early in May. Funspot is owned and being developed by Joe Palughi, with James E. Dwyer as resident manager.

Park covers 40 acres, has a half-mile water front with large bath house, and a 2,000-foot wharf for boating and fishing. It is equipped with a large refreshment stand, barbecue pits and benches. A new four-abreast Merry-Go-Round and a kiddie auto ride will be installed in a steel and concrete building now being erected. Management's intention is to book many picnics and no admission will be charged at any time.

Since Arlington Beach was taken over by the army there has been no amusement park in the Mobile territory.

License Fee Reduction Sought by Vancouver Ops

VANCOUVER, B. C., March 27.—A reduction of \$425 in the annual license fee for the Pacific Coast Amusement Company, Ltd., ops of Happyland Park, will be considered by the city.

The company protested Monday (22) that 35 per cent of its revenue has been lost thru discontinuance of the Giant and Baby dippers. When the army occupied Hastings Park during war years, the Baby Dipper was torn down to provide a parking space. This year the extension of the race track has razed the big Dipper. These cannot be replaced at present because of the ban on importing amusement devices.

Ace Brigode on Executive Staff at Chippewa Lake

CHIPPEWA LAKE, O., March 27.—Ace Brigode, former orchestra leader, has been put in charge of picnic solicitations and promotions at Chippewa Lake Park here and also will be manager of the ballroom, Parker Beach, owner-manager of the spot, announces.

The park will open May 1 for week-ends and move into daily operation May 30. Improvements this year will include additional landscaping, painting, the fencing in of the beach and the enlarging of parking facilities.

Cincy Zoo Ready To Start Big Improvement Program

CINCINNATI, March 27.—Altho still requiring approval of city council, plans for improving the zoo here are nearing the point where work may start soon, J. F. Heusser, zoo manager, said this week.

Among improvements would be a new lion house, small mammal house, parking lot, an addition to the monkey house and construction of moats around the elephant house.

Council will underwrite the overall improvement project up to \$750,000 in councilmanic bonds. Under a proposal which council indicated would be acceptable, the zoo would increase admission to 50 cents. The increase would be allocated to the servicing of bonds. Up to \$250,000 could be spent in 1948.

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 thoroughly experienced in its operation and maintenance; able to examine structure daily during operating season and handle brakes; must be sober, steady and reliable. Good references required; year round position with good pay and advancement opportunities.
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 Must be thoroughly experienced and able to handle, operate and maintain ride; also must be sober, steady and reliable. Year round position. Send application with snapshot and all details as to background, age, experience, recommendations and salary wanted.
ROCKAWAY'S PLAYLAND, Rockaway Beach, L. I.

STEAM TRAIN BURNS COAL



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 Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

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 100-ft. Frontage on Highway 50,
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 Perfect location for any amusement development. State full particulars concerning your interest and capabilities. 40-ft x 80-ft. concrete slab and rudiment of miniature golf course on property.
 Write: **BOX A-85, Billboard**
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WANTED
 To book five Kiddie Rides in good condition for beaches in the East. All in A-1 location. On percentage basis.
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 Phone: AP-plegate 7-7283

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 Foreman for 16 Wheel and Fly-o-Plane. Must be sober and reliable. No moving. Work all summer at the Beach.
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WANTED Wild Animals Kiddie Rides

ANIMALS WANTED at once

1 Male and 1 Female Tiger, 4 years or under. 20 Rhesus Monkeys, 5 to 8 pounds each. 1 Male Grant Zebra, 3 to 5 years. 1 Female Camel, 4 years or under. 1 Male and 1 Female Ostrich, 2 to 4 years. Above must be good park exhibition animals, healthy, in good condition, and delivered crated to transportation company.

RIDES WANTED at once

1 Portable Kiddie Carousel or Merry-Go-Round complete, and 1 Portable Eight-Car Kiddie Auto Ride complete. Both above to be electrically operated. Will consider both new and used rides, but must be in good operating condition. To be packed ready for shipment and delivered to transportation company.

Submit offers before April 13th with complete detailed descriptions, etc., and state earliest delivery date, to

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Box 17, Jackson, Mississippi

FOR SALE SUPER ROLL-O-PLANE

Good as new, used four months in park. Lift motor never been used. Price \$6,250.00.

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Arnolds Park, Iowa

FOR SALE

One of Greater Cincinnati's best paying Amusement Centers for sale; swimming pool and roller rink on 3 1/2 acres of ground; 20 minutes from downtown Cincinnati. Excellent filtering plant, laundry and white sand beach. Capacity business; rink season shows good profit, very little expense. Price, \$55,000.00 for business, real estate and equipment. Will stay one season to teach operation of business. Write

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950 ELBERON, CINCINNATI 5, OHIO

WANTED MERRY-GO-ROUND AND KIDDIE RIDES FOR AMUSEMENT PARK MAY 15 TO SEPT. 1.

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P. O. Box 633, Green Bay, Wis.

FOR SALE

Small Amusement Park in operation on water in manufacturing city of 900,000. MERRY-GO-ROUND, FERRIS WHEEL, WHIP CHAIR, PLANE, TRAIN, FUNHOUSE, THREE KIDDIE RIDES, 20 CONCESSION GAMES, etc. Good lease. Good will and layout, \$25,000.00. Good proposition for a hustler. Write

BOX D-262, The Billboard, Cincinnati 22, Ohio.

WANTED

All kinds of Rides for Kids and Adults, especially a Merry-Go-Round. Also all types of Concessions and Side Shows for this popular amusement spot.

Palace Amusement Park

LOON LAKE COHOCTON, N. Y.
Home Address: 19 Church St., Hornell, N. Y.

Add New Rides At Dayton Spot

Kiddie Wonderland will be new at Lakeside this year—Caterpillar, Arcade added

DAYTON, O., March 27.—Lakeside Park, entering its 58th season, will be considerably revamped and furnished with a number of new amusement devices, Gerald Nigermann, manager, reports.

The park opens earlier than any other. The gates opened today for week-end operation. The daily schedule starts Decoration Day.

Hilarity Hall has been torn down to make way for a Caterpillar. Bingo is being discarded and its building will be used for an Arcade with 125 devices under the name of Amusementland.

Kiddies are to have a special spot known as Kiddie Wonderland. Here such devices as a Little Dipper, Roller Coaster, horse and buggy ride, sailboat, seaplanes, Ferris Wheel, auto ride and circle swing, most of them new, will be set up.

The park's other rides include Merry Mix-Up, Flying Scooter, Octopus, Wild Cat, Whoopee, Moon Rocket, Magic Carpet, Paddle About and Merry-Go-Round.

The park has one of the largest ballrooms in the State and uses name bands when available. There is dancing every Saturday night. Johnny Long is scheduled for May 30. The park has booked Russ Morgan, Clyde Trask, Bobby Sherwood and Charles Fiske for successive week-ends, beginning March 27.

Forest Park Adds First Aid Station

CHALFONT, Pa., March 27.—Richard F. Lusse, owner of Forest Park here, announces that this year the spot will have a first aid department. Martha Truhan will be the nurse in charge, Lusse said. In addition to the first aid department, Lusse said new picnic tables will be added, new shelters built and the parking field improved.

Forest Park opens for daily operation May 24.

Fairfield, Conn., Beach Is Sold to A. Davenport

FAIRFIELD, Conn., March 27. — Restmore Bathing Beach here, owned and operated for many years by John J. McGuiness, Bridgeport, was sold last week to Arthur C. Davenport, Stamford, son of Matthew (Matty) Davenport, Fairfield Beach concessionaire.

Selling price is reputed to be over \$25,000, and includes the bathhouse. New owner intends to make extensive alterations to the property.

April 17 Set as Opening Date for Roseland Park

CANANDAIGUA, N. Y., March 27.—William Muar, manager of Roseland Park here, announces the fun-spot will open for week-end operation April 17 and for daily business May 1.

This year Roseland will have 11 rides, reports Muar. He said two rides will be new, a miniature train, purchased for \$18,000, and a Tilt-a-Whirl for \$11,000. Also new this year will be picnic pavilions and a sport's field.

Malcolm Davis, of the Washington Zoo, is en route home from the South Pole with a group of Antarctic animals, 13 penguins and a seal.

FOR RENT OR LEASE

1 BUILDING 60x120 FEET 1 BUILDING 40x60 FEET

Willing to rent on percentage basis
Season starts May 1 to October 1

Wire or Write

S. LANDOW

Beach Amusement, Inc., Savin Rock, Conn.

WANTED WANTED WANTED

BAUGA HOMA PARK

Laurel, Miss.

WANT—Concessions: Bingo, Peanuts and Popcorn, Candy Floss, Lead Shooting Gallery, Palmistry, High Striker, Hoop-La.

Like to book Octopus, Tilt-a-Whirl, Pony Ride or Roll-o-Plane for the entire season at the park and 10 Fairs after Labor Day. We have at our park, 8 Rides of our own. We have the greatest fishing in the South. Greatest oil field development in the U. S. right now. Biggest masonite plant in the country, employees 12,000. We draw a radius of 1,050 people. Not a promotion, but a State Park and Fishing Ground. All Rides and Concessions will be on 25%. Park opens April 3.

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★ Large Super Market, fully furnished with complete stock of merchandise and equipment.
★ Storage Building, 30x80, rented for warehouse—rents for \$100.00 per month.
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ST. PAUL IN BIG AIR PITCH

Sets Shows On Premiums

Bids for increased participation of livestock, ag, women's, other exhibitors

By Herb Dotten

KANSAS CITY, Mo., March 27.—In a move to spur increased competition for the \$165,000 it offers in livestock, agricultural, women's department and other classifications, Minnesota State Fair soon will initiate a series of 13 quarter-hour transcriptions over approximately 15 Minnesota stations.

The plan, outlined here this week at the Middle West Fair Circuit's spring meeting by Doug Baldwin, assistant manager of the St. Paul event, is to publicize each of the fair's leading classifications, detailing the amount of premiums offered and other pertinent information and to dramatize the value of participation to the exhibitor.

Top leaders of the State in the fields embraced by these classifications will participate in the transcribed programs, thus lending authority and variety to the airings. The first 10 minutes of each program will deal solely with the opportunities for exhibitions in one classification, with the closing five minutes given over to a build-up of the fair as a whole.

"The five-year hiatus caused by the war resulted in a withdrawal of many of the regular exhibitors from participation at fairs. We feel their interest can be rebuilt and that we can stimulate participation by other potential exhibitors thru these transcribed shows," Baldwin explained.

Tie-in on Premium Book

Start of the series will be timed with the publication of the fair's premium book. The programs will urge listeners interested in exhibiting to write in for copies of the book.

In addition to spurring increased entries, the radio series is expected to serve as an added build-up for attendance. What's more, it is regarded as a powerful public relations move, for it will detail precisely the benefits the fair gives to farmers, breeders and other exhibitors.

In addition to this series, the fair will continue its ever-expanding use of radio, in which respect it has been one of the leaders among the nation's major annuals.

Woodland, Calif., Annual To Operate

WOODLAND, Calif., March 27.—Mrs. Betty Robinson, president of the 40th District Agricultural Association, announces there definitely will be a fair this year but it may be on a limited scale.

Plans for a contemplated extensive building program at the local fairgrounds have yet to be approved by the State department of finance and the department's action will determine the extent of this year's event.

Stuarde Waite, recently named manager of the annual, has assumed his duties following a conference with State officials relative to the building program.



ETHEL MURRAY SIMONDS, long associated with the Oklahoma Free State Fair, Muskogee, has resigned as secretary.

Dwight Parks Heads Commercial Exhibit Com. At Dixon, Cal.

DIXON, Calif., March 27.—Dwight Parks, secretary of the local Chamber of Commerce, has been named chairman of commercial exhibits for the Solano District Fair here April 30-May 2.

To take care of an expected increase in attendance this year, the 36th District Agricultural Association has approved an addition to the grandstand.

The board of directors also approved a program of educational and agricultural events with regular judging contests for livestock, flowers, home economics and special FFA and 4-H Club divisions. Anticipating an increase in all departments, additional housing facilities have been made available for this year's event, it was announced.

Secretary-Manager O. D. McCoy states the tentative program as follows: Friday, April 30, fairgrounds will open at 9:00 a.m. Harry Peterson, board president, will open the ceremonies and introduce the main speaker, A. E. Snider, chief of the Fairs and Expositions Division for California. Judging of exhibits will follow. On Saturday, May 1, fair will open with a parade thru the downtown district and will be followed by a fashion show, a picnic with community singing and old-time dances. Main event of the afternoon will be crowning of the May Day Queen, a horse show and three heats of trotting races. Sunday, May 2, will have a rodeo as the feature attraction.

Directors of the annual include Peterson, president; McCoy, secretary-treasurer; H. G. Brown, M. W. Carpenter, R. S. Currey, Charles McGimsey, Wallace McCormack, W. D. Peterson, and D. A. Mowers.

Huron (Mich.) County Board Nixes Horse Racing for '48

BAD AXE, Mich., March 27.—There will be no horse racing at the 1948 Huron County Fair, directors of the Huron Community Association, sponsors of the annual exhibition, have decided.

The cost of harness races was estimated at \$3,500 to \$5,000 including placing the track in condition, salaries of starters, judges and purses. Most directors considered this too high.

The directors decided to further promote wagon and saddle races by increasing the prizes for these events.

Ethel Murray Simonds Ends Long Service at Muskogee

KANSAS CITY, Mo., March 27.—Ethel Murray Simonds has resigned as secretary-manager of the Oklahoma Free State Fair, Muskogee, Okla., with which she has been associated for about 20 years, and M. E. Twedell, 34, Wagoner, Okla., has been named her successor. Confirmation of Mrs. Simonds's resignation was given here Tuesday (23) at the spring meeting of the Middle West Fair Circuit by delegates from the Muskogee fair. Tom Conrady, president; Bob Venus and Tams Bixby Jr., represented Muskogee at the meeting.

Veteran in Fair Biz

Mrs. Simonds long has been identified with fairs. Prior to assuming the Muskogee post, she was an executive of the Tulsa (Okla.) Fair. For many years Mrs. Simonds served as president of the Middle West Fair Circuit. She declined re-election to that post two years ago.

Twedell has been engaged in farm implement sales and in chamber of commerce work.

The one-day session of the Middle West Fair Circuit was devoted generally to a discussion of fair problems. No formal action was taken, but such subjects as rental of space to farm implement companies and youth participation at fairs were discussed.

Rupard, Kingman Present

Roy Rupard, president of the International Association of Fairs and Expositions, and Frank Kingman, secretary of that org, were in attendance. Joe Monsour, president of the circuit, presided at the meeting.

Delegates present included Doug Baldwin and Harry Frost, Minnesota State Fair; G. B. Boyd, Ozark Empire District Fair, Springfield, Mo.; Roy S. Kemper, Missouri State Fair, Sedalia; Lloyd B. Cunningham, Iowa State Fair; Edwin Schulz and D. W. Osborn, Nebraska State Fair; Maurice W. Jencks, A. J. Schober, Russell Brown, and Clive Lane, Kansas Free Fair, Topeka; Sam Mitchell, P. H. Lambert, R. C. Beasley, William Condon and H. A. Praeger, Kansas State Fair, Hutchinson, and Pete T. Baker, Oklahoma State Fair, Oklahoma City.

Other fair men present included Frank Harris, Davenport, Ia., who was on hand in behalf of the International Motor Contest Association.

Attraction Men Listed

Attraction representatives and show folks noted included Sam J. Levy, Mike Barnes and Fred H. Kressmann, of the Barnes-Carruthers Theatrical Enterprises, Chicago; Jack Duffield, of Thearle-Duffield Fireworks, Chicago; Bob Lohmar, general agent of the Royal American Shows; George Bush and Chan Laube, B. & L. Concessions; Jimmy Morrissey, Mr. and Mrs. Earl Newberry, and Leo Overland, Jimmie Lynch Death Dodgers; Jimmy Morrissey, All States Tent & Awning Company; Mr. and Mrs. E. S. (Ted) Webb, custard; Phil Little, cookhouse operator; Whitey Elliott, truck dealer, and Floyd Shanklin, concessionaire.

They also plan to promote midget auto races and motorcycle races as well as the big thrill daredevil crash shows.

The rodeo, which has been a grandstand feature the past two years, has been dropped and will be replaced with stage shows. The board also decided against having fireworks display.

Ed McCrea, manager of the Huron County Fair, and his wife recently returned from a Florida vacation.

St. Paul Starts 3 New Bldgs. Costing 300G

ST. PAUL, March 27.—A \$300,000 building program has been started by the Minnesota State Fair which calls for construction of three buildings in time for the 1948 annual.

Principal building going up is a one-block square glass brick and concrete block single-story structure to house three dining halls and a food show, with a service court in center. Structure replaces four wooden buildings now on the site. Present buildings are over 50 years old and are regarded as fire hazards.

Cost of putting them into shape is not feasible, according to Ray Lee, fair board secretary. Lee said that salvaged materials from the razing of the Hippodrome and repairs on the cattle barn have made it possible to use the fair's own steel, lumber and roofing without going into the market for this critical material.

Other structures to be erected are two comfort stations, one accommodating 60 and the other 20. Service building's contract went to McManus Construction Company, St. Paul, with Grant Construction Company, Minneapolis, getting the other two buildings. Wiring contract was awarded Pioneer Electric Company, St. Paul. Winderer & Son, St. Paul, will do the plumbing.

N. J. Annual Dates Are Listed

TRENTON, N. J., March 27.—New Jersey State Department of Agriculture Thursday (25) issued a list of county and community fairs for 1948.

The fair season will open with the Gloucester County Agricultural Fair at Paulboro, August 4-7. Irving C. Pettit, of Paulboro, is manager. The Sussex County Farm and Horse Show, at Branchville, is skedded for August 11-14. John W. Raab, of Newton, is secretary.

Morris County Fair, Troy Hills, August 17-21, will be managed by Alexis L. Clark of Morristown. Warren County Farmers' Fair is set for August 31-September 6, at Belvidere. B. H. Pedrick, of Flemington, is manager.

Woodstown Community (Salem County) Fair tentatively is set for September 16-17, with M. Snetten, of Elmer, secretary. Cumberland County Fair, Bridgeton, is scheduled for September 14-18. Raymond Riley, Bridgeton, is manager.

Season will end with the Trenton Fair, September 26-October 3, according to Norman L. Marshall, secretary.

Ia. State Withdraws Industries Bldg. Space From Pressure Orgs

DES MOINES, March 27.—The Iowa State Fair Board has taken action to limit space in the varied industries building with only agricultural or industrial exhibitors to be allowed in the future.

As a result of the action the fair board will deny space in the building to political parties, the WCTU, labor groups and other organizations that have used it in the past. The groups may buy space elsewhere on the fairgrounds but, because of crowded conditions, it is not expected they will find many desirable locations.

The only type of exhibitors not included in space allocation are those pertaining "to the health and safety" of the citizens of the State, which will allow some of the State departments, including the Department of Public Safety and State agriculture divisions to occupy space in the building.

The action also is expected to result in a crack-down on exhibitors making direct sales in the building. The fair has operated in the past on a rule that no direct sales can be made in the industries building but several small concessionaires have violated this rule.

N. E. Iowa Mgrs. Elect T. Searcy

WATERLOO, Ia., March 27.—Thomas Searcy, of Independence, Ia., vice-president of Buchanan County Fair, was elected president of the Northeast Iowa Fair Managers' Association at a one-day meeting here. He succeeds Arthur Ellington, of Decorah, Ia. Norton Bloom, of Nashua, Ia., secretary of the Big Four Fair at Nashua, was re-elected secretary-treasurer of the association.

Next meeting of the group will be held late in April at Independence, Ia., when association's vice-president will be named.

Wagner's Drivers Booked For Two Nights at Tioga

TIOGA, Pa., March 27.—Buddy Wagner's Hell Drivers have been signed for two nights at the 11th annual Great Tioga Valley Fair, August 11-14, reports Carl H. Forrest, secretary. Other features will include a grandstand show, saddle racing and horse-pulling contest.

The premium list will be revised and a large poultry show will be held this year, said Forrest. First-prize winners in tablecloth, bedspread, luncheon set, doily, scarf and chair set competitions will be eligible for entry in the national crocheting contest to be held in New York in the fall.

Pop From Bottle Out at Sacramento

SACRAMENTO, March 27.—If there's any sipping of pop at this year's State fair it will have to be from a paper cup. The fair board has ruled that no soft drinks will be sold in bottles. Reason, first aid was given last year to numerous patrons who cut themselves on broken glass. At one time so many empties were strewn around that Boy Scouts were mobilized to gather them.

The board also announced that a maximum of 14 cents has been recommended for midway kiddie rides.

Percy Rademaker, clown, again will be with the Jimmie Lynch Death Dodgers unit under direction of Jimmy Van Cise.

Fair Management:

Demand for Buildings to House Commercial Exhibits Increases

By G. R. Lewis, Fair Consultant

A COMMERCIAL and industrial exhibit building today is as necessary on the up-to-date fairgrounds as is any other type of building. Requests for blue prints and information on cost and construction of this type of building run a fast race with junior fair and grandstand buildings, and, unless some unforeseen condition arises soon, requests for commercial building plans will continue strong during the next several years.

Fairs have been described as "a chapter in the history of commerce," and commerce has been known and defined as extension of trade. Historical records dealing with commerce show that fairs and commerce always have been associated and that they grew up together. Therefore, it is important that all modern trends be recognized, that new arts and sciences and manufacturing industries be given a place in the exhibit halls of our fairs commensurate with all other departments, and that fair management keep an open mind at all times on industrial exhibit participation and suggestions.

Educational, Stimulating

Comparison of exhibits and ideas is always educational. Moreover, it is a spur to competition and improvement in industry and business. The desire to have the best inspires men of business and industry to devise, invent, improve and economize in the cost of production.

Without competition, as indicated by the variety of exhibits at fairs, we would still be clinging to the clumsy and antiquated processes of farming and manufacture and the business methods of long ago. I believe it would be surprising to know the number of thousands of people who visit fairs every year for the express purpose of seeing and checking up on the new improvements of household appliances, ice boxes, frozen food lockers, electrical equipment and appliances of all kinds, home building materials and latest building designs, the improvement in manufacturing methods and equipment, the newest in construction machinery and transportation, the latest in farm tractors, trucks, combines, hay choppers, plows, harrows, saw mills, dairy, poultry and livestock equipment.

Value Grows to Exhibitors

The manufacturer, the wholesaler and the retailer are becoming increasingly aware that fairs and expositions afford the greatest place obtainable for display and demonstration at a very low overhead cost per sale.

For a great number of years, a large percentage of commercial and industrial exhibits at a large number of fairs have displayed either in the open or under tents furnished by either the fair or the exhibitor. Such lack of adequate facilities has prevented the full realization of a fair's potential by commercial exhibitors.

Today, the emphasis is upon the furnishing of proper facilities for exhibitors—modern buildings constructed with an eye to fulfilling the needs of potential exhibitors. Alert fair men are pushing such construction. Exhibitors, too, are advancing and backing proposals.

By providing such facilities a fair may wield a great influence in changing the attitude of the farmer toward the business man, and the business man towards the farmer. The interdependence of the two is demonstrated by their respective exhibits and participation in fairs.

Items to be Considered

In planning a commercial exhibit building, consideration should be

given to size, design, finance, building material, location and the use. In financing and construction, three different methods are possible. First, the fair may finance and construct the building as its own project. Such financing may be obtained in some States by requesting the county commissioners to place on the ballot a request for a vote on a tax levy or a bond issue sufficient to cover the cost of the building.

The second method is where the exhibitor constructs, finances and maintains its own building. The fair, in this arrangement, gives the exhibitor a contract in which he has exclusive use of the building for a specific period—usually 30 days—immediately prior to, during and immediately following the fair. Thus the fair has the use of the building the other 11 months of the year.

Co-Operative Building

The third method—and the one rapidly gaining in popularity—is where a group of business men or manufacturers or both underwrite the cost of construction and, in return, acquire the use of the building on a rent-free basis, usually five years, for exhibiting purposes during the fair. Under this method, those who underwrite the building are in most cases entitled to its use for a 30-day period, and for the remaining 11 months the fair can avail itself of the building for a variety of uses.

Common procedure in setting up the program for construction under this last plan is to have a planning committee formed by the fair—and another by the businessmen or manufacturers—or a joint committee representing both to work out details. Thus, the requirements of each exhibitor can be determined, and the cost of share of the building costs determined, for each exhibitor pays pro rata on the total building cost in proportion with the size of the space required.

Reverts to Fair

A customary provision is that should any exhibitor fail to exhibit during the five-year period the space allocated to him then reverts to the fair and entitles the fair to rent such space to another exhibitor. At the end of the five years the building becomes the property of the fair and from that point exhibitors thereafter are charged for the space they rent.

It now is not uncommon under this plan to have the various exhibitors provide a note covering his full commitment and for the fair in turn to discount these notes at a bank to obtain the full amount of cash necessary for the construction.

In the actual design of an exhibition building, consultation with architects who specialize in the construction of exhibitions is recommended. In this way, the latest features and facilities can be incorporated in the building; otherwise it is easy to overlook some detail vital to the full utilization of the building, not alone for the period of the fair but in the off-season months as well.

The Milford (Mich.) Fair plant this year will be the scene of much still-date activity. Events already billed include big car auto races May 2 and June 13, with a third big car race date a possibility for September; motorcycle races May 23, a horse show July 5, and Jimmie Lynch's Death Dodgers July 14. New fair features planned include a thrill show opening night. Plant improvements proposed in time for the August 10-14 fair include the construction of a 30 by 100-foot stock building for the Future Farmers of America.

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GENTRY COUNTY FAIR
ALBANY, MO.

Orange Show Pulls 272,417 Despite Five Days of Rain

SAN FRANCISCO, Calif., March 27.—With its slip of 29,534 people showing at the end of the sixth day of its 11-day run ended Sunday (21), the 33d National Orange Show regained 14,236 clickers during the closing half and ended with a total attendance of 272,417, only 15,298 under 1947. Out of the 11 days the show had five days of rain and three days of more than 40,000 visitors, a new record for big days.

Opening on a Thursday (11) as its custom, show pulled 8,915 people and built steadily to a 40,360 Sunday despite rain. Attendance dropped to half its Sabbath attendance Monday and built Tuesday. In the last half, Friday (19) was the low day with 15,311. The second and final Saturday, 40,433 and closing day, 42,657.

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AROUND THE GROUNDS

Fred H. Phillips, general manager of the Fredericton (N. B.) Exhibition, is the author of an illustrated yarn in the February *Canadian Geographical Journal*, which includes a lot of data on the Fredericton event.

The Fredericton (N. B.) Exhibition will install photo-finish equipment at its mid-summer harness races. This equipment was used in the maritime provinces last year for the first time by the Charlottetown races.

Auto races will be a new feature this year at the Sacramento County Fair, Galt, Calif. Plant improvements planned in time for the July 17-25 event include covering the grandstand and planting of additional trees.

The Welland Fall Fair, Welland, Ont., proposes to spend \$8,000 on alterations to comfort stations, buildings and fences. The fair plant will be used for a still date carnival stand June 30-July 3, with the Lions Club as sponsor, and for auto races August 1, with the Welland Fire Department as auspices.

Motorcycle races this year will be a new attraction at the Trego County Fair, Wakeeney, Kan. The annual is planning to put a new roof on the grandstand in time for the August 24-27 event.

The Chautauqua County Fair, Dunkirk, N. Y., plans to tilt its grandstand prices this year to help defray cost of a larger show. A radio show tentatively is planned as the pre-opening day attraction. Harness horse races will be cut to two days, with two days of thrill shows and as many horse shows rounding out the program. Construction of a 60 by 100 feet exhibit building is planned.

Photographic exhibits and a Made-in-Saskatoon manufacturers' display will be new highlights of the Saskatoon (Sask.) Industrial Exhibition this year. New construction planned included the erection of two race horse barns and an extension of water facilities.

Much still date activity is scheduled at the plant of the Arizona State Fair, Phoenix. Events already held this year include a three-day dog show and a two-day rabbit show. A rodeo, sponsored by the Phoenix Junior Chamber of Commerce, is slated for April 9-11, and midget car races are planned for every other Sunday afternoon. New show horse barns are to be built this year.

With its amphitheater improved at a cost of \$10,000, the Tri-State Fair, Burlington, Ia., this year will offer two new features—one day of auto races and two of harness races. Gate

admission policy has been changed, with free gate to be in operation two of the fair's five days.

The Southern Iowa Fair at Oska-loosa this year will present all of its races, both harness horse and automobile events, at night. A new lighting plant makes this possible.

A cage bird show will be a new feature at the 1948 Mineola (L. I., N. Y.) Fair. The show is being added due to the growth of the pet bird industry on Long Island, Charles Bochart, fair manager explains. Other new attractions planned include a massed choral group of some 300 voices recruited from the public schools, the installation of an indoor pond for wild water fowl and an International Mardi Gras Carnival, open to foreign-American groups. Participations in the latter competition will be free to exemplify their native country by either instrumental music, songs, sports, dances, pastimes, tableaux, or any practical method they choose.

Mercer County Fair and Horse Show at Harrodsburg, Ky., is mulling plans for increased stakes and an expanded program for its 1948 annual, the dates for which are July 27-31. Tom Squifflet, president, said the horse show will be held for five nights and dairy cattle shows will be held each of the afternoons of the run. Dog Show also will be held in the afternoon this year, he added.

Lee County Fair, Donnellson, Ia., this year will have two new features—a revue two nights and a thrill show. Improvements planned include grading of the grounds, installation of tile drains and the provision of more barn room.

The Cooke County Fair at Gainesville, Tex., this year will revert to a paid gate. Up until last year the annual operated with a free gate, but the new fair park then was not complete and no fence was up. The plant will offer many improvements over last year. New feature will be a miniature train permanently installed and a home demonstration building. The sum of \$10,000 is to be spent on new building fronts, sidewalks, the rebuilding of the zoo and on planting of more trees. The fairgrounds will be used August 4-6 for the *Cavalcade of Cooke County*, a pageant depicting the 100-year history of Cooke County. Also to be staged at the plant will be the annual circus staged by the Gainesville Community Circus, the Cooke County Centennial Negro Celebration and the home games of the Gainesville Big State League ball club.

Lee Schmid, recently appointed director of technical equipment of the National Foundation for Infantile Paralysis, plans to exhibit a mobile educational unit at fairs. Tentative bookings include Indiana State Fair, Indianapolis, and Milwaukee Centennial.

Grandstand attractions at the Los Angeles County Fair, Pomona, Calif., which returns to action this year for the first time since before the war, will be furnished by the Barnes-Carruthers Theatrical Enterprises, Chicago, it was announced jointly by C. B. (Jack) Afflerbaugh, president-general manager of the fair, and Fred H. Kressmann, of the B-C office. Night show, *Cavalcade of Stars*, will use different acts than those which will work in the afternoon. Two separate daytime act bills will be presented, the first running September 17-24, the second September 26-October 3. The B-C night show will open September 26 and run the remainder of the fair.

E. Texas Resuming With Big Program

TYLER, Tex., March 27.—Extensive plans are under way for the 33d annual East Texas Fair here which resumes September 13-18 under the direction of C. R. Heaton, secretary-manager, after a lapse of seven years. Heaton succeeds V. F. Fitzhugh.

The Bill Hames Shows have been signed for the midway, and it is planned to present three nights of fireworks, daily horse racing, free acts and one white and one colored football game in the \$250,000 fairgrounds stadium now under construction. Emphasis will be placed on agricultural and industrial exhibits, it is said. More than \$4,000 in premiums will be awarded by the Texas Jersey Cattle Club Show and Sale which is to be held in conjunction with the fair.

O. M. Boren is president of the fair association and A. D. Winston is vice-president.

Pennsy Spot To Continue With Rodeo Shows, Rodeos

NEW BETHLEHEM, Pa., March 27.—American Legion Park here, which operates on week-ends only, will feature radio shows and rodeos again as a trade lure.

Spot also will continue its policy of playing local bands in the ballroom.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended March 26.

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.

ARKANSAS

Piggott—Clay Co. Fair Assn. Sept. 30-Oct. 2
James B. Swift.

COLORADO

Hugo—Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Robert Igou.
Julesburg—Sedwick Co. Fair. Aug. 16-18. Don W. Acott.

ILLINOIS

Charleston—Coles Co. Fair Assn. Aug. 2-6
Robt. R. Blackford.
Chicago—Cook Co. Fair at Soldier Field, Aug. 27-Sept. 6. Orville F. Cullerton.
Danville—Eastern Illinois Fair. Aug. 31-Sept. 4. Howard W. Atkin.
Freeport—Stephenson Co. Junior Fair. Aug. 25-27. Roy Hefty, Orangeville, Ill.
Greenville—Bond Co. Fair Assn. Aug. 23-26.
C. H. Johnson.
Harrisburg—Saline Co. Agrl. Assn. July 26-30
L. M. Hancock.
Macomb—McDonough Co. Agrl. Fair. July 27-30. J. D. Davenport.
Morrison—Whiteside Co. Agrl. Assn. Aug. 31-Sept. 3. V. M. Dearinger.
Pleasant Hill—Pike Co. Fair Assn. Aug. 9-12.
J. L. Laugharn.

INDIANA

Bloomington—Monroe Co. Fair Assn. Aug. 18-21. Guy L. Baker.
Boswell—Benton Co. Fair Assn. Aug. 18-20.
Lendall Lowman, Earl Park, Ind.
Cayuga—Vermillion Co. Fair Aug. 4-8. V. N. Asbury, Newport, Ind.
Columbus—Bartholomew Co. Fair Assn. July 18-23. F. M. Overstreet.
Converse—Miami Co. Fair. Aug. 24-28.
Allen Kling.
New Castle—Henry Co. 4-H Club Exhibit. Aug. 9-12. W. G. Smith.
Rochester—Fulton Co. 4-H Fair Assn. Aug. 3-6. Fred Rankin.
Sunman—American Legion Fair. Sept. 3-6.
E. W. Howrey.
Wabash—Wabash Co. Draft Horse Assn. Aug. 24-28. W. K. Delaplaine.

IOWA

Maquoketa—Jackson Co. Fair Assn. Aug. 9-11
L. S. Lein.

KANSAS

Ness City—Ness Co. 4-H Fair. Aug. 16-17.
Ottawa—Franklin Co. Agrl. Soc. Aug. 23-25
Willard Lister.
Pratt—Pratt Co. Fair. Aug. 25-27. W. E. Gladhart.
Sedan—Chautauqua Co. Free Fair. Sept. 30-Oct. 2. Carl Ackerman.
Wetmore—Nemaha Co. Free Fair Assn. Aug. 26-28. Earl E. Church.

(See Fair Dates on page 89)

JJJ SIGNED FOR CHICAGO FAIR

W. Coast Shows Get Spotty Business at Tulare, Calif.

TULARE, Calif., March 27.—West Coast Shows, playing its second stand of the 1948 tour here, had spotty business for the week ending Sunday (21) because of cold weather and lack of advance publicity. Show had planned to play Bakersfield but had to make a last-minute switch when electricity was not available in the scheduled city. Only limited operation was allowed here, but it was sufficient to flash up the show. Org. which moves on 42 trucks and trailers and is not subject to the Office of Defense Transportation ban on coal burners, picked up two 75-kw. generators in Fresno this week. Two 25's to handle 16 floodlights are being readied and a 60-kw. generator will complete the outfit's power plant. With these West Coast will be operating full force.

Visalia Also Spotty

West Coast launched its 21st annual tour March 5 in Visalia, where it played nine days. There, too, business was spotty because of cold and rain. Equipment was moved on the lot here Monday. A permit was later granted the show in Bakersfield, but at that time it had been set up here.

Show makes a neat appearance in circus red with truck numerals in aluminum. For flash, two 60-inch searchlights are carried on a semi and spotted near the entrance. Gate is 20 cents for adults and 9 cents for children. A free act, Chappel Brothers, appears at 3:30 and 10:30 p.m. The Chappells have a dog act that precedes their high turn featuring an upside-down walk, traps and Roman rings.

New Caterpillar

This year the show carries seven major rides, including a new Caterpillar, and four kiddie rides. There are 34 concessions and 6 shows.

Johnny Miller's cookhouse has pulled much praise from health boards in the Central Valley. Mounted on an 8 by 36-foot trailer, the sides open to make a cookhouse 24 by 36 feet. Water is piped in and hot and cold running water are available. Unit is all aluminum. Tommy Syester has his country store and dart games on one trailer and, with a set of hydraulic lifts, is able to set up and tear down in a few minutes.

Personnel: Mike Krekos, general manager; Harry Myers, manager; Louis Leos, secretary-treasurer; Everett W. Coe, business representative; Isabel Myers, front gate tickets; Harry Perry, billposter; Eddie Kent, scenic artist, mall and The Billboard agent; Virgil Latiker, lot superintendent; Charles Auker, master
(See Tulare, Calif., on page 63)

Hallock Inks Celes, Fairs for Majestic

RICHMOND, Va., March 27.—W. A. (Bob) Hallock, general agent of Majestic Greater Shows, announces the inking of three celebrations and 13 fairs.

Celebrations are the District Firemen's Celebration, Farrell, Pa., week of May 17; Old Home Week and July 4 Celebration, Sandy Lake, Pa., and the American Legion V-J Day Celebration, Milford, Mich.

Fairs are the Oakland County Fair, Milford, Mich.; Branch County, Athens, Mich.; District Fair, Waverly, Va.; Nansemond County, Suffolk, Va.; Montgomery County, Troy, N. C.; Chester County, Chester, S. C.; Pickens County, Easley, S. C.; Abbeville County, Abbeville, S. C.; Clark County, Athens, Ga.; Elbert County, Elberton, Ga., and Anderson (S. C.) Colored Fair.

Org will tour this season with 9 major rides, 3 kiddie rides, 7 shows and about 40 concessions. A free act will be carried.

Rosen Debut Nixed By Storm Damages

COURTLAND, Ala., March 27.—H. B. Rosen Shows were forced to cancel their opening the week of March 15 when a storm which struck winter quarters here Tuesday (16) did considerable damage to show property.

Striking at 2:30 a.m., the storm twisted and laid flat a new aluminum-panel front entrance with indirect lighting. It also flattened the 20 by 80-foot side show having a 110-foot panel and the 20 by 40-foot girl show. Other shows received damage and several concession stands were demolished.

Alamo Expo Bow at Austin Proves Okay

AUSTIN, Tex., March 27.—Alamo Exposition Shows opened the 1948 season here in the Rosewood Park. Perfect weather helped Manager Jack Ruback start the season off in good shape.

Sammy Sapson resigned his position as manager of a night club and is back with the org. His two helpers, Bill Carr and Harry Goddard, will be back on the Spitfire shortly. Also back with the shows are A. R. Wright, Martha Rogers, Mr. and Mrs. Joe Stegall and Dick and Vondell Haven.

J. J. Ulcar and wife, Babe, visited their daughter, Betty Jo, student at Texas University at Austin. Betty Jo recently was elected to the Alpha Gamma Delta Sorority.

George Lane is still thanking Sammy Sapson for selling him the lucky ticket on the car award sponsored by the Showmen's League of America.

Stand To Run 11 Days, Nights

First traveling carnival to play Soldier Field area — org also gets two Ind. fairs

CHICAGO, March 27.—The Johnny J. Jones Exposition has been signed to furnish the midway at the newly organized Cook County Fair to be held 11 days and nights, August 27 thru Labor Day, September 6.

Negotiations were completed here this week by Orville F. Cullerton, the fair's managing director, and Ralph Lockett, Jones's general agent.

Brought into the picture were officials of the city park board, as the fair is to be held at Soldier Field and the area immediately adjacent to it, all of which is under the jurisdiction of the park board.

In securing the contract, the Jones shows became the first to crack the park board's resistance to a traveling carnival, the board giving approval to a carnival in making the land and stadium facilities available to the fair.

The signing of the contract was but one of three new fair dates contracted recently by the Jones shows. Only a short time previous the org had closed to play the Muncie (Ind.) Fair, August 1-6, and the newly organized Allen County Fair at Fort Wayne, Ind., which is to run August 16-21. A. G. (Fred) Norrick is secretary of both of the Hoosier annuals.

Gem City To Discard Winter Wraps Apr. 3 At El Dorado, Ark.

EL DORADO, Ark., March 27.—Gem City Shows will toss off winter wraps here Saturday, April 3, opening with a small unit, play two locations in the area and then blossom out with its full strength April 24.

Heavy rains delayed make-ready work in quarters, but preparations have been stepped up. Roads are in bad shape because of rain, and it remains a question where the show will play after its engagements in the immediate vicinity.

Rolling stock is ready. Manager Jack Downs is supervising last-minute finishing touches on the Tilt-a-Whirl, Ferris Wheel, Roll-o-Plane and kiddie rides. He says the org will have 12 rides, 7 shows, 22 concessions and the Emanuel Zacchini cannon act when it hits the road.

The transformer wagon has been put in top condition by chief electrician Hank McGuire. All new connection boxes have been made, and the wiring has been given a thoro going-over.

Carl Byers now is in quarters with his Funhouse and Pretzel. Dwight Bazinet, concession manager, and his crew have been taking delivery on stock for the concessions.

A heavy billing campaign has been mapped. A sound car also will be used for exploitation. Special Zacchini paper is to be used and many special features are being planned to build up kids' days.

The season's route is virtually complete, according to W. E. (Bill) Snyder, business manager.

Other staff members are Harry Thomas, secretary, and R. R. Thornton, director of exploitation.

St. Pat Party Nets MSA Auxiliary \$700; Bldg. Fund Winner

DETROIT, March 27.—The annual St. Patrick's Day dance and party, sponsored by the Michigan Showmen's Association Ladies' Auxiliary, netted \$700. Proceeds were turned over to the MSA building fund.

The event drew 400 persons, a larger crowd than was anticipated and it was necessary to put up extra tables to care for all the guests.

General chairman was Ann Borker. Serving with her were Bessie Gallagher, Bernice Stahl, Marie Brown, Carrie Dear, Jennie Heshner, Bea Morgan, Clara Silber, Jo Friedman, Maude Yaudas, Pat Crognale, Dot Gould, Dot Miller and Belle Powers, the latter in charge of publicity.

Acts for the floor show included Harry Harris, vocal; Wanda Rio, Judy Baker and Charlene Manners, vocalists; Charles Powell, magician, and an accordion single and juvenile dance team, sponsored by Dave Berk and Murray Roth, of Gem Sales.



ORVILLE F. CULLERTON, managing director of Cook County Fair, Chicago, a new event this year, is shown above signing a midway contract with the Johnny J. Jones Exposition as Ralph Lockett, show's general agent, looks on.



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MIDWAY CONFAB

Ride boy at cookhouse: "Give me a sheet of meat between two slices of bread."

Lillian (Aunt Jemima) Harris is wintering in Birmingham.

Louis J. and Ray Kane recently took delivery on a new house trailer.

Herbert Eugene Dixon, French fry operator, will return to Rehoboth Beach, Del., for the season, after which he will again play fairs.

Belle Evans, who has been with the Big State Shows in the Rio Grande Valley all winter, has joined Rupe's Midway For Fun and is headed north to the Dakotas.

William Beaumont, veteran carnival trouper, is in Ward 22-B, General Hospital, El Paso, Tex., receiving treatment for ulcers. He would like to read letters from his friends.

Steve (Butch) Kutney, Funhouse operator on Cetlin & Wilson Shows for the past two seasons, opines that "Ideas are funny things—they won't work unless you do."

Philip Ray announced during a visit to *The Billboard* New York offices Wednesday (24) that the American & Metro Shows will open May 23. Org winters in Providence, R. I.

Because of the icy waters of early spring, no Snake Show operator should report finding a sea serpent before June 1.

Mr. and Mrs. Louis A. Zuckerman left Philadelphia, where they were wintering, to join Patsy Rosana on Penn Premier Shows at Sanford, N. C., quarters.

L. R. Lewis, concessionaire with Harrison Greater Shows, reports business was good at the recent stand in Johnston, S. C.

Pappy Dietz, father of Eddie Dietz, owner of Eddie's Exposition Shows, has been on a fishing trip out of Clearwater, Fla., with Mr. and Mrs. Jack Beil, of Tampa. The Beils also are with Eddie's Exposition.

Renee Grant, exotic dancer and girl show producer for John J. Orneallas on the John H. Marks Shows the past two seasons, has returned to night club work and is currently in her fourth week at Frank's Casa Nova Club, Bar Harbor, N. Y.

Then there is the Monster Show operator who claims the distinction of having never named a python Jumbo.

Peggy McCormick was engaged to Albert Jones, of the Joseph J. Kirkwood Shows, during a recent trip to Miami, the Skating Earls infoe. They expect to be married at the close of the season.

Mr. and Mrs. Sailor Katzie entertained the following show folks at a farewell dinner in their Tampa, Fla., home before leaving for a road tour:



CAPT. JIMMIE JAMISON, high diver, and Betty and Benny Fox, the Sky-High dance duo, were the feature attractions at the Mexican Fair, held in the heart of Havana, March 6-20, which boasted a huge midway and was highlighted by the election and coronation of a Queen of the Fair. Left to right: Julian Gayton, general manager of the fair; Betty Fox, Mrs. Gayton, Mrs. Valdes, Captain Jamison, Benny Fox (rear); Luis Valdes, representative of the fair, and Ignacio Paniagua, reporter.

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The material shortage is still very critical. We have a limited supply of repair parts and hope to take care of the needs of our customers, but don't take a chance. **ORDER NEEDED PARTS NOW.**

Malleable castings are among the items that are very scarce. We have every reason to believe that we will be able to take care of the needs of our customers for the 1948 season. We do believe, however, that it would be best for you and best for us if you will order those parts now and make sure.

The season of 1948 is just around the corner, so check over that wheel, see what you need and place your order for needed repairs immediately. Avoid the rush.

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Mr. and Mrs. Robert Crawford, Asheville, N. C.; Lillian Lane and Harry Arwood, Knoxville; Sandra Lee, New Orleans, and Jack Seigler, Mary Giganti, Penny Lee, Eva Westbrook, Margie Flynn, Don Wilkesman, Margaret Harris and Doral Deshon, Tampa.

Simon Krause, who is readying a unit to play lots in Philadelphia under auspices, expects delivery of his No. 5 Ferris Wheel in June. Org will have three major rides, two kiddie rides and about 20 concessions.

Tom Yanda writes from Memphis that he will operate his new Ferris Wheel which he has booked at Riverview Park, Sioux City, Ia., leaving Jess Cunningham in charge of his kiddie auto ride at the Memphis Zoo for the season.

Bob Lohmar, general agent of the Royal American Shows, attended the meeting of the Middle West Fair Circuit March 25 in Kansas City, Mo., and shortly after left for Canada on business.

When a ride owner beefed about poor business, his foreman cracked: "They won't ride, eh? Well damn 'em. Let 'em walk."

Bill Kinley, concessionaire with the Hennies Bros.' Shows, visited the Detroit office of *The Billboard* en route to join the shows after working programs with the *Skating Vanities* in Toledo and other stands.

Selden, the Stratosphere Man, has been booked for the season by John Quinn, manager of World of Pleasure Shows. Johnny Moran, formerly of the Hennies Bros.' Shows has been engaged as lot superintendent by Quinn.

Sam N. Holman, owner-manager of Sunshine Manufacturing Company, Tampa, reports that the firm is working day and night shifts to fulfill orders for trains and boat rides for the coming season. Holman's Sunshine Shows opened their season March 29 in Tampa under Moose Lodge auspices.

William P. Lynch, owner, Lynch Greater Shows, was in Frederickton, N. B., last week completing arrangements for the appearance of his shows there the last week in July. Date will coincide with many entertainment features planned for the city's centennial celebration.

A manager said: "Due to the changing conditions since fair meeting time, I find that many of my contracts already need retreading."

Irne and Claude Sechrest left their Philadelphia home recently for Cetlin & Wilson Shows' Petersburg, Va., quarters where they will ready their fish pond and ball game concessions. They have been with the org for 18 years. Irne is the daughter of Lucille

FOR SALE

70' Fireproof Top, 2 35' Middles, nearly new and priced right. A 1942 International Bus in excellent condition. Tractors and Trailers in good condition for road. Complete Minstrel Wardrobe, cheap. Other miscellaneous items. Contact

E. V. ELLIOTT

Delray Beach, Fla., if interested

FOR SALE

5 EXHIBIT ROTARY MERCHANDISERS

Pusher type. Just been overhauled and painted. \$160.00 each.

Mr. Lionel Bouthillette
Old Orchard Beach, Maine

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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

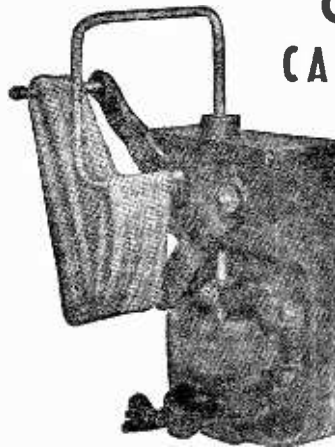
MATTY MILLER
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Philadelphia 6, Pa.

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CONCESSIONAIRES! CANDY PULLING MACHINE

★ for 5 pound batch!



For more sanitary, customer appealing candy, start your 1948 season with the new Concession #5 Candy Pulling Machine. Stand it on a table or hang it on the wall where your customers can see your candy in the making, and watch your profits grow. Machine is rigidly built with enclosed worm gear drive . . . runs all day for an electrical cost of only 10¢. Rugged Clean . . . Compact (22x15x24") . . . Durable . . . Very quiet and smooth running . . . Built for 5 pound batch . . . Just plug it into any 110 volt, 60 cycle AC receptacle. ORDER NOW to assure first quarter delivery. Complete with motor, \$150.00. 25% with order, balance on delivery. Hurry! They're going fast!

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Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT RIDE PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

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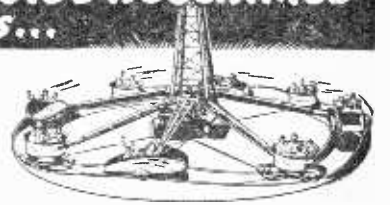
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New Ride Thrill...C-CRUISE ACCLAIMED by these New Operators...

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Appeals to young and old! A veridic bonanza!
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Need CARNIVALS, ROAD SHOWS, 35mm. MOVIES. ROLLER SKATERS, SWIMMERS, DANCE BANDS.

Trade comes from HOT SPRINGS, BENTON, MALVERN, each 15 miles. LITTLE ROCK and points between. Have many ELECTION RALLIES already booked. CONTACT

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COLONY CENTER LONSDALE, ARKANSAS

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COCONUT OIL
POPCORN SEASONING



... has that rich golden color that makes 'em buy more popcorn than ever before. Get bigger profits the easy way with SEAZO!

For those states where colored oil is not sold — use Simko brand.

By the makers of POPSIT PLUS!

Seazo

COCONUT OIL
POPCORN
SEASONING

Simonin of Philadelphia

McIntyre, former ball game operator on Nat Narder's Majestic Shows. She has been off the road for 12 years, living in Philadelphia where her grandson, Wayne Sechrest, is in school. Claude worked as a salesman for a jewelry firm during the winter.

Show owner attended a Southern fair meeting without bringing a case of panther water with him, and signed a string of good fairs by announcing: "Gentlemen, I didn't come here to run a saloon. I'm here to talk business with you fairmen."

John Henry Jernigan's *Chocolate Dandies*, featuring Jeeps and Creepers, comics; Laretta Bess, singer; Jack Lenell, one-legged tap dancer, Claude Moore's band and six chorus girls, have been booked with the George Clyde Smith Shows.

Nate Eagle, producer-manager of the *Hollywood Midget Show* on the James E. Strates Shows, is back in the show's Jacksonville, Fla., quarters from a business trip to Chicago, New York and Philadelphia. Added to the midget cast, which now numbers 14, were Murry Wood and Helen Magua.

Charles (Bounding) Johnson reports from Savannah, Ga., that the Savannah Trailer Park, long a familiar round-up spot for outdoor showfolk, will be dismantled beginning April 1. Spot, which bordered on the old fairgrounds and circus lot, has been sold to an auto wrecker firm, with Johnson staying on as caretaker.

Danny Pepper, of Peppers All State Shows, drove the show bus from Florence, S. C., to Philadelphia to collect personnel for the Minstrel Show. Eddie Johnson, contracting agent of the Cetlin & Wilson Shows, noted that every seat was filled when the bus departed and commented that it beat wiring railroad tickets.

Old-time bookers, who have and had hosts of friends on fair boards, merely wanted to be called "general agents," but the Johnny-Come-Lately's want traffic managers added to the titles.

Attending a recent farewell dinner and card party for Minnie Simmonds and Anne Roth at Helen Barfield's Miami home were May Belle Hyde, Leveta Ayers, Billie Tarbus, Mitzie Moore and her mother, Thelma Bryan, Thelma Olson, Eddie and Marion Buxbaum, Nora Radke, Cecil Spears, Pearl Miller and Violet and Charles Bauch.

Richard J. Coleman, of Coleman Bros.' Shows, advises from Middletown, Conn., quarters, that his org, and not the Penn Premier Shows, as was recently reported, has the midway contract for the fair at Altamont, N. Y. Coleman added that his shows also hold the contract for

American Beauty Shows

9 RIDES — 30 CONCESSIONS

OPENING DATE CHANGED TO APRIL 10
DE SOTO, MO.—7 DAYS, 2 SATURDAYS

Can place a few more Concessions.

Want Shows of all kinds, 25%.

All people contracted, be here April 8.

Contact:

J. H. SHARP

Box 29, Perryville, Mo.
or HAROLD EUTAH, De Soto, Mo.

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HARVIN

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SHERIFF

Daval County—Jacksonville, Fla.
(Paid For By Friends)

Ready for EMERGENCIES?



Emergency and stand-by power is as necessary for the show as the regular generator units. Is your show ready for these unexpected situations?

25 KVA WESTINGHOUSE
ELECTRIC GENERATOR UNITS **\$750**

Units complete, ready to hook up.
Enclosed trailer available at extra cost.

BERMAN SALES CO.

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CONKLIN SHOWS

CAN PLACE MODERN COOKHOUSE—REFRESHMENT
STANDS—AND LEGITIMATE CONCESSIONS

WHICH WORK FOR MERCHANDISE
EASTERN CANADA'S BEST FAIRS

KINGSTON, ONTARIO, AUG. 12TH TO AUG. 14TH
BELLEVILLE, ONTARIO, AUG. 16TH TO AUG. 18TH
THREE RIVERS, QUEBEC, AUG. 20TH TO AUG. 26TH
SHERBROOKE, QUEBEC, AUG. 28TH TO SEPT. 3RD
QUEBEC CITY, QUEBEC, SEPT. 4TH TO SEPT. 12TH
RENFREW, ONTARIO, SEPT. 14TH TO SEPT. 17TH
LINDSAY, ONTARIO, SEPT. 21ST TO SEPT. 25TH
LEAMINGTON, ONTARIO, SEPT. 27TH TO OCT. 2ND

Have Opening for Few Capable Concession Agents
Will Contract Meritorious Shows, If They Do Not Conflict

Apply
FRANK R. CONKLIN

P. O. Box 31, Brantford, Ontario, Canada

F. M. SUTTON SR. Presents GULF COAST SHOWS

OPENING SATURDAY, APRIL 3—OSCEOLA, ARK.—OPENING SATURDAY, APRIL 3

Want to book on small percent: Chair-o-Plane, Tilt, Octopus, Roll-o-Plane.

Will furnish nice Frame Up for Snake or small Animal Show.

Stock Concessions and Ball Racks, come on, will place you.

We Play the Cream of Missouri and Arkansas. Address:

F. M. SUTTON SR., Box 304, Osceola, Ark.

CALL—BORUP'S UNITED SHOWS—CALL

OPENING APRIL 3 TO 10, DAWSON SPRINGS, KY.

Auspices V.F.W., with Providence, Ky., 12 to 17; Marion, Ky., 19 to 24;
with Princeton, Ky., and Morganfield, Ky., to follow.

CONCESSIONS—Can place few more Straight Sale and Stock Concessions. RIDES—Have plenty, thanks. Want Ride Help and Semi Drivers in all departments. SHOWS—Can place two more Shows with or without own outfits. Can always make room for real Show Folks who are clean cut, sober and really want to make money. Address all mail and wires per above route.

L. W. BORUP, Owner, or CECIL C. RICE, Mgr.

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, 25 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. 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, \$3.00. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75. Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for .75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00. Red or Green Plastic Markers, 1/4, Square, Round or Scalloped, \$2.50 M; 3/8ths Size \$2.00 M. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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18 WATT PEAK. MODEL RA-155
WILL FIT ALL YOUR NEEDS!

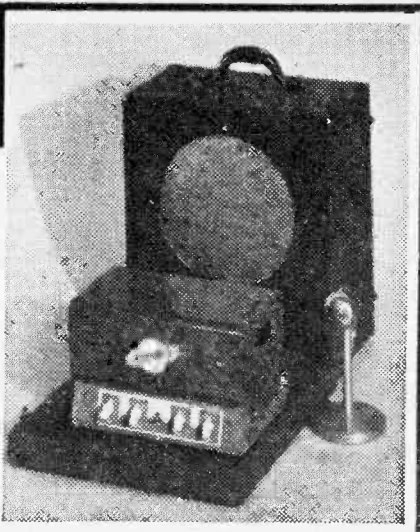
Audience coverage up to 3,000 people, area coverage up to 10,000 sq. ft. For indoor or outdoor use. Carnivals, halls, sporting events.

- Consisting of attractive, sturdily built, leatherette covered carrying case.
- Heavy magnet, 12" P.M. Speaker, no distortion.
- Turner crystal mike—velvet chrome stand; or available with floor stand if required for additional \$3.50.
- RA-15 Raparco Amplifier, featuring Mike and Phono Input, 2 separate Bass and Treble Tone Controls, 6 Tubes. Frequency Response 30-17000 Cyc. + 1/2 DB.

This high fidelity range gives excellent results when the amplifier is used with FM tuners or recordings.

PRICE COMPLETE \$64.50

We can supply amplifier units to accommodate any situation; mobile, portable or fixed, any output range. Send for our catalog.



Radio Parts Company, 614 RANDOLPH ST., CHICAGO 6, ILL.

Harry Lottridge Shows

NEWEST AND BEST AMUSEMENT EQUIPMENT

GRAND OPENING—Bessemer, Alabama, April 1st thru 10th

Sponsored by Bessemer Junior Chamber of Commerce

PLAYING THE VERY BEST MONEY MAKING TERRITORY. BOOKED SOLID TILL OCT. 2. WE KNOW WHERE TO GO AND WHEN.

CONCESSIONS

Need only a few more. We carry just a limited number. Canvas must be ROYAL BLUE, and in good condition. Especially interested in the following: Custard, Knife Rack, Game Rack, Bowling Alley, Blower, Pitch-Till-You-Win, String Game, Photos, Bumper, Cigarette Pitch, Clothes Pin Pitch, Huckle Buck, Coke Bottles, Add-'Em-Up Darts, Balloon Darts, Basket Ball, or any other kind operated for Merchandise and are legitimate and do not conflict with what we already have.

WILL LEASE OR BOOK

Late Model CATERPILLAR with own transportation. Very good Ride territory. DE LUXE FUN HOUSE ON SEMI. Good proposition to REAL TALKER—Ticket Seller that can get the money and stand prosperity. Must be sober and reliable. One that can drive preferred.

RIDE HELP

Foremen and Helpers. Top wages, mileage and bonus to sober, reliable men. Must drive and have license. If married, can use wife as Concession Agent or Ticket Seller. Boozers, chasers, drifters, agitators, don't answer.

FOR SALE

32-Ft. Merry-Go-Round Top and 8-Ft. Sidewall, olive green, good condition, \$200.00; 12 Khaki Eli Wheel Seat Covers, 1 year old, \$35.00. Reason for selling. All our canvas is ROYAL BLUE. Don't Write — WIRE — No time to waste.

HARRY LOTTRIDGE, Mgr.—Bessemer, Alabama

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OFFER FOR SALE

KIDDIE BOAT RIDE (platform type) and KIDDIE MERRY-GO-ROUND AUTO SPEEDWAY, portable, with eight Midget Cars. OCTOPUS, FLYING SCOOTER and FERRIS WHEEL.

All Rides in First Class Operating Condition.

STEEL RAILWAY CARS—82 FOOT LONG

These Cars Can Readily Be Converted Into Any Type of Living Cars For Show Personnel. Inspection Invited. Apply

P. O. BOX 31 J. W. CONKLIN BRANTFORD, ONTARIO CANADA

FOR SALE

No. 5 Eli Ferris Wheel, V-belt drive with transportation, \$6,700.00; 7-Tub Tilt-a-Whirl with transportation, \$7,800.00; 2-Abrest Parker Merry-Go-Round with transportation, \$7,000.00; 12-Seat Chairplane with transportation, \$750.00; 50 kw. Transformers with switchboard and 1,000 ft. of rubber cable, mounted on Chevrolet panel truck with portable high line tower on top of truck, \$1,250.00; 2 30x60 Tents, each \$175.00; Big G Wheel with Charts, \$175.00; several small Wheels, each \$10.00; 1 Penny Pitch, \$10.00; 3 Jingle Boards, each \$5.00; 2 Cigarette Games, each \$5.00; Mouse Game, \$25.00; 3 30-Watt Portable Amplifiers complete with turntables, each \$75.00; Electric Automatic Bingo Master Board, \$75.00.

ALL EQUIPMENT IN FIRST CLASS CONDITION AND READY TO TAKE OUT FOR THE SEASON. PHONE: Milwaukee, Wis. Orchard 2962 Address: 2315 W. Scott St., Milwaukee 4, Wis.

GIELOW RIDES

FIRST CALL VETERANS UNITED SHOWS FIRST CALL

WANT 1120 E. 9TH AVE., WORTHINGTON, MINN. WANT OPENING MAY 3RD, WORTHINGTON, MINN.

CONCESSIONS: Short and Long Range Shooting Gallery, Ice Cream, Custard, Jewelry. Agents for Ball Games, Pea Pool, Pan Game.

SHOWS: We have Hawaiian, Athletic and Fun House booked. Will place Mechanical, Snake, Fat, Midget, or what have you?

RIDE HELP: Second Men on Merry-Go-Round and Ferris Wheel that have Chauffeur's License and can drive Semis. Need Show Electrician: Frenchy or Les Whachter, get in touch with us.

WANTED

FOR "RADIO SHOWS OF AMERICA"

Best one-man operation in Ohio and can be expanded; nets \$6000.00 a year. Sublease shop. Show is booked solid under auspices of various organizations. Some Sunday Matinees and Evening Shows. Featuring Free Acts, Rodeos, Fireworks Show and Big Radio Name Acts. Contact

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AMERICA'S FINEST
SHOW PRINTING
SPECIAL DESIGNED OR STOCK
POSTERS
FOR THE ENTIRE SHOW WORLD
WRITE FOR DATE BOOK, PRICE LIST
SAMPLES - STATING ATTRACTIONS
SEND LIST FOR ESTIMATE.
34 YEARS OF FRIENDLY SERVICE

CENTRAL
SHOW PRINTING CO. - MASON CITY, IOWA

WANT FOREMEN
For Merry-Go-Round, Eli Wheel, Tilt-A-Whirl.
Also
Superintendent of Rides
Who is capable keeping rides in repair and condition.
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World of Pleasure Shows
NOW BOOKING FOR 1948 SEASON
RIDES—CONCESSIONS—SHOWS
Opening in APRIL—Vicinity of DETROIT
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"The Showman's Friend"
America's Finest Trailers & Dollies.
Terms—Trade—Service & Parts.
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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
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popsit plus!

LIQUID
POPCORN
SEASONING

gives
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SEASONING SPECIALISTS
TO THE NATION

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BLEVINS' SPECIAL GET-STARTED OFFER NO. 1

(WATCH FOR OTHERS!)

Will You Try a 100-lb. Bag of Blevins' BEE-HIVE Popcorn

FREE

With every order for 10 bags of matchless BEE-HIVE Hybrid Popcorn (@ \$13.50 per 100 lbs.) we will ship an EXTRA bag FREE of charge! If the very first bag does not prove 100% satisfactory in every way and pop out from \$10 to \$20 more than any other popcorn you ever used, return the whole lot and get a full and cheerful refund!

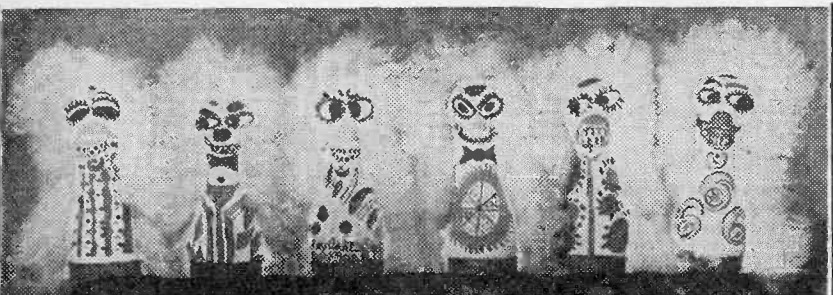
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Clip This Ad and Mail Today To

BLEVINS POPCORN CO., INC.

In Popcorn Village • 3098 Charlotte Ave. • Nashville, Tenn.

(Note: If you do not have an established credit rating, please send 25% deposit with order.)

FREE!—Extra Copies of Our Big Two-Color Ad in the Equipment Review—**FREE!****NEW FEATURES—PUNKS OR CATS** A view of six of our new designs**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

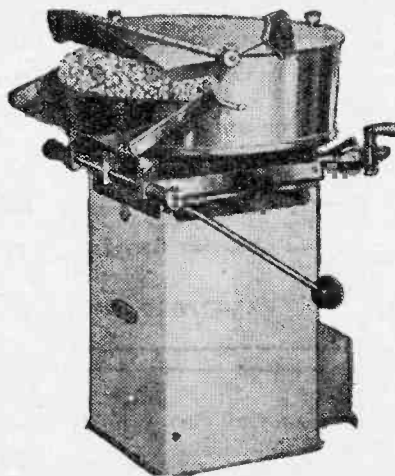
BROOKFIELD, ILL.

Popcorn Profits Doubledwith **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 18 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.**60 E. 13TH ST.
CHICAGO 5**POPCORN CARTONS****SOCIAL HOUR No. 2**
(10¢) 10M or more
(Less than 10M \$7.50M)**\$7.40**
Per M**Betty Zane No. 2 (10¢)**
10M or more
(Less than 10M \$8.50M)**\$8.40**
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OHIO SUPER YELLOW AND DWARF WHITE HULLLESS
POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies.
Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.
638 Bellefontaine Ave. Marion, Ohio

HETH EXPOSITION SHOWS

Want Foreman for Ferris Wheel. Second Men for Sky High and Ride-O.
Want Concessions—Scales and Age, Cork Gallery, Pitch-Till-You-Win, Ball Games, Darts, Bumper and String Game.

Shows with own equipment, have transportation for same.

GOOD ROUTE OF FAIRS AND CELEBRATIONS

Opening April 10, 2 Saturdays, Poplar Bluff, Mo.

WIRE OR WRITE: Box 97, Mauden, Mo., until April 5; then Poplar Bluff, Mo.

BOB HETH
MANAGER**FRITZ BOLIS**
ASS'T MGR.**BOB KOBACKER**
GENERAL AGENT

P.S.: Jimmy Gleason, get in touch with me at once.

the midway at the Three-County Fair, Northampton, Mass., marking their third consecutive year in that capacity.

With only 200 carnivals touring America, we wish to state, in all fairness to managers, that only 99 per cent of them advertised last year for concessions for the biggest July 4th celebration in the country.

Berney Smuckler will operate his rides and concessions around Mobile, Ala., this season and says he does not have them booked with an Eastern show as was reported recently. Smuckler returned his equipment to Mobile from Kentucky where it had been on the Snyder Shows. Smuckler says his season will open April 24.

Rae Terrill, currently making a tour of the West Coast, reports that he visited with Frank and Maria Forest in their trailer home in Los Angeles. Terrill also visited the National Orange Show and Crafts 20 Big Shows where he renewed acquaintances with many old friends. He also met members of the Pete Cortes Side Show on the Bailey Bros. Circus at Santa Monica, Calif.

Jack Kellow, who has his custard, popcorn and candy apples and kiddie, auto and airplane rides booked with Dick's Paramount Shows, recently took delivery on a new truck at his Palmerton, Pa., quarters. George (Amber) West and Ted Kita, of the AMP Shows, were recent visitors to the Kellow quarters. West is owner-manager of the Jewel Box Casino and also operates duck pond and ball game concessions.

Jimmy Watts will have the side show on Marion Greater Shows. His wife, Helen, will assist him and be *The Billboard* sales agent.

Mr. and Mrs. H. Roland Starks, former concessionaires on the George Clyde Smith Shows, worked popcorn, apples and floss to fair returns at the National Orange Show, San Bernardino, Calif.

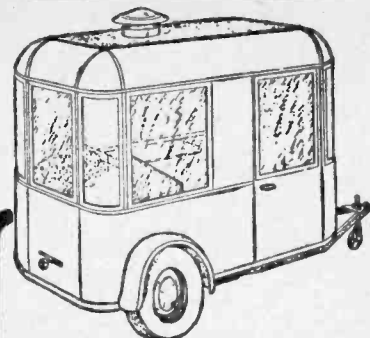
Manager Coleman Lee, of the International Shows, advises that W. J. (Hi Pockets) Lindsay is no longer connected with the org.

After spending the winter with relatives and friends in Florida, Mr. and Mrs. Clinton L. Nagel have returned to Caruthersville, Mo., and will be with Imperial Exposition Shows.

Pinky Pepper has closed at the Jungle Club, Louisville, and will open as side show annex attraction on the Cavalcade of Amusements.

Irving F. Brown recently visited the St. Louis office of *The Billboard*. He plans to join Floyd E. Gooding's No. 1 Unit as manager of John Gallagan's bingo.

R. L. (Bob) Heth, of the Heth Exposition Shows, was in St. Louis recently on business. Other recent St. Louis visitors were Mickey Stark, owner of the Gold Bond Shows, and Ray Balzer.

**The Crystal Coach Jr.**

1948 MODEL

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through Our Distributors or Write Dept. B

The Calumet Coach Co.

11575 S. WABASH AVE., CHICAGO 28

CRETORS

Since 1885

America's Pioneer
Manufacturer of
Corn-Popping
Machines

C. CRETORS & CO. Chicago 16, Ill.

CANDY FLOSS MACHINE

A real money maker constructed to give you years of trouble free service, our New Super Model #111 is extremely easy to operate.

Single Spinnerhead

\$227.50; Double

Spinnerhead \$245.00;

Single Bands and Ribbons

\$5.00 each; Double Bands \$15.00 each. We

repair all makes of machines. Orders shipped

on 25% deposit, balance on delivery.

CONCESSION SUPPLY CO. 3918 Secor Rd. Toledo 6, Ohio**IN NEW ENGLAND**For Your **POPCORN** RequirementsTop quality at most competitive prices.
Corn, Seasoning, Boxes, Salt, Machines.**THEATRE CANDY CO., INC.**

215 Stuart St. BOSTON, MASS.

WANTED

Merry-Go-Round Foreman, Ferris Wheel Foreman, Pretzel Ride Foreman. Shows and Concessions for good route of Fairs and Street Celebrations.

MOUND CITY SHOWS

1417 Grattan St.

St. Louis 4, Mo.

NEW 1948 KING FUN HOUSES

Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

KING AMUSEMENT CO.

82 ORCHARD STREET

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WHEELS

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426 Universal Drive • Oshkosh, Wisconsin

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FOR CARRS BEACH

3 miles from Annapolis, Md. Best colored Beach between Baltimore and Norfolk.

Can book Rides, Merry-Go-Round, Mix-Up, Ferris Wheel, or any Kiddie Rides. What have you for Rides for the season. Can also book Penny Arcades and Fun House. This Beach draws heavily from Washington and Baltimore. All our help is exclusively colored. Will also buy ten Concession Tols. Give price in first letter.

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June 24, 25, 26

Afternoon and Night

WE ARE INTERESTED IN RIDES, CONCESSIONS. MEMORIAL PARK, ALBION, PA. Address: SECY., Fire Dept., or CONCESSIONS CHAIRMAN, Albion, Pa.

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Will book Shows, Rides, Concessions for three-day Celebration on Streets of Panama. Need Girls for Girl Show, Foreman for Double-Loop and Mix-Up, Agents of all kinds...

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KENNETH OR RUTH THOMPSON
PANAMA, OKLA., THIS WEEK.

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Dates open for Bazaars, first in all locations. Also Grab and Floss, Novelties for long season. Buster Gordon, open dates including Fairs.

RUSS GREEN

84 ELM ST. MORRISTOWN, N. J.

Tulare, Calif., Gives W. Coast Spotty Business

(Continued from page 57)

mechanic; Harry Baker, chief electrician; Ed Helwig, assistant on Diesels, and Clarence Bowne, general assistant; Herbert Owens, towers and front gate, and Charles White Jr., assistant.

Rides: Ferris Wheel, Bill Cashman, foreman; Lloyd Beers and Mrs. Robert Rowe, cashier. Merry-Go-Round, William Smith, foreman; William Miller and Mrs. Orville Perry, cashier. Tilt-a-Whirl, Jack Hansley, foreman; J. C. Oliver and Barbara Helwig, cashier. Rolloplane, Ralph Burton, foreman; John Ledbetter and Mrs. Charles White, cashier. Fly-o-Plane, Orville Perry, foreman; James Billingsley, and Robert Dann, cashier. Caterpillar, Leslie Minor, foreman; Robert Rowe, and Betty Coe, cashier. Octopus, Charles West, foreman; C. E. Robinson, and Earle West, cashier. Kiddie Auto, Airplane and Ferris Wheels, Cleo Montimer, Glenn Beers, Francis Lindsay, and Mrs. Leo Mortimer, cashier. Pony track, Oscar Scarbery, William Richardson, and Mrs. Oscar Scarbery, cashier.

Shows: Motordrome, Robert and Ruby Rawlings, riders; Billy Lee Smith, talker, and Jim Rawlings, tickets. Wild Life, W. A. and Jean Giberson. Follies Revue, Walter O'Connor. Posing Show, John Market, tickets; Daisy St. Clair, Jeanne Del Mar, Rose Dempsey, Sally Kirkpatrick and Vivian Lee. Side Show, A. J. Budd, operator; Dolores Coronado, lecturer; Don Quinn, outside talker; Don L. Gilbert, tickets; Fritz LeCardo, tattoo; Launddu, iron tongue; LaVonda, half lady and half baby; Major Evans, smallest penman; Su Sut Sen, clown, and Volta, electric girl. Palmistry, Louise, Rose Annie and Lizzie Ristick.

Concessions: Weight and age guessing, Edwin Kent; cigarette cork gallery, Johnny Ristick; Hi-Striker, Roy Scott; sling shot, Steve Ristick; grind store, Eddie Barnett, Blackie Ford and Bob Roberts; knife rack, C. M. Phelps; ham and bacon, Carl Richardson and Jerry Murphy; country store, Eloise Syester; darts, Tommy Syester; watchla and hoopla, Slim Wachtman; clothes pins, Hunter Farmer, Maxie Hillman, Eddie Edwards and Virgil Sterns; lead gallery, Joe Zotter; bottle game, Gilligan and Patrick Ellison; ball game, Gilligan and Ray Raney; short range, June Gilligan; Penny Arcade, Charlie Albright and Hayden, Ethel, Lonnie and Clyde Pool; French fries, Bill Giberson and Lucille Beers; glass pitch, Oscar Scarbery and Riley Pierce; bingo, Margaret Farmer, Virginia Lee and Owen Scrimshrie; fish pond, Margaret Farmer, Tommy Lane and Virgil Smith; rat game, L. A. Taylor and James Auker; jewelry stand, Archie and Ethel Felhandler; apples and popcorn, Jack and Hazel Christiansen and Paul and Barbara Trent; photo gallery and comics, Mary and Teddy Teixeira; pan game, L. A. Taylor, Dick Cameron and Margaret Lidaker; horse race game, Norman and Lillian Schue and Roy Hoagland; bell game, Oscar Scarbery and Jack Stafford; toy store, Al Rodin, Charlie Crouse and Sam Dolman; balloon darts, S. L. Bell; candy wheel, Carl Richardson; grab, Jack and Dolores Beames; diggers, Mat, Marosa and Jean Herman; cookhouse, Johnny Miller; Tommy Lafferty, Freddy Marks, Jimmy Taylor, Roy Miller and Alice Miller, cashier.

Havana Carnival Features American Thrill Artists

HAVANA, March 27.—Fair Mexicana, super street fair is playing a long date here in the vicinity of the De Luxe Hotel Nacional. The midway is well laid out and attractively lighted and has 12 major rides, three shows and 20 concessions.

Free thrill attractions are used as drawing cards. Current thriller is the American high diver, Jimmy Jamison, who is playing his third week at the fair. Betty and Benny Fox were last month's attraction.

Fair Mexicana is promoted and operated by Sotelo Attractions, owners of several Cuban carnival units. In charge of the Mexicana unit are Julian Gayton, general manager, and Luis Valdes, assistant manager. Ignacio Panyagua handles the publicity.

Gekas Marries in Greece

JACKSONVILLE, Fla., March 27.—Steve Gekas, cookhouse operator on the James E. Strates Shows, returned to winter quarters here last week with his bride, Helen, whom he married on the island of Crete February 22 while on a trip to his native Greece. The Gekases returned here by air. He is starting his ninth season with the Strates Shows.

HIT THE SKY

with this 800-million c.p.

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YOU GET THE WHOLE WORKS for only **\$795**

- 60" ANTI-AIRCRAFT LIGHT
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- CONTROLS, CABLES, SPARES

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YOU CAN'T BEAT A SEARCHLIGHT FOR DRAWING CROWDS. CAN BE SEEN FOR MILES . . . A FINGER IN THE SKY, BECKONING 'EM TO YOUR SHOW.

This Is a COMPLETE Sperry Outfit

- ★ 60-inch reflecting searchlight
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- ★ Lots of spare parts
- ★ Power plant includes 16.0 kw. generator driven by 6-cylinder 85 h.p. gasoline engine (Hercules JXD or U. S.)
- ★ Searchlight and power plant mounted on separate rubber-tired (600-16) trailers
- ★ Excellent running order
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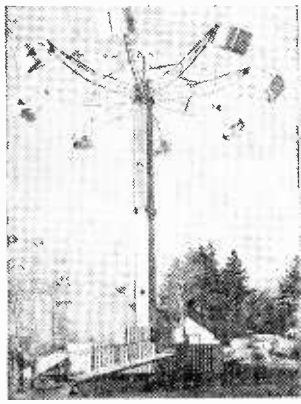
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NORWOOD, MASSACHUSETTS

Surpasses All OthersThe... **HI-BALL** Ride Is Tops

52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
SALEM, OREGON

BIG MONEY MAKERS**1948 IMPROVED SUNSHINE CHOO CHOO TRAIN AND ELECTRIC PUTT PUTT BOAT**

Biggest money makers on any Midway for labor required, space needed and money invested. Price Choo Choo Train: Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00. Price: 24 passenger Electric Putt Putt Boat, \$1955.00; quick delivery. All F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents a mile one way. Send dollar for large photo and complete description.



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Penny Arcade — 36 Machines. Built on Dodge Semi for carnival use.

Can be opened, ready for business in a few minutes. Cost \$3000.00. Will sell for \$1200.00 cash.

Mr. Lionel Bouthillette
Old Orchard Beach, Me.

FOR SALE

One Mangels Long Range Shooting Gallery, ten feet wide, nine feet high, with sides, complete and in good condition; one twenty-foot Mangels Gallery, needs some repairs; one ten by ten Short Range Gallery, complete; also Rifles and Loading Tubes and Extra Parts for Galleries; Pan Games, Lay Downs, two Frames and other Equipment, very cheap. Will not ship, come and look it over and make offer. Get in touch with me. **ROBERT GLOTH, P. O. Box 66, or 751 Park St., Hartford, Conn.**

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Two 1941 Chevrolet-powered Flexibles with 825/20 tires, 25 reclining seats, baggage racks inside overhead with large baggage compartment in rear of bus with rear-end engine suitable for long distance trips. Buses in service daily over scheduled routes. Priced to sell immediately. Contact

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BEAUTIFUL CONCESSION TRAILER
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PARTNER WANTED

Man with at least 3 Major Rides, some Kiddie Rides, Concessions, to join active Operator who has 8 weeks of Firemen's, Legion, V.F.W. Celebrations booked. Can fill the rest of present opening May 5th. Thriving Eastern City of 900,000. Write:

BOX D-262

The Billboard, Cincinnati 22, O.

CLUB ACTIVITIES**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, March 27.—First Vice-President Bob Parker returned from the West Coast in time to preside at the regular meeting Thursday (25). With him at the table were Lou Keller, second vice-president; Treasurer Walter F. Driver and Secretary Joe Streibich.

The membership committee reported receiving the application of Joe S. Miller. It was ordered posted.

The sick list includes Al Latto, W. C. Deneke, Tom Vollmer and Marshall L. Green. The last named is much improved.

Announcement of the death of Mrs. Louis Hoeckner, wife of a life member of the org, was made.

Joe Coyle, Earl Shipley, Alvin Lewis and Sam Menchin are back after an absence. Jack Kaplan returned from a trip to Arizona and reports visiting Eddie Murphy.

Callers at the rooms included Henry Thode, Frank McDermott, Jule B. Mahl, Harry Taylor, Ed Levinson, Sam Wilner, Harry Simonds, Rudy Singer and Orville (Whitey) Harris.

Ladies' Auxiliary

The regular meeting was held Thursday (25), with Mrs. Sam Gluskin, president, presiding. Other officers on the rostrum were Margaret Filograsso, first vice-president; Lena Schlossberg, second vice-president; Carmelita Horan, treasurer, and Elsie Miller, secretary. Invocation was by Edith Streibich; chaplain pro-tem.

Ida Chase, chairman of the sick and relief committee, is ill at her home, 4416 South Hermitage Avenue. Billie Wasserman is ill at her home. Delagarian Hoffman, past president, who was laid up with a finger infection, is okay again. Edith Streibich, past president, who suffered a broken wrist a few weeks ago, was welcomed back. Also attending the meeting was Lena Schlossberg, who has been on the sick list. Myrtle Hutt Beard writes from Fargo, N. D., that she is hospitalized there but will go on the road as soon as her health permits.

Margaret Filograsso was given a vote of thanks for the successful social. Hostess at the next meeting will be Leona Schlossberg.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, March 27.—The regular meeting was held Monday (22). On the rostrum were Harry Stahl, president; Ben Morrison, first vice-president; Roscoe T. Wade, second vice-president; Nate Golden, third vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Jack Dickstein, past president.

Communications were read from Doc Rivers, Greater Tampa Showmen's Association; Harry Davis and Joe Pisara.

Secretary Robbins has his arm out of the sling. Doug Wade is ill in Women's Hospital. Harry Shapiro and Art Hill are ill at their homes.

Hymie Stone, Leonard Goldstein and "Which Side Am I On" Brown are new faces seen around the club.

Ladies' Auxiliary

The following were on the rostrum at the regular meeting: Bernice Stahl, president; Dot Miller, first vice-president; Peggy Cohen, second vice-president; Rose Lewiston, third vice-president; Dorothy Gold, treasurer, and Belle Powers, secretary.

Mr. and Mrs. Ben Gross are recent parents.

The raffle, held after the meeting, was won by Ann Borker and Marion Dickstein.

Communications were read from Dorothy Gould and Johanna Rittley Webb.

National Showmen's Association

154 Broadway, New York

NEW YORK, March 27.—Vice-President Ross Manning presided over the regular meeting in the clubrooms Wednesday (24), with an unusually large number of members in attendance. Other officers on the dais were Secretary Ralph Decker, Treasurer D. D. Simmons, Chaplain Fred C. Murray, Counselor Max Hofmann, Dr. Jacob Cohen and President Emeritus George A. Hamid.

Secretary Ralph Decker, chairman of the ways and means committee, made a special trip from the South to get his group organized and set for action. After a spirited discussion, the committee decided to launch a fund-raising campaign, with numerous valuable prizes to be awarded. More details later.

Well-attended meetings of the board of governors and of the by-laws committee preceded the regular meeting. Max Cohen made a special trip from Rochester, N. Y., to participate in the meeting of the by-laws committee at which considerable progress was made in preparing amendments to the by-laws. A number of show-wise attorneys are members of the group.

Executive Secretary Walter K. Sibley was unable to attend the meetings because he is still confined to his hotel. The next meeting will be held April 14, at which time it is probable that most of the projects launched this week will be well under way.

Mr. and Mrs. Rothstein

Mr. and Mrs. Sam Rothstein have returned from a three-months' trip to the West Coast. Recently returned from Miami are Edward Cohen, Orest Devany, George Regan, Victor Weinberg, Jack Harris, David Brown and Max Miller. Among visitors to the club were Harry Krasnow, Jack Capria, D. D. Simmons, Morris Baltisky, Edward Rockefeller, Eli Guralsky and Ben Hoff.

Letters were received from H. Collier, new member from South Wales, Great Britain; Lawrence Tamargo, of the Island Manor Shows; Jack Birmingham, of the Cole Bros.' Circus and George Johnson.

Mr. and Mrs. Sam Finkel announce the marriage of their daughter, Florence, to Leonard Levey, of Plainfield, N. J., May 9.

The eligibility committee approved the following applicants: Abraham Rosenfield, Thomas Hirsch and Frank Carlton, proposed by David E. Brown; and James P. Connors, by Joe Prell. Frank Rappaport was the first to pledge generous contributions to both veterans and jamboree funds.

A barn dance held in the clubrooms last Saturday (20) night was well attended, with the largest turnout by members of the ladies' auxiliary. The door prize was won by Mrs. Ross Manning. Among those on the entertainment program were Recca Rousseau, of the ladies' auxiliary, who sang several vocal numbers, and entertainers from the Bamboo Inn.

Dance Attended

Among those attending the dance were Auxiliary President Queenie Van Vliet, Past-President Anna Halpin, Mr. and Mrs. Rothman, Dr. and Mrs. E. Eichel, Margie Kaufman, Mr. and Mrs. Jack Lichter, Mr. and Mrs. Jack Stern and daughter, Myra; Mr. and Mrs. Edward Elkins, Mr. and Mrs. Harry Wallerstein, Mrs. Ethel Shapiro, Mrs. Midge Cohen, Fay Goldman, Celia Forman, Maude Cleere, Ethel Ortelli, Mr. and Mrs. Ross Manning, Mabel Schoonmaker, Morris Spitkoff, Sam Walker, Red Goldberg, Sid Rifkin, Charles Zucker, Edward Cohen, Magnolia Hamid, Babe Harris, Daniel Schmaier, Willie Lish, Sidney Goodwalt, Jack Capria, Helen Zack, Mimi Hecker, Robert

(See NSA on page 67)

HELIUM GAS

2,000 brand new tanks of gas. Each tank will inflate about 250 average size balloons. Height of tank, 30 inches weight, 30 lbs. No deposit on tanks.

Samples \$4.00 each

Lots of 10, \$3.75

Cash with order. F. O. B. Elizabeth, N. J.

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ROBERT T. JACKSON

will learn something to his advantage

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BOX D-263, The Billboard

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Any information as to his whereabouts

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SEASONED DOG WOOD MALLETS

20FT.-22FT.-24FT.

HI-STRIKERS

COLONIAL HEIGHTS HI-STRIKER

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OHIO VALLEY SHOWS

Opening Mansfield, Ohio, April 24

WANT

SHOWS—Wild Life, Monkey, Snake, Hillbilly or Fun House.

CONCESSIONS—Coke Bottle, Ball Game, Balloon, Weight, Long Range, Short Range.

Will sell Ex on Custard.

WILL BOOK—Tilt, Octopus or Pony Ride.

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WANTED

FOR MAY OPENING AND LONG SEASON OF FAIRS AND CELEBRATIONS IN GOOD TERRITORY

Bumper, Stock Ball Game, Bowling Alley, Basket Ball, Pitch-Till-You-Win, Darts, String Game, Hoop-La, Jewelry, Glass Pitch, Custard, Novelty, or any Stock Concession not conflicting. Will book Monkey Show, Dog and Pony Show, or any Kiddie Show. Want Ride Help on all Rides. WRITE:

JACK WALLACE, Mgr.

Mound City Shows #2, Lonsdale, Ark.

OWOSSO TRAILERCOACH

Leads Among Show Folks

26 Foot Tandem, Not Expensive To Buy or Haul.

GRASK TRAILER SALES

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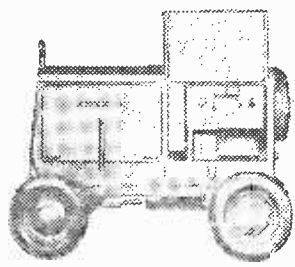
General Sales Offices: Des Moines, Iowa

ADMIRATION SHOWS

Will book small Bingo. Several Stock Stores open. Want Ball Game Agents, Help on all Rides, Second Man for Wheel, Mix-Up and Kiddie Rides, any Show with own outfit, any Ride not conflicting. FOR SALE: One 5-H.P. new electric motor, 3 phase, \$75. Address: **WAPANUCKA, OKLA.**

Government Paid \$15,000 for Complete Unit . . .

PORTABLE POWER PLANT



Same Unit NOW \$695 each Lots of 3 \$650 each

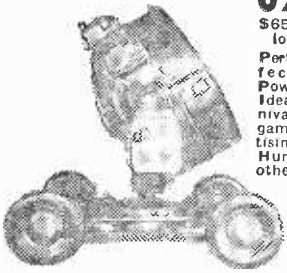
Same unit converted to 300 AMP. ELECTRIC WELDER \$895

HERCULES 6-cyl. gas engine. Model JXD 4x4 1/2. Self starter. Operating panel, complete, ready for operation.

800 MILLION CANDLE POWER SEARCHLIGHTS

\$695 each

\$650 Ea. In lots of 3 Performs perfectly with Power Plant. Ideal for carnivals, outdoor games, advertising purposes. Hundreds of other uses.



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ALBERT H. MILLER, Ltd.

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Pacific Coast Showmen's Association
1235 S. Hope Street, Los Angeles 15

LOS ANGELES, March 27.—Vice-President Joe Krug conducted the Monday (22) session with Chaplain Jack Hughes, Secretary Ed Mann, Treasurer Al Weber and Robert K. Parker, a guest who spoke briefly, also on the rostrum.

A moment of silence was observed in memory of Maurice (Doc) Chamberlain, old-time showman, who died March 7. (Details in Final Curtain.)

Chairman Krug discharged Chairman Joe Mead and his Orange Show entertainment committee from further duty. Committee was congratulated for its fine work in making the outing a success. Orville N. Crafts, owner of Crafts 20 Big Shows, who played host to the club Tuesday (16) with an outing and lunch at the Orange Show midway, was given a rising vote of thanks.

Ladies' Auxiliary invited the men to participate in an informal luncheon following the business meeting. It was announced that, effective April 1, the board of governors will meet only on the first and third Mondays of each month during the spring and summer. Drawing was won by Jack Vinnick.

Ladies' Auxiliary

President Madge Buckley presided at the Monday (22) meeting. Marie Bailey, president of the Regular Associated Troupers; Ruby Kirkendall, Vivian Horton and Vivian Gorman also sat on the rostrum.

Back after an absence due to illness was Maybelle Bennett. Jennie Regal also was welcomed. Introduced was Bernice Allton, a new member. President Buckley introduced her guest, Mrs. Zoe Wich. Letters were read from Betty G. Coc and Mrs. Etta Henderson.

Blossom Robinson, who is on the sick list, was reported coming along fine. Called on for short talks were Marie Bailey, Maybelle Bennett, Ruby Kirkendall, Vivian Horton and Vivian Gorman.

Door prizes, donated by Harriett Munger and Martha Reiley, were won by Minnie Fisher and Ethel Krug. The bank award went to Minnie Fisher, who donated \$3 to the sick and relief fund.

Miami Showmen's Association
236 W. Flagler St., Miami

Ladies Auxiliary

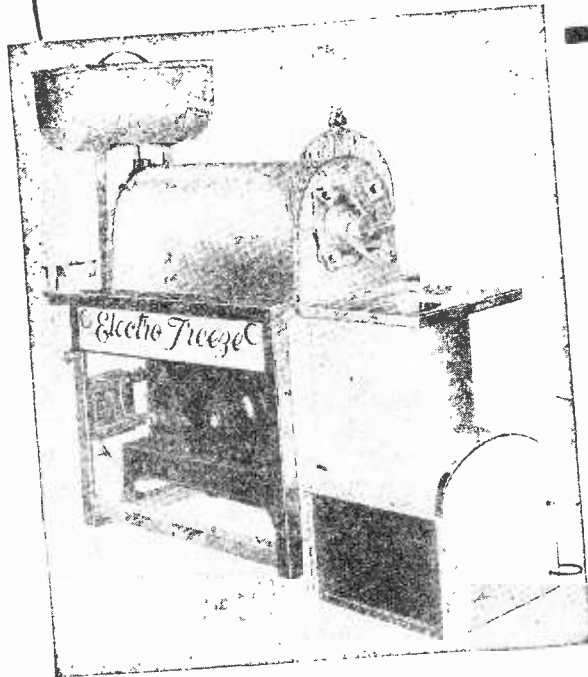
President Louise Endy presided over the March 18 meeting, last of the season. Also on the rostrum were Vice-President Hilda Roman, who assumed the secretarial duties of Lois Hanson, who was absent; Second Vice-President Martha Weiss and Treasurer Mae Levine.

Doris Kimerer gave the invocation in the absence of Edna Lockhart, chaplain, and correspondence was read from Tangee Caserta, Harry Mattisoff, Merl Deemer, past president Raynell Golden and Lois Hanson.

Dorothy Packtman Goldberg and Edna Lasures, past presidents of the National Showmen's Association auxiliary, were guests on the dais. Each gave brief talks. Members attending included Kate Bennett, Ann Staughton, Jessie Brady, Mary Sachs, Mrs. Weingard and Elizabeth Murphy. Mrs. Eleanor McGonigle, mother of Carin Glass, was a guest. Membership applications have been received from Inez O'Mara, May Rosa, Margaret Hesch and Alfreda Phillips.

Relief chairman Elsa Bryant reported Billy Palitz out of the hospital. Sue Walters remains confined in her home. Flowers were sent to Ruth Soules in Shreveport. Her father died last week. Francis Deemer thanked members for flowers sent her husband, who is in Jackson Memorial Hospital here.

ELECTRO FREEZE . . .



. . . HAS proven a profitable MONEY MAKER from Maine to California

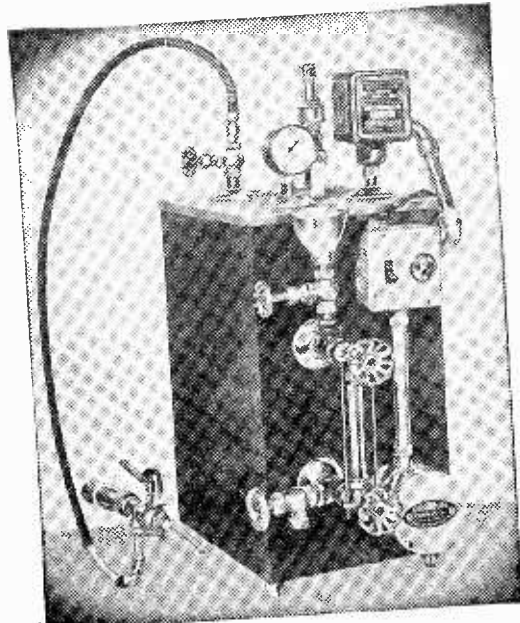
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Place orders Now — before season's opening — and get immediate delivery.

Available for IMMEDIATE DELIVERY
PORTABLE ELECTRIC STEAM STERILIZERS

Used in Modern Frozen Custard Stores and on Carnival Trucks

Automatically Controlled Steam Pressure



PORT MORRIS MACHINE & TOOL
BRONX, N. Y.

712 EAST 135TH STREET

WANT

Producer With Organized Minstrel Show

Must have at least 6-Piece Band, 4 to 6 Girls, 2 Comedians, and Working Men for Top and Front. Must have own Wardrobe and P.A. Sets. This is the finest framed Minstrel Show on a Truck Show; new Top, 80-foot Panel Front mounted on Trailer, Walk Thru type. Dressing Rooms in Trailer. Also Bus for transportation. Interesting proposition to a real Showman. Must have Carnival experience and capable of producing and handling people. Longest season of any first-class Carnival on the road. No agitators or drunks. If you cannot fill all these requirements save my time and yours. State all in wire or letter. Reply to

E. L. YOUNG, ROYAL CROWN SHOWS
SANFORD, FLA., this week; ALBANY, GA., following.

CARNIVAL WANTED

Will book Carnival with 4 or 5 Major Rides and Concessions at Winnwood Beach for 4 to 16 weeks. Park located 8 miles from Heart of Downtown Kansas City. Over one million people to draw from. Must have Merry-Go-Round, Ferris Wheel and other good Rides. Concessions must work for Stock; no gambling. Once in a lifetime a spot like this is offered. If interested, come in and look Park over.

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FERRIS WHEEL & MERRY-GO-ROUND

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KNIGHTS OF COLUMBUS
DECATUR, ILLINOIS

HAVE 12 COUNTY FAIRS

CLAYTON, 4TH JULY, AND 6 CELEBRATIONS, ALL PAY ROLL TOWNS

WANTED

String Game, Hoop-La, Ball Games, Cane Rack, Bumper, Lead Gallery, Heart Pitch, Cat Rack, any Stock Store not conflicting. Mr. Griszzi, let me hear from you. Will book Eli Wheel, Merry-Go-Round, Free Act from 4th July to Nov. 27th. Arnold Barn Yard Frolic, contact me. No Flat Stores at any time. Wire

DIXIELAND SHOWS

CORNELIA, GA., WEEK MARCH 29-APRIL 3

STEBLAR GREATER SHOWS

Cowpens, S. C., March 29 to April 3

Want Merry-Go-Round on account of disappointment. Can place Roll-o-Plane or Octopus. Concessions: Custard, Bumper, Darts, Guess Your Age or Weight. Shows: Snake Show, Five-in-One, Minstrel with own outfit. Henry Pallason, let me hear from you. Hank Kiver, holding Jewelry open for you. Address all mail to

J. G. STEBLAR
COWPENS, S. C.

WALLACE UNITED SHOWS

Book, buy or lease Rides that do not conflict, good opening for Adult Chairplane, Pony, and Train. Showmen with own outfits, wire. Opening for Girl and Side Show; must have flash. Concessions of all kinds open. Slum Skillo, Roll Downs, Razzle Dazzle; will turn over the above three to right party. Sell Exclusive on Popcorn, small Cook House, Bingo, Mitt Camp, Photo.

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JACKSONVILLE, FLA.

E. ADAMS ST., OPPOSITE MUNICIPAL STADIUM!

First show EVER permitted on this location. In the heart of Jacksonville . . . four blocks from downtown . . . an all-paved, illuminated grounds . . . supported by the heaviest exploitation campaign in the history of still dates! !

WANT

Need Ride Help and Canvasmen in all departments. Also need Train Help and Tractor Drivers. Contact Bert Miner, superintendent.

Legitimate Concessions of all kinds for Jacksonville and Washington, D. C.

Can place Crime, War, Monkey, Snakes or any other Grind Show for these dates and balance of season. Good, well-established route of fairs and still dates.

Train leaves De Land on Wednesday, April 7, at midnight. All contracted, report.

MORRIS LIPSKY, Gen. Manager

Johnny J. Jones Exposition

De Land, Florida

PACIFIC UNITED SHOWS

Opening MADERA, CALIF., April 5

UP TO DATE WE HAVE BOOKED 15 BONA FIDE FAIRS AND CELEBRATIONS

CONCESSIONS WANTED—Cork Gun, Hoopla, Photos, Novelties, Pitch Till-U-Win, Jewelry, Slum Wheel, Fish Pond, Duck Wheel, Derby, Penny Arcade. Will book Rollo-Plane, Octopus, Tilt or Fly-o-Plane, with own transportation. Want Grind Show, small, P.C.

Wire or write General Delivery, Madera, Calif.

TRIANGLE SHOWS

WANT—DUE TO DISAPPOINTMENT

Side Show or Illusion Show with or without own equipment. Also can place Scale and Age, Scott Columbus, contact at once. Need Ride Help, semi drivers preferred. Bill Holt wants Canvas Men and Ticket Sellers; Heavy, contact at once. TRIANGLE SHOWS, Wilson, N. C. Phone 4789. Opening Saturday, April 3rd, Roanoke Rapids, N. C. Last call. All contracted report.

L.B. CELEBRATIONS Lamb SHOWS

WANT SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION

Special inducement for Motor Drome and Minstrel Show. Want ten-cent Concessions of all kinds. Frank Aschy wants Agents. Can offer 20 Fairs and outstanding rate of Still Dates and Celebrations. Wire Meridian, Miss.

CLUB ACTIVITIES

Greater Tampa Showmen's Association

Ladies' Auxiliary

Regular business meeting was held Monday (22), with President Clover Fogle presiding. Other officers present were Vice-Presidents Jeri Ringling and Lois Sedlmayr.

New members are Patty Hawk, Eva Hinckley, Mrs. Swendson, Marion Berry, Alice Marie Bryan and Armandy Mayman.

The board voted to donate \$150 to the men's club for rental of the Fortune Street clubrooms.

The sick committee reported that Kay Yennie and Ross Hunter sent flowers and visited Mickey Reilly, Wilda Van Curen and Ethel Darlington. Mary Wyatt donated \$2, and Mr. Bird, of the Royal American Shows, donated \$5 to the Auxiliary. Colleen Yeager won the prize donated by Lois Sedlmayr.

The clubrooms will be closed April 15 and will reopen for the winter season November 15. Any Auxiliary members who plan to stay in Tampa during the summer are urged to notify Mrs. Jean Berni, H. 29-651. cock has been named assistant to Ger-

The Winter Haven bingo party, held at Jones's bingo stand, added \$68.25 to the treasury. The bingo party held on the Royal American Shows' midway in Orlando netted \$109.

President Fogle thanked the men's club for its donation of \$100, which was given the ladies for their help in selling tickets to the jamboree the men staged at the Largo fair.

Evelyn Clain has been named to the board of governors. Vera Hancock has been named assistant to Geraldine Gaughn, chairman of the press committee.

The tacky party and box social, organized by Hazel Maddox, chairman of the ways and means committee, was held Monday (15) and was a big success. E. L. Simpson's hillbilly band played during the evening and Gerry Webber, member of the Triangle Shows' Hillbilly Show, called the square dances.

Prizes for original costumes went to Evelyn Clain and Pee-Wee Sutraine. Judges were Ruby Hall, Sammy Smith and Charles Larkin. Pole dance winners were Mr. and Mrs. Jack Young, with Mr. and Mrs. Bill Kemp the waltz contest winners. Judges were Jeri Ringling, Clover Fogle and Geraldine Gaughn. The door prize was won by Floyd Nichols. Handmade crocheted flowers, donated by Eva Hinckley, and a homemade cake, donated by Helen Julius, were auctioned off by Earl Maddox, who presided as auctioneer thruout the evening. The sale of lunch boxes brought \$116.50. Dick Ford had his mug machine on hand and donated his time and equipment for the evening. All proceeds from the mug machine were turned over to the auxiliary.

Due To Disappointment

I would like to book my Cookhouse on medium size Show. Have 30-Ft. Front Trailer equipped beautifully and up to date. Will pass all Board of Health inspections.

Write or wire

MAXIE GLYNN

Travellers Hotel, Richmond, Va.

FOR SALE

Nearly new Long Range Gallery, 8'x12'x30', built on 4-wheel Tandem Trailer. Can be handled by one man, about 1 1/2 hrs. up or down. 16'x18' Cat Rack, new Anchor Top and Hood, new Cats, gross new Balls, some Stock. Also Portable Knock Down Gallery, 8'x12'. All priced right. Sell one or all.

VIRGIL SWARTZ

R. 5, Grand Junction, Colo. Phone Clifton 36-R-2

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.

2318-71 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

"AMERICA'S FINEST SHOW CANVAS"

Available for immediate delivery!
 50x110 Round End TENTS.

10 ft. Side Wall, Blue, Flameproofed, Orange Trimmed

Tents-Side Show Banners

The Best Flameproofed Fabric Available.

• Forest Green
 • Royal Blue
 • Orange
 • Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 30

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

6'x100'	62.74	9'x100'	92.00
7'x100'	72.49	10'x100'	101.74
		8'x100'	82.25

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It."
 25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION TENTS

MERRY-GO-ROUND
CENTRAL Canvas Company

HARRY SOMMERVILLE—FOREST GILL
 121 West 5th Street Kansas City 8, Mo.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE
 CHICAGO 22, ILLINOIS

CONCESSION TENTS

Immediate Delivery

DELTA TENT & AWNING CO.
 475 Beale Memphis 3, Tenn.

AGENTS WANTED

For the following—Lead Shooting Gallery, Hit and Miss, Ball Game Punks, Lead Gallery; Long Range is mounted on truck. Open April 3rd, Osceola, Ark. Gulf Coast Shows, F. M. Sutton Sr. Call, write or wire

L. C. MARSHFIELD

WANT KIDDIE RIDES

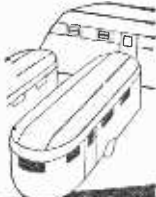
Good location, within a half mile of two Drive-In Theatres, Merry-Go-Round, Ferris Wheel and Chair-plane. Located 5 miles from Capitol of Hartford, Conn. Address:

R. GLOTH

Box 66, or 751 Park St., Hartford, Conn.

Here's Everything
YOU CAN ASK FOR
in TRAILER
SALES and SERVICE

- ★ One of the biggest lines of top quality trailers (in all sizes and prices) available anywhere; sold on the most liberal, easy-to-pay financing plan, tailored to your particular needs.
- ★ Immediate insurance, written by Rogers when you buy or trade . . . saving the expense and time usually required to contact a broker.
- ★ Every accessory known to the trailer industry . . . from door handles to Venetian blinds.
- ★ Complete repair service in a specially equipped shop adjoining the giant Rogers salesroom . . . where any trailer repair job can be handled expertly and promptly.
- ★ T. C. M. A. approved trailer park . . . clean and spacious . . . on main highway U. S. 45.



ROGERS TRAILER RANCH
 U. S. Route 45—Opposite Chanute Field
RANTOUL, ILLINOIS

AMERICAN & METRO SHOW COMBINED
 Opening April 23
 Will book Professional Concession People. Post-war rates. What have you? Can use one more Ride and small clean Show. Good proposition. Contact
PHILIP RAY
 253 Lockwood St., Providence, R. I.
 Phone Dexter 1744

WANTED
 KIDDIE RIDES, AUTO RIDES, FERRIS WHEELS, AIRPLANES or any other Child Rides for cash Apply
CLYDE URBAN
GLEN PARK AMUSEMENT CORP.
 Williamsville, N. Y.

Jimmie Ceisla Wants
 Agents and outside for Slum Skillo, Woody Jones wants Pin Store Agent, also Six Cat and Roll Down Agents. Good man for Beat the Dealer. Going North, fast. Open Winchester, Tenn., April 5th. Write:
MACK McMANUS
 Business Mgr., Fla. Amusement Co.
 BRADENTON, FLA., until April 1.

Show Folks of America
 San Francisco

SAN FRANCISCO, March 27.—The regular meeting was held Monday (15), with Vice-President Fred Weidmann presiding. Past President Harry G. Seber was invited to sit on the rostrum.

The St. Patrick's Day dinner and entertainment was held Monday (22). A corned beef and cabbage dinner was served. Following the dinner, Irish minstrels entertained.

Harry Seber, reporting for the cemetery committee, said the club so far this year has paid out over \$1,000 for funerals.

Membership voted to award a gold honorary membership card to Sam Miller.

Guests and members introduced included Mrs. Margaret McCloskey, of the McCloskey Shows; Charles Walpert, Mr. and Mrs. Ed Butler, Glenn and Helen Artz, Eddie Harris, Betty Monette, Joe Hart, Polish and Rose Fisher, Mr. and Mrs. Jani Ballan; Mr. and Mrs. John McKinnon, who donated \$10 to the cemetery fund; Joan Gordon, Mrs. Gertrude Kilgore, Mardell May, Louis Feuchter and Billie Dunn.

Charles Fagin won the pot of gold, which amounted to \$20.

Regular Associated Troupers
 106 E. Washington, Los Angeles

LOS ANGELES, March 27.—President Marie Bailey presided at the Thursday (18) session. Lights were extinguished during a moment of silence in respect to the late Dr. Maurice F. Chamberlain.

Letters were read from Emily Freidenheim, en route to Chicago, and June Gilligan, of Visalia, Calif.

Sunshine Jackson, chairman of the sick committee, reported that Martha Levine is much improved and that Harry Howard is still a patient in the sanitarium.

President Madge Buckley, of the Ladies' Auxiliary, Pacific Coast Showmen's Association, was a guest at the meeting.

Co-hostesses at the Easter party were Marie Bailey, Inez Allton and Helen B. Smith. Lucille King, chairman of the house committee, assisted.

NSA

(Continued from page 64)
 Devaney, Mary O'Neil, Sam and Irving Berg, Charles Davenport, Justin Van Vliet and family, Mr. and Mrs. Sol Falk, Mr. and Mrs. Joseph Rosen, Joie Joseph, Fred Murray, Harry Kaplan, Charles Smith, Henry Kaufman, Bibs Malang, Bucky Allen, Jack Alfred, John Cavanaugh, Jack Owens, Sam Stillman, Mr. and Mrs. Nathan Weinberg and Mr. and Mrs. Joseph Agule and family.

Ladies' Auxiliary
 At Wednesday (24) night's meeting President Queenie Van Vliet welcomed back Anna Halpin, Lillian Elkins and Dorothy Packman on their return from Florida. The group brought back greetings from Irene Moore, Kate Benet, Louise Endy, Jessie Brady and Eva Daniels. Bess Hamid and Rae Gruberg were also greeted. New member, Recca Rousseau, whose singing scored a hit at the NSA barn dance, and Ethel Wilson Ortelli, proposed by Fay Goldman, were introduced.

Sidone Silver sends her love to all from California. Evelyn Buck wrote expressing regret at her inability to attend the recent secret pal party. Theresa Janpol turned in a tidy sum from the proceeds of this party to the Midge Cohen fund. Gladys Shelley Rosenthal, who was at the Lenox Hill Hospital, is now at home. Best wishes for a speedy recovery.

Bess Hamid donated the bronze plaque in memory of our departed members. Plaque will be installed with fitting ceremony in the fall.

Don't forget the past president's party, honoring Queenie Van Vliet, April 1, in the NSA clubrooms. Send news items to Fredi Coleman.

Camel SHOW TENTS
 have the rest Beat a Mile!
 Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!
 WRITE FOR OUR FREE LIST.
 DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.
 Quick Delivery!
 COMPLETE OFFERING OF CAMP EQUIPMENT
CAMEL Mfg. Co.
 329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

T-E-N-T-S
 CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.
 "Tents With That New Look."
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
 Write—Wire—Phone
ALL-STATE TENT & AWNING CO.
 300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

TENTS
 All Sizes—NEW AND USED—All Styles.
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.
E. G. CAMPBELL TENT & AWNING CO.
 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

TENTS
 ANYTHING IN CANVAS
 Tents—Concession, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.
TENTCO CANVAS, INC.
 130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

WANT SECRETARY
 For one of the highest class Truck Shows on the road. Modern, well equipped office with assistant secretary. Must have had Carnival experience and be of the highest type. Furnish references in first communication; also full particulars of your former work. Must be able to furnish bond. Top salary to right party. Address:
 BOX D-266
 The Billboard, Cincinnati 22, Ohio

WALLACE & MURRAY
WANT WANT WANT
 RIDES: Roll-o-Plane, Spitfire.
 SHOWS: Side Show Operator. We have a brand new 20x100 Outfit. Attractive Girl Show, Wild Life, Want Fun House, Penny Arcade, good opening for Photos, Lead Gallery. Legitimate Stock Concessions, \$25.00 per week. Tom Hale wants Agents for Bingo, Hanky Panks, P.C. All address:
AL WALLACE, Mgr.
 VALDOSTA, GA., this week; CORDELE, GA., next week.

W-A-N-T-E-D — W-A-N-T-E-D
MEDIUM PRICE FREE ACT
 Season's work plus contracts for eight outstanding North Carolina Fairs, short jumps. Can use a few more Concessions. Open April 12th. Write or wire. Can use Swings and Kiddie Rides.
PIEDMONT EXPOSITION SHOWS
 FAYETTEVILLE, NORTH CAROLINA

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

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

WILMINGTON, DEL., WEEK APRIL 5; TRENTON, N. J., WEEK APRIL 12. POUGHKEEPSIE AND NEWBURGH, N. Y., TO FOLLOW

THIS SHOW IS THE FIRST IN ALL OF THESE CITIES

WANT WANT WANT

SHOWS:

Want Man to take over Monkey Show (have complete Frame-Up with 70 Ft. Front); good Snake Show Man to handle the best framed Snake Show on the road, all new. Can place real A-1 Posing Show (have modern front for same). Have opening for Motordrome and any New or Novel Shows, with or without Equipment.

RIDES:

Can place set of Kiddie Rides. Our matinees are like fair dates. Will place any New 1948 Rides, also Tilt-a-Whirl. All above are "First In." Hi-Ball, Looper and rides of that type will do very big.

CONCESSIONS:

Long Range and Cork Galleries; Age, Scales, Photos, Ball Games, Duck or Fish Pond, Balloon Darts, Hoop-La, Penny Pitch and any 10c Stock Store. You all know the above spots for Hanky Panks. Can place Hanky Panks of all kinds. Can place Penny Arcade.

HELP:

WANT good Ride Men that drive. Can use all of you! Roll-O-Plane Foreman and Second Men on all rides. Good Show Painter, Ticket Sellers, Canvasmen, etc. Can always place Useful Carnival People.

All Address

RALPH DECKER, Gen. Mgr.

HAVRE DE GRACE, MD., this week, then per route above.

EDDIE L. WHEELER SHOWS

WANT WANT

FOR COPPERHILL, TENN., WEEK OF APRIL 4
AMERICAN LEGION CELEBRATION, FIRST SHOW IN SEVEN YEARS

CONCESSIONS: Merchandise Concessions of all kinds. Good opening for Scales, Guess-Your-Age, Jewelry, Fish Pond, Duck Pond, Darts. Will sell Exclusive on Bingo, Photos, Popcorn, Peanuts, Candy Apples, Floss and Snow Cones. Those who answered, please write again. Will book Six Cats, Buckets, Clothes Pins.

AGENTS: For office-owned Skillo, Swinger, Roll Down.

SHOWS: Not conflicting, with own transportation.

RIDES: Roll-o-Plane, Octopus, Tilt, Spitfire. All replies to:

EDDIE L. WHEELER

Bowdon, Ga., March 27 thru April 3; then Copperhill, Tenn.

SOUTHERN STATES Shows
"AMERICA'S CLEANEST CARNIVAL"

WANT FOR ST. PETERSBURG, FLA., APRIL 12 TO 17
DURING FESTIVAL OF STATES. DOWNTOWN LOCATION.

Stock Concessions of all kind, also Free Act. With Ruskin Tomato and other good ones to follow. Also Ride Help on all Rides. No drinks or chasers. Also want Agents for Office Concessions. No racket or gypsies. All answers to

JOHN B. DAVIS

Route 3, Box 1136, Tampa, Florida

WANT—UNITED EXPOSITION SHOWS—WANT

INDEPENDENT SHOWS OF ALL KINDS. RIDE HELP FOR SPITFIRE. GIRLS FOR HEAD OF BALL GAMES. (Jean Windham and Cookie, wire Dick Hyland.) Harry Brown wants Agents for Skillo and Roll Downs. J. M. McCurdy wants Stock Concession Workers. Good proposition. Useful People can always get placed. All address:

C. A. VERNON, Mgr.

NACOGDOCHES, TEX., this week; then the "OIL" at KILGORE, TEXAS.

PLEASURELAND SHOWS

Can use Ball Games, String Game, Clothes Pin Pitch, Fish Pond, Jewelry, Novelties, French Fries, any Hanky Panks, come on, can place you. \$22.50, no extras. Long season in Ohio, all celebrations from June on. Need Grind Shows with own outfits, good proposition. No Mitt Camps. Bill Reese not connected with this Show. DEAFFY CLARK can place Concession Agents for Stock Stores, also Griddle Man for Cook House. All people who know me, come on, will place you. 40-week season.

Wire, don't write: COVINGTON, GA., this week.

Winter Quarters

Pacific Coast

HAYWARD, Calif., March 27.—With the rains finally drenching California, it was decided to stay in this spot for four weeks instead of the regulation time. As a result, business was anything but good. The weather finally cleared Saturday and Sunday (20-21), however, and the take was good. Org will remain here until Sunday (28) and then move to San Lorenzo Village for a week's engagement before heading north.

General Representative E. Pickard made several trips to Guerneville to prepare for the opening of his park for the summer. Pickard has operated the park for several years and will open for the season this year during the first week in May. Pickard reports he has booked the shows for the Stump Celebration in Guerneville for the second week in April.

Mr. and Mrs. James Barber spent a day visiting friends in Belmont, Calif. Bud Well visited relatives in San Francisco. Mr. and Mrs. Val Bitz entertained relatives here, as did Mr. and Mrs. Les Bernstein.

The Mickey Mouse Show, with the arrival of a case of mice from Florida, started operating under management of H. Schwab. Fred Oberhansli added two more concessions in addition to his novelty stand Jimmie Davison completed the painting on his short-range gallery, which will be added at San Lorenzo. Mr. and Mrs. Jerry O'Brien added a hot dog stand to their line-up. K. J. Dean is now foreman of the Ferris Wheel—WALTON de PELLATON.

Dyer's Greater

WEST HELENA, Ark., March 27.—Shows are slated to open here April 2, with rides among which is a new Caterpillar. All other rides have been repainted and overhauled. Shorty Orchard has enlarged his bingo stand and Mr. and Mrs. R. F. Thomm have installed new machines in their Penny Arcade.

Mr. and Mrs. Walter Houtz and son have repainted their truck and are setting up their Mechanical Show. Curtis & Lowman Popcorn Company has added new awnings to their grab, popcorn, peanut and ball game stands.

Mr. and Mrs. Laherty, accompanied George Dyer to New York to bring back the Caterpillar. About 15 concessionaires are here readying their equipment for opening.

Dobson's United

WILLERNIE, Minn., March 27.—Due to the recent snowstorms and cold weather, work in quarters was slowed down for a week or 10 days. However, the warmer weather is with us and the tempo has speeded.

Co-Owner R. E. Patterson recently returned to quarters after a booking trip and reports a complete route. He signed for the midway at the Colfax, Wis., Free Fair.

Woody has taken delivery on a new trailer and his agents are reporting daily. Neal Lanigan announces his

SPECIAL NOTICE

TO WHOM IT MAY CONCERN: There will be a special meeting of the OFFICERS of the "NEW JOHNNY J. JONES EXPOSITION, INCORPORATED," Friday, APRIL 2nd, at 2 p.m., at the offices of the auditor, G. M. Dickinson, Conrad Building, De Land, Florida, to consider routine business ending Dec. 1, 1947.

Signed

E. LAWRENCE PHILLIPS

General Manager

AGENTS WANTED

For Milk Bottles, Coca-Cola Bottles, Cork Shooting Gallery. Also top salary for Dark Room Man on Mug Outfit and good Man to up and down Concessions. (Booked on Gooding's American Exposition Show.)

HARRY BOYLES

6339 Woodmont St., Detroit, Michigan, until April 5th.

FESTIVAL OF STATES

April 12-17 Inclusive, St. Petersburg, Fla.

Want Agents for Novelties, biggest Spring Celebration in nation. Can use Chameleon Workers. Capable Agents only, no drunks. Also want Lord's Prayer or Penny Machine, Bill Weiss, Barney Kapland, Boston, get in touch with Ted Rurdick.

Also need Rest Back Seats, Cushions for Box Seats.
Write P. O. BOX 1281
Sta. A, St. Petersburg, Fla.

WANTED CARNIVAL

RIDES AND CONCESSIONS

July, August, September

Sponsored by the
GOLDEN VALLEY SHRINE CLUB

Write
FRED WILKINSON
CLINTON, MO.

FAIR PARK

Little Rock's Only Amusement Park
Have opening for Penny Arcade, Photo Gallery, Candy Apples, French Fries. Also have locations for three Legitimate Park Concessions capable of getting money.

For Sale: Park Type Caterpillar Ride and Office Trailer. Reasonable cash price.
T. A. FUZZELL
5300 Edgewood Rd., Little Rock, Ark.
(Phone: 37280)

FOR SALE

Triple Camera Photo Booth, built in Trailer, with living quarters, all new last September, used 2 months, cost over \$3,000.00; sell for one-half or trade. -What have you?

W. C. NELSON
18802 Kewanee Ave., Cleveland 19, Ohio
Phone: Kenmore 2736

Last Call—"Clean as a Whistle"—Last Call

Big thing gets under way April 2, W. Helena, Ark. Route? BEST ON EARTH. Want Ride Men all Rides. Have new Auto Kiddie Ride, want good Operator; percentage proposition. Hanky Panks, come on. Sell exclusive on Novelties, Basket Ball, Hit and Miss Punks, Big Six. Ticket Seller Grinders for Side Show. Place Shows not conflicting.

Dyer's Greater Shows

BARLOW'S BIG CITY SHOWS

Open April 15, St. Louis, Mo. Want Concessions and Ride Help. We play all Sponsored Events. — no Still Dates. Our 37th year. Will buy Evans Big 6 Wheel.
HAROLD BARLOW, Mgr.
529 N. 52nd St.
East St. Louis, Ill.

HENNIES BROS.' SHOWS

All agents contracted by Paul Olsen report to Hot Springs, Ark.,

April 19.

SHOW OPENS APRIL 24

OMAR'S GREATER AMUSEMENTS

Due to disappointment, need Cook House, Train, Pony Ride, Tilt, Octopus, Roll-o-Plane. Floyd Bailey, contact. Hanky Panks of all kinds, Candy Floss. Shows of all kinds. Need Agents for Stock Concessions, Ball Games, Ride Help. Hoxie, Ark.

P.S.: Fair and Celebration Committees—Have some open dates.

OMAR THOMPSON
c/o OMAR'S SHOWS, HOXIE, ARK.

BARNEY TASSELL UNIT SHOWS

GRAND OPENING—SEASON 1948

CHASE CITY, VIRGINIA

SPRING FESTIVAL, SATURDAY, APRIL 3, TO SATURDAY, APRIL 10

Friday, April 9th, All Day Colored Emancipation Day. Fireworks, Barbecue, Horse Racing.

Can place Cigarette Gallery, String Game, Balloon Darts, Devil's Bowling Alley, American Palmistry, Photos, Frozen Custard, Blower, Jewelry, Candy Apples, Novelties, any other Concession working strictly stock. Can also place Kiddie Train Ride and good Sound Truck. Man to take charge of Bingo. Wire

BARNEY TASSELL SHOWS, Chase City, Virginia

PEERLESS CELEBRATION Amusements

Opening Last of April—Watch for Date

Pop Corn, Apples, Floss, Snow, Water Games, Balloon Darts, Bingo sold. Others all open. No Flats, Swingers, etc. wanted. Some percentage if you have Stock Games. Custard, Ice Cream, French Fries and Eats still open. Those who wrote before, write again. Shows with own equipment, 25%. Have new tops, front, banners for Ten-in-One. Want Manager with suitable Acts. Yes, we can use good Girl Show or any clean Show that can get money. Motor or Fun House will do good. Want to buy Little Beauty Merry-Go-Round. We have one Three-Abreast for sale. Will buy or book Octopus, Roll-o-Plane, Tilt, one Kid Ride. Want Ride Help for Ferris Wheel, Chairplane, Kiddie Train. Ride Foremen, other useful Show People, write. All Concession Agents who wrote before contact now. James Browning, write Stanley Jones on Bingo. Remember, no drunks or chasers. All state if you drive. Winter Quarters open. Notice—Mr. Hedrick no longer connected. All wire or address:

WM. J. MESPELT, Owner and Manager
FAIRGROUNDS, GREENWOOD, S. C.

BIG OPENING — APRIL 3
INDUSTRIAL CLINTON, S. C.

JACK J. PERRY SHOWS

"The Show That Tops All Shows"

WILL BOOK—ONE MAJOR RIDE—CATERPILLAR, TILT, SPITFIRE. Shows, come on—Monkey Circus, Drome, Side Show, Fun House, Wild Life. Augustino, Riley, wire. Concessions—Exclusive on Photos, Novelties, Jewelry. Other 10c concessions open. Good opening for American Camp. Locations April 1. Holding locations for those contracted until Monday upon request. Don't think we're not going places. Join a real show with a real route and fairs. Wire or write.

JACK PERRY, Manager

Hotel Clinton, Clinton, S. C.; week April 12, Rock Hill, S. C.

GOLDEN RULE SHOW

POCOMOKE CITY, MD., APRIL 1ST TO 10TH.

This show plays to plenty of people, as we have no gate. Want Concessions that work for Stock—Hi Striker, String Game, Ball Game, Penny Pitch, Class Pitch. We carry only one of a kind. Any Shows with own equipment catering to family trade. Will book well-stocked Bingo and Kiddie Rides. Want Sound Truck. Playing Firemen's Fairs and Celebrations exclusively in Pennsylvania and New Jersey.

FLOYD O. KILE SHOWS

OPENING APRIL 1ST, NORCO, LA.

CAN PLACE AT ONCE Agents for Office Ball Game, Penny Pitch, Cigarette Gallery, Photo Operator, etc. Good proposition, best treatment. You must be sober and reliable. WANT FOREMAN OR SECOND MAN FOR MERRY-GO-ROUND, semi driver preferred. CAN USE ELI WHEEL FOR SEASON, LOW PERCENTAGE; WRITE OR WIRE. All people contracted report at once. FEW MORE CONCESSIONS OPEN, EXCLUSIVE.

FLOYD KILE, NORCO, LA., UNTIL APRIL 11TH.

FOR SALE AT ANY FAIR OFFER
LARGE CAPACITY PORTABLE FROZEN CUSTARD

OR FROSTI MALT MACHINE—BUILT INTO TWO-WHEEL CONCESSION TRAILER.

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1350 Howard St.

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AUTO TAGS**

FOR MOTORIZED SHOWS

14 Years of Service

Write for Details

C. J. "CY" BABKA

1721A LONGFELLOW BLVD.

ST. LOUIS 4, MO.

FOR SALE—15 UNIT RACE HORSE DERBY

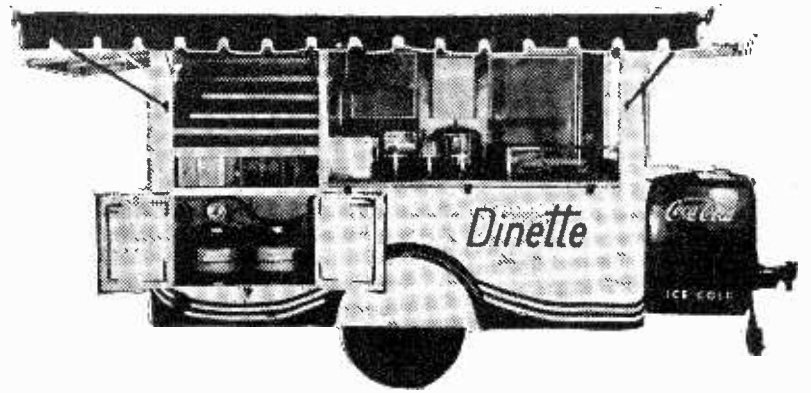
14 feet long, on two-wheel trailer. Can be pulled with car. Also 14-foot Long Range Gallery on four-wheel trailer. Also 5-Unit Air Machine Gun Range on all-aluminum tandem wheel trailer.

RAGLAND AND KORTE

1054 IRVING AVE., GLENDALE, CALIF.

PHONE: CITRUS 2-0747

THE MONEY-MAKER!



- Built of steel and aluminum with chassis of heavy steel channels
- 14 feet overall length
- Electric brakes
- Large griddle
- 3-Burner Silex
- Coca-Cola box
- 5 gallon drink dispenser
- Water tank and sink
- Insulated ice box
- Safety gas tanks
- Colorful awning

This famous Restaurant-On-Wheels comes complete; ready to serve frankfurters, hamburgers, sandwiches, coffee, orange drink, soft drinks, confections and cigarettes.

Now operating with carnivals and shows, at factories and docks, sporting events, on highways and in towns.

\$2,750

F. O. B. Trenton, N. J.

VET DINETTE CORP. DEPT. "B"

222 EAST 46 STREET

NEW YORK 17, N. Y.

(Covered by Design Patent D-133793)

Hurry! Hurry!! Hurry!!!

WHILE LIMITED SUPPLY LASTS!

If your newsdealer was sold out you can still get a copy of the BIG

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Enclosed is 25c in coin. Please mail Spring Special.

Enclosed is \$10. Please enter subscription for one year (52 weeks) and begin with the Spring Special issue.

Name _____

Address _____

City _____ Zone _____ State _____

1st CALL 1st CALL 1st CALL
TURNER BROS.' SHOWS

OPEN SPRINGFIELD, ILL., TUES., APRIL 20TH

WANT

WANT

PENNY ARCADE, FUN HOUSE and any Show of merit with own transportation and equipment. Want Boss Canvasman to handle Girl Revue Top. Can place a few Stock Concessions that work for 10¢.

Want SPITFIRE FOREMAN and Second Men on all Rides. Semi drivers preferred. All contracted Ride Help be in quarters not later than April 10th.

BILL JOHNSON wants experienced Bingo Caller and Counter Help. All answers: **TURNER BROS.' SHOWS, PETERSBURG, ILL.**

H. B. ROSEN
AMUSEMENTS

WANT FOR FT. PAYNE, ALA., APRIL 5-10.

Location: Behind Bus Station, sponsored by Athletic Association.

Two more good Alabama spots, then headed straight for the Coal Fields. Shows: Will book Side Show; will furnish 20x30 Top and 110-ft. Banner Line. Will book Girl Show; must have not less than three Girls. Will furnish 20x40 Top, Panel Front and P.A. set for same. Rides: Will book any Flat Ride not conflicting with what we have. Prefer Octopus and Tilt or Roll-o-Plane. Concessions: Will book all Legitimate Concessions at a reasonable rate. Have good opening for Short Range Gallery. Will sell Exclusive to 1 Set of Diggers. Want experienced Carnival Electrician. Want Bingo Manager to take complete charge of up-to-date DeLuxe Bingo. D. D. Hale wants Count Store and Bucket Store Agents. All replies to **H. B. ROSEN, H. B. ROSEN SHOWS, Guntersville, Ala., March 29-April 3.**

LAST CALL

CONCESSION AGENTS

LAST CALL

FOR FOLLOWING OFFICE-OWNED CONCESSIONS

Cigarette Gallery, Glass Pitch, Coke Bottles, Penny Pitch and Ball Game. Capable Man with crew for Bowling Alley and Pin Store. FOLLOWING PEOPLE CONTACT BY WIRE: Leon and Wife, Walter Pearl (will place you and Mrs.—can give her Camp), Warren Spaulding and Jimmie Ferron, Joe Williams (Pea Pool), Jack Schultz, contact Bill Snyder. Ernie Feleci, Mike Ruff, J. Delagrande, Red Hennessy and other useful Concession People.

GEM CITY SHOWS

BOX 1081, EL DORADO, ARK.

JACK DOWNS, Gen. Mgr.

W. E. SNYDER, Bus. Mgr.

B. J. BAZINET, Bus. Mgr.

SHOW OPENS APRIL 3.

MID-WESTERN EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

CAN PLACE THE FOLLOWING

RIDES—Tilt, Octopus, Kiddie Planes or Autos, Pony Track. SHOWS—Monkey, Animal, 10-in-1, Fun House, Drome. CONCESSIONS—Pop Corn, Sit Down Grab, Diggers, Gallery, Floss, Custard, Camp, Skillos, Roll Down, Razzle, Wheels, Midway open. Operator for office-owned Girl Show wanted. HELP—Agents for P.C. and Slum; all office owned. No agitators, First of Mays or drunks tolerated here. DOWNTOWN LOTS—LONG SEASON—FREE GATE. All replies to **TED WOODWARD, Owner** NEW BOSTON, TEXAS, now; with NASHVILLE, ARK., to follow.

CAN PLACE

CAPT. RITZ would like to hear from

first-class Motordrome Talker, one Straight Rider who can race. Harry Bailey, let me hear from you. Carl B. Montgomery and other boys who worked Clown Acts for me, wire. Side Show Acts and useful people, contact Bancroft's Side Show. Address care of

ROYAL CROWN SHOWS, Sanford, Fla., this week; Albany, Ga., following.

GULF COAST SHOWS

OPENING APRIL 3 IN OSCEOLA, ARKANSAS

OWING TO DISAPPOINTMENT CAN PLACE GIRL SHOW. (Will furnish new top and panel front.) WILL ALSO FURNISH TOP AND PANEL FRONT FOR SNAKE SHOW OR SMALL ANIMAL SHOW. CAN ALWAYS PLACE STOCK STORES AND BALL RACKS. NEED CONCESSION AGENTS AND RIDE HELP FOR ALL RIDES. Address:

FRANK M. SUTTON, SR., Mgr. Osceola, Ark.

BIG FOUR AMUSEMENT

WANTS

WANTS

Concessions that work for stock only. Can use Ride Help, must drive semis. Come out, Rip Barton and Robert Gray. Opening at Tamaroa, Ill., April 12 to 17; Centralia, Ill., April 19-25.

BIG FOUR AMUSEMENT

135 NORTH 21ST AVE.

Phone: Melrose Park 3751

MELROSE PARK, ILL.

FOR SALE

LUCKY DUCK HOOPLA CONCESSION

FOR SALE

Complete in all respects. 10x16 new Blue Top, White Pine Frame, Elaborate Neon Sign, plenty of good flash and plenty of Stock to open with; enough for two weeks' work. 2 large Stock Trunks, Ducks and Tables in perfect shape. Very good Enclosed Trailer, plywood all around, heavy duty axle, 6-50x16 6-ply Truck Tires. Trailer hauls Concession easily and can pull with your car. This is no junk, and I hauled it behind my car last year. Must sell together, as I bought new House Trailer, so have no way to haul this Concession.

PRICE: \$650.00 FOR ALL—WIRE DEPOSIT OR COME AND GET IT.

ART SIGNOR, c/o WORLD OF TODAY SHOWS, FAIR GROUNDS, MUSKOGEE, OKLA.

new popper has arrived. Pete Jensen and family are looking forward to occupying their new trailer home. Mr. and Mrs. W. C. Dobson are still looking for a suitable trailer.

Recent visitors have included Leo Ctibor, Charles Carroll, Veterans United; Mr. and Mrs. W. J. Wolf, Wolf's Greater; Curly Walters and Lance Stipe and son. William Schmalowski had concessions at the St. Paul Shrine Circus.

Mrs. Happy Hooper, who has been ill in Englewood, Fla., is up and around again. The Hoopers are expected in quarters soon.—DOROTHY PICKERING.

Cunningham's Expo

NEW MATAMORAS, O., March 27.—Owner John F. Cunningham plans to open the shows the latter part of April. He is contacting committees and making good-will tours in Ohio and West Virginia. Frank Burkett, scenic artist, is touching up equipment, and Reese Doan is getting rolling equipment in shape.

New canvas has been bought from the Anchor Supply Company. A new Octopus, Dodge tractor and semi were purchased recently. Org will have five rides, shows and a number of concessions. Mr. and Mrs. Orville Lee Smith, Mr. and Mrs. Bud Lilly, Joe Humphrey and Paul Smith will return soon from a Florida vacation.—DOROTHY TILTON.

Bill's Rides

ADEL, Ga., March 27.—Work is moving at a fast pace. The Funhouse is getting a face-lifting and show fronts are getting a paint job and new banners.

Recent visitors included Mrs. B. M. Scott, Sam Housner, Taylor Trout, A. P. Hennant, K. G. Barkoot, Mr. and Mrs. C. A. Stevens, Earl Miller, Mr. and Mrs. Bill Stoffal, Danny Ryan, Jim McCall and W. E. Franks.

Mr. and Mrs. W. P. Borup are on a booking trip in Kentucky. Recent arrivals are Mildred Wilkerson and Daisy Nabor. Opening is set for April 3.

George Clyde Smith

SOUTH CUMBERLAND, Md., March 27.—Clarence E. Seitz, electrician and *The Billboard* agent, has arrived to supervise the crew of painters and repairmen. Operator Smith has added two rides, making 30 the show will carry in addition to 30 concessions, five shows and a free act. Show will tour Western Pennsylvania and Southern fairs. Jimmy Fay is getting the side show in shape. Clyde Starr is working on the Ferris Wheel and J. B. Hanley is preparing his concessions.—CLARENCE E. SEITZ.

Ohio Valley

FINDLAY, O., March 27.—Work in quarters has hit a fast tempo and everything will be ready for the org's opening April 24. Bob Harris, superintendent of rides and equipment, returned with the Merry-Go-Round which was purchased by Owner Roxie Harris on a recent trip south. Trucks and trailers will be painted orange and blue.

I. K. Wallace

PHILADELPHIA, March 27.—Quarters on fairgrounds at Chesterfield Court House, Va., will open about April 1, with Dick Palmateer in charge. Org will open April 24 near Richmond, Va., and play fairs and celebrations in that State, Pennsylvania and New York. Rides will be painted and motors and trucks overhauled.

I. K. Wallace and Palmateer are framing a bingo. A new top has been ordered from Anchor Supply Com-

pany and a Merry-Go-Round will be added. Sassman and Zoe will have the cookhouse; Mrs. Palmateer, candy apples and popcorn; W. J. Borland, 1 concession; Steve Miller, 3; S. Ranko, 2; Mrs. Wallace, 2, and the Mack-res, 8. The last named also rebuilt their sound system.

JOHN REED

Opening April 10, UNION CITY, TENN.,
 With Rogers Greater Shows

WANT Roll Down Men who can stand prosperity. Want Skillo Agents and Pin Store Help. BLACKIE ASHER wants Swinging Ball Help. Can use useful Concession People in all departments. Everybody be in Union City, Tuesday, April 6. All mail Attalla, Ala., until April 6; then Union City, Tenn.

Address John Reed.

ATTENTION RIDE OWNERS

We have a real proposition for two or three major Rides. We have not been disappointed, but have decided to increase the size of our units. They are now at 5 Rides and 4 Shows; 6 Rides and 3 Shows. We can use any majors, as they can be placed so as to not conflict with what we have. They can be all on one unit or divided. Our route is ride territory, and we will show contracts for 21 Fairs and Celebrations.

JIM CARPENTER

Silver States Shows, McGregor, Texas, this week.

WANTED FOR CHICAGO LOTS

Experienced Ride Men for FERRIS WHEEL and OCTOPUS; also First and Second Men for new seven-tub Tilt-a-Whirl. Top wages. Must drive semi trailers. No drunks.

SAM MENCHIN

11 West Division St. Chicago, Ill.
 Phone: Superior 7243

WANTED COUNT AND PIN STORE AGENTS

Have for sale, cheap, 16 by 26 Cookhouse, ready to go; 20 by 30 Bingo Top and Frame, both new last June. Answer:

BILL HUNTER

Care Crystal Exposition Shows
 Wadley, Georgia

W. E. ATTRACTION

"GOING TO CAROLINA"

Want Slum Concessions of all kinds. Also small Grind Show with own outfit. Will book or lease Eli Wheel with or without transportation. We play industrial towns only.

Thomson, Ga., this week; Dearing, Ga., to follow; Saw Mill and Box Factory; then South Carolina.

W. E. WEST, Owner

CARNIVAL WANTED

FOR 4TH OF JULY ANNUAL CELEBRATION

Would like to hear from party interested in supplying us with a Carnival, Rides and Concessions. Will give full week booking. Booking Agents, contact

TED L. COTTON

P. O. Box 74 Crescent, Okla.

WANTED

Western Show and Dance Band, 5 or 6 piece. Also Comedy Team, wardrobe, must be good, union. No drunks or characters. Steady work. Write or wire

A. ERICKSON

Rm. 83, Jordan Hotel, Glendive, Montana

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

WANTED

Sober and reliable Slum Agents who can drive truck; good route.

SAM WEINER

Savoy Hotel, Miami, Fla.

ALL TIMES FREE GATE HELLER'S ACME SHOWS FREE GATE ALL TIMES

**OPENING DATES CHANGED TO APRIL 8-17
10 BIG DAYS AND NIGHTS—Paterson, N. J.**

WANT CONCESSIONS—All booked except Photos, Penny Arcade, Balloon Darts, Long Range Gallery, Hoop-La, Basketball, Coca-Cola Bottles, Pitch Till U Win. Want American Palmistry, no gypsies. Will give exclusive Merchandise Wheels if you will place three. No Gees, Roll Downs or Add 'Em Up Stores. Want Help for 10 office-owned Rides, Merry-Go-Round, Eli Wheel, Smith & Smith Chairplane, Whip, Spitfire, Venetian Swings, and new Bunny Hug Ride; also Man to take charge of Kiddieland with 4 Rides. All Ride Help with me before write. Want to hear from good Truck Mechanic; Chas. Houston, Mike Cramer, Joe Spizzarro, Bob Edwards, Red Pendergraph, George Perrigo, Louis Moser, David Waltears, John Braham, answer. Long season, good treatment and top salaries. Will book or buy Caterpillar, Octopus, Super Roll-o-Plane, with or without transportation. Have for sale new 10-Car Kiddie Auto Ride, 6-Boat Rocket Airplane, 12-Seat Chairplane, and Adult Bunny Hug or Low Ride—latest Ride built. All address:

HARRY HELLER, Gen. Mgr., Box 6, Campgaw, N. J.
Phone: Wycoff 4-0333M

P.S.: Lillian Zarra wants Man to drive Truck and Handle Concessions. Address: 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

WANT FOR GRAND OPENING, SUFFOLK, VA., APRIL 5 TO 10

Age and Scales, Ball Games, Novelties, String Game, Penny Pitches, Bowling Alley, American Palmistry (Harry Harrison, answer). Will book Motordrome and Penny Arcade, and new show of merit. Louis Augustino wants Side Show Workers. Kate Augustino wants Concession Agents; Happy Arnold, answer. All mail and wires to

WM. C. (BILL) MURRAY, Box 461, Suffolk, Virginia

FOR SALE

Surplus equipment for sale. Four flashy Grind Shows, complete, ready to operate. All have 40-ft. fronts, flashy banners, sound sets, ticket boxes, etc. Mouse Circus, mounted on 4-wheel Anthony trailer with Warner electric brakes, complete with props, mice, etc. Snake Girl Illusion Show, mounted on 1937 long wheel base Chev. truck with new motor and rubber. This show crossed over \$22,000 last season. Wild Pigmy Horse Show with 2 tiny horses, one 28 in., the other 32 in. high, complete with new blue flameproof top pit, etc., etc. Giant Naze Trench Rats, complete with new blue flameproof top, steel pit, steel shifting crate and 2 giant rats. These 4 shows cost \$13,500 to frame. Will sacrifice for quick sale all or part. Terms to responsible parties. Write or wire

WORLD'S WONDER WILD LIFE EXHIBITS
P. O. BOX 12, LOS ANGELES 53, CALIFORNIA

WANTED ACTS—SIDE-SHOW PEOPLE

Fire Eater, Pin Cushion, Ticket Sellers, Front Man 3-Girl Bally, Blade Box, Chair; also Man Grinder, wife inside, Unborn, good proposition. Ed Flute, Pin Cushion Tommy or people who worked for me before, answer. Maine all summer.

EARL MEYER
General Delivery, Trenton, N. J.
OPEN APRIL 12 WITH ROSS MANNING SHOWS
Winter Quarters: Fair Grounds, Trenton, N. J.

LOOK — LOOK — LOOK
— AT LIBERTY —

Due to disappointment and show not going out, offer for Carnival or A-1 Amusement Park, the flashiest Bingo on the road today: all new aluminum, large seating capacity and plenty of flash. Best of references. Play flat rate or per cent. Last three years, Gold Medal Shows. All Address:

JOHN RICE
Columbus Tourist Court, Columbus, Miss. Phone: 9148.
P.S.: Can join at once.

SUNSET AMUSEMENT COMPANY
OPENING AT EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 22.

WANT Fun House or Glass House, Mechanical Show, Unborn, Monkey for 15 Fairs starting July 3. WANT Second Men on Rides who can drive. W. Q. now. Joe Turner wants Fighters and Wrestlers. Sally Brunette wants Dancers with or without carnival experience. George Hershley wants Acts and Attractions for Side Show. CONCESSIONS—Punk Rack, Bowling Alley, Penny Pitch and Country Store open. Address:

SUNSET AMUSEMENT CO., EXCELSIOR SPRINGS, MO.

**GLEN LEROY FORD, J. C. "RED" SNELL,
TOMMIE DUNLAP, J. R. "DICK"
McSPADDEN AND BILL BOSWELL**

CALL ME COLLECT 33927, GALVESTON, TEXAS
J. BILL CARNEER
c/o John R. Ward Shows, Galveston, Tex.

DIESEL PLANTS FOR SALE

Two General Motors Diesel Light Plants, completely major overhauled by Lewis Supply and ready to put in service. One 60-Kw., complete with paneled switch board, mounted on C-35 International straight job truck; also one 40-Kw. plant mounted on factory built closed Springfield steel van type tandem wheel trailer to two behind straight job truck. Plants have not been used since overhaul by Lewis Supply. Will sell separate at bargain for cash.

J. BILL CARNEER
P. O. BOX #28, GALVESTON, TEXAS. PHONE: #33927.

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS

THE BEST IN OUTDOOR AMUSEMENTS
1948 SEASON OPENS
PORT HURON, MICH.
(DOWN TOWN)
FRIDAY, APRIL 30TH

A season of the best still dates, celebrations and fairs in the State of Michigan to follow.

WANT SHOWS: Motor Drome, Fun House, Wild Life, Glass House and other well-framed attractions.

WANT CONCESSIONS: Can Place a few Straight Wheels and Legitimate Grind Stores.

WANT ONE MORE RIDE: Scooter, Hi Ball, Dark Ride or other not conflicting.

WANT FREE ACT: Must be capable of drawing and holding people.

WANT: Caterpillar Foreman, Experienced Men for Ferris Wheels, other Ride Men. All must be semi drivers. No drunks wanted. Address

HAPPYLAND SHOWS
3633 Seyburn Ave. Detroit 14, Mich.
Phone: WA 1-7924

HENNIES BROS.
SHOWS *World's Newest and Largest Midway*

WANT SCENIC ARTIST **WANT**
Come In and Go To Work
JACK MORGAN WANTS POLERS
HENNIES BROS.' SHOWS
HOT SPRINGS, ARKANSAS

CORRECTION NOTICE!



This item was shown in the March 27th issue incorrectly priced at \$495.00. It should have been

SHOOT RITE CORK GUNS for Cork Galleries.....\$4.95 ea.
25% Deposit With Order—Balance C. O. D.

ACE CARNIVAL SUPPLIES
5617 So. Halsted Street Chicago 21, Illinois

JOHNNY T. TINSLEY SHOWS
"America's Most Modern Midway"

CAN PLACE
A few more Legitimate Merchandise Concessions for our route of outstanding still dates. GREENVILLE, S. C. thru APRIL 3rd; EASLEY, S. C., APRIL 5-10; FOLLOWED BY ATLANTA, GA., THREE WEEKS ON THREE CHOICE LOCATIONS.

RIDE HELP RIDE HELP RIDE HELP

Owing to a disappointment, can Place Foremen for Twin Wheels and Fly-o-Plane, also Useful General Help on all Rides. Charles F. Black, contact John Johnson immediately.

JOHNNY T. TINSLEY SHOWS
22-A E. Court St., Greenville, S. C., until April 3rd; then as per route.

WE WILL GUARANTEE \$1,000.00

For a Merry-Go-Round and two other Rides for our

17th Annual Carnival Week August 7-14 (Incl.)

Or, we will pay 80% of an average gross take of \$1,500.00 for the seven nights.

Write for details to

MORRIS ROTE-ROSEN
Sec.-Treas.

GRANVILLE FIRE DEPARTMENT
GRANVILLE, N. Y.

WANTED

Large size Carnival any time in June or latter part of August. Aspires the Independent Order of Odd Fellows.

EARL SKINNER
209 W. Stewart St. Owosso, Mich.

WANTED

MERRY-GO-ROUND AND FERRIS WHEEL
Or Two Rides

For American Legion Carnival

(Near Albany, New York)
June 15th thru 19th

Contact **NATHANIEL ADAMS**, Blanchard Post
1040, American Legion, Delmar, N. Y.

WANTED CARNIVAL

For one week during June or July/

Contact

ORDER OF OWLS
107 New York Ave., Rochester, Pa.

WANTED

For Firemen's Fiesta, Sept. 3-4-5-6

RIDES — Ferris Wheel, Chairplane, Kiddie Rides, Girl Shows.

EARL F. HEFFNER, Sec.
THE ORIGINAL FIRE CO., ZONE NO. 1
36 Main Street Fleetwood, Pa.

Fairport Mardi Gras, Inc.

Annual Celebration, July 1-8, Inclusive, on Fairport's Spacious Beach.
Want Cigarette Pitch, Coke Bottles, Add 'Em Up Darts, Basket Ball, Penny Arcade, Lead Gallery, Jewelry, Glass Blowers.

STEVE MACK
721 Plum St. Fairport Harbor, Ohio

WANT CARNIVAL

FOR WEEK—SPRING FESTIVAL
last of April or early May.

Lancaster County Colored Fair Association
C. H. TURNER, Secretary
LANCASTER, S. C.

WANT CARNIVAL

For Second Annual 4th of July Celebration,
three big days, July 2-3-4.

Fireworks and Prizes. Contact
ORVILLE J. BANKSTON SR., Vice-Comdr.
PARMA, MO.

WANT RODEO

For July or August

NEW CANTON AMERICAN LEGION POST
New Canton, Ill.

WANTED

First-class Carnival for Truckmakers' Spring Festival, to be held first part of May. Sponsored by International Harvester, V.F.W. Post 9381, Springfield, Ohio. Write

Richard L. DeWitt
263 E. Pleasant St. SPRINGFIELD, OHIO

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Denver Post Show Set April 24-May 2

DENVER, March 27.—Second annual Rocky Mountain Empire Sports and Vacation Show, sponsored by *The Denver Post* is scheduled April 24-May 2 in the Denver Stockyards Stadium.

Each afternoon of the show's matinee-and-night run, clinics will be held to instruct sports enthusiasts in various sports techniques, including the training of retriever dogs and fly and bait casting.

Billed as a headline attraction is Big Boy, a trained bear. Two mopets at each performance will be selected from the audience for bear-back rides.

Stotts Elected President

Of Indiana Old Settlers
ODON, Ind., March 27.—C. J. Stotts, editor and publisher of *The Odon Journal*, has been named president of the 63d Annual Old Settlers' Celebration, scheduled here August 19-21. Roscoe Smith, Odon business man, is treasurer, and H. O. Marshall, veteran fair secretary, again will have charge of concession privileges.

Extensive repairs will be made on Old Settlers Park as soon as weather permits. These will include the painting of buildings and the laying out and surfacing of new parking areas. For the first time, free acts will be used this year. All rides and a number of concessions have been inked.

Las Vegas Helldorado Scheduled for May 13-16

LAS VEGAS, Nev., March 27.—Hailed as one of the West's biggest events, Helldorado will be staged here May 13-16. Cele consists of four days of pageantry, rodeos, parades, whisker derby, kangaroo court, quarter horse events, beauty contest and old-timers' caravan.

This year the community is building a rodeo stadium, with seats terraced down the side of a natural plateau. Seven thousand spectators will be able to watch the spectacle.

Glendale Rodeo Draws 9,000

GLENDALE, Ariz., March 27.—Three performances of Glendale's Second Annual World's Championship Rodeo drew approximately 9,000 spectators, Frank Davis, business manager of the Glendale Lions Club, which sponsors the event, announced. Davis said gross proceeds probably will exceed \$15,000. Net profits will be used to equip a baseball park west of the high school.

Caro, Mich., Legion Cele

CARO, Mich., March 27.—Caro American Legion will this year sponsor a July 4 celebration. Plans call for a three-day event, July 3-5. The Tuscola County fair board has granted the Legion permission to use the Caro fairgrounds.

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 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

TIP-TOP SHOWS

WANT OF SYRACUSE, N. Y. WANT

Will buy Two-Abreast Merry-Go-Round, in good condition, or will book Wheel, Loop, Merry-Go-Round, 8-Car Whip, Tilt, Roll-o-Plane, or any non-conflicting Ride with own transportation. Good proposition in good Ride territory at low percentages.
Will book Arcade, Dart Games, Slum Stores, Ice Cream, Candy Apples, Pitch-Till-You-Win, Cork Gallery, Basket Ball, Coke Bottle, Crime Show or Hillbilly with own equipment.
Want to hear from Henry D. Johnston or Pete Josephs.

R. V. (DICK) NEUGENT

128 HURON ST.

Phone: 4-8255

SYRACUSE, N. Y.

WANTED

Handy Man for Kiddie Amusement Park. Prefer married man. No drinking tolerated. Can use wife during season. Year round job for first class man. Man to handle inboard motor boats in large City Park in Chicago. Must understand small inboard motors. Fountain Man and wife for Ice Cream Parlor in Kiddie Park.

M. J. DOOLAN

GREEN OAKS KIDDYLAND

4001 West 95th St.

Oak Lawn, Illinois

J. R. LEERIGHT SHOWS

Want for proven spring route and 20 Fairs and Celebrations, two spots a week
CONCESSIONS—All Hanky Panks, Scales, Striker, Age, Basket Ball, Novelties, Lead Agents for office outfits, Bingo Help. SHOWS—Monkey, Wild Life, Mechanical, Jig, Five-in-One, any Show not conflicting. Help for seven Rides; must drive Semis. No drinks and chasers. Wire, do not phone.

J. R. LEERIGHT

MARLOW, OKLA., this week; then HOLDENVILLE, OKLA.

WANT RIDES OR CARNIVALS

FOR 5TH ANNUAL 4TH OF JULY CELEBRATION, JULY 3, 4, 5

Can handle two or three Major and two Kiddie Rides. We have large drawing area. Write

R. R. GRAHAM, Celebration Chairman

BOX 206, FREELAND, MICH.

WANT CARNIVAL

For One-Week Stand During Month of June in Central Pennsylvania Location.

EXCELLENT PROSPECTS

Contact:

MT. HOLLY LIONS' CLUB

c/o C. Pat Conerty, U. S. Hotel
Mt. Holly Springs, Pa.

FOR SALE COMPLETE ARCADE

Consisting of 2 Bank Rolls, one year old; 1 Bank Roll, used four seasons; 1 High Score, one year old; Ray Gun, Digger, Batting Practice, Punching Bag, Card Vendor, Gripper, Mutoscope, several Pin Ball Machines, 2 Concession Frames, 100 pieces of Plaster, miscellaneous Penny Machines. Everything in very good condition. Will sell reasonable. Going out of business. Write

JOHN C. HEETER

244 W. Rayen Ave., Youngstown 2, Ohio

WANTED

SLUM SKILLO AND ROLL DOWN AGENTS

All working for me before, wire.

MRS. DOLLIE BAILEY

CARE HARRISON GREATER SHOWS
LAURENS, S. C.

WANTED

First and Second Men for Fly-o-Plane, also Help for Kiddie Rides.

OPENING APRIL 5TH. Address

B. PAUL

CARE MARKS SHOWS
RICHMOND, VIRGINIA

SAM LIEBERWITZ

WANTS COUNTER MEN

For Corn Game, also Relief Mike Man.
\$40.00 for Still Dates, \$60.00 for Fairs.

Address:

c/o WORLD OF TODAY SHOWS
Muskogee, Okla.

SHOOTING GALLERY

FOR SALE

Best Long Range on road. 14-ft. Gallery on 28-ft. Semi. Living quarters, rifles and pistols. 15 cases Gallery Shorts. No junk, the best, \$4,500.00 cash, complete with Tractor.

BOX 1632, CHESAPEAKE, OHIO

WANT STAR AMUSEMENT CO.

Opening April 5, 1948, Judsonia, Ark. Good opening for Bingo. Want man and wife for small Cook House or Grab. Can use few more 10¢ concessions. The show will carry five Rides, office owned, Merry-Go-Round, Ferris Wheel, Chairplane, two Kiddie Rides, three Shows, 20 to 25 Concessions. Jack Morgan wants combination Boxer and Wrestler.
KID BURNS (Owner)
R. 2, Box 143, Judsonia, Ark.

SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Torture Subject; Iron Clasp on Tongue same as happens in Foreign Country, glass case, fine condition. \$15.00 Ladies' wax head first stage of disease. \$17.50 Blond head hair reproduction Lana Turner. \$20.00 Head man showing Blood Vessels & Mus. Nat. **WEIL'S CURIOSITY SHOP**
#20 So. 2nd St. Philadelphia 6, Pa.

FOR SALE

At wholesale price, 12-ft. Photo Concession Trailer, very flashily equipped, ready to operate. Price \$1,000. Will build any type of House Trailer or Concession Trailer to your specification.

AMERICAN BEAUTY TRAILER CO.
1610 East Main St., Grand Prairie, Texas

ROYAL AMERICAN SHOWS, INC.



We extend our sincerest thanks to the various Fairs and Exhibitions of the United States and Canada, and to other sponsors for their confidence in our ability to produce the finest in outdoor amusement.

WE ARE BOOKED SOLIDLY IN 1948

We will exhibit the following great route of National and International Events:

- | | | | |
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| FLORIDA STATE FAIR
TAMPA, FLORIDA | CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA, CANADA | ARKANSAS-OKLAHOMA LIVESTOCK EXPOSITION
FORT SMITH, ARK. | OKLAHOMA STATE FAIR
OKLAHOMA CITY, OKLA. |
| CENTRAL FLORIDA EXPOSITION
ORLANDO, FLORIDA | EDMONTON EXHIBITION
EDMONTON, ALBERTA, CANADA | CANADIAN LAKEHEAD EXHIBITION
FORT WILLIAM-PORT ARTHUR, ONTARIO | ALABAMA STATE FAIR
BIRMINGHAM, ALA. |
| WORLD'S LARGEST STILL DATE
GRAND AND LACLEDE—ST. LOUIS, MO. | SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN, CANADA | TRI-STATE FAIR
SUPERIOR, WIS. | MISSISSIPPI STATE FAIR
JACKSON, MISS. |
| MEMPHIS COTTON CARNIVAL
MEMPHIS, TENN. | REGINA AGRICULTURAL & INDUSTRIAL EXHIBITION
REGINA, SASKATCHEWAN, CANADA | MINNESOTA STATE FAIR
ST. PAUL-MINNEAPOLIS, MINN. | LOUISIANA STATE FAIR
SHREVEPORT, LA. |
| PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA, CANADA | ELKS' SUMMER EXHIBITION
WINNIPEG, CANADA | KANSAS FREE FAIR
TOPEKA, KANSAS | ANNUAL SHRINE FAIR
TAMPA, FLORIDA |

This year we will present an entirely new show. Having faith in our ability to remain at the top in our field of amusement, we have invested in new show presentations, new and novel rides and two complete new all-steel railroad trains to transport this great 60-car show.

We also wish to thank the many showmen, connected with other shows, for their many personal well wishes to us in our new endeavors to provide the best.

C. J. Sedlmayr
C. J. Sedlmayr Jr. **ROYAL AMERICAN SHOWS, INC.** Winter Quarters
Tampa, Florida

MEEKER'S SHOWS

WANT FOR 24 WEEKS

Starting April 17, closing Central Washington Fair, Yakima, October 3.

WANT—Any useful Side Show Acts, Talkers and Grinders. Wire all information, don't write. Pauncto, Rubber Boy; Al Franklin, Buddy McLean, wire. Office pays salary plus bonus at Fairs and Celebrations.

RIDE HELP—Semi Drivers preferred. No Drunks.

RALPH MEEKER, 830 Rust Bldg., Tacoma, Wash.

ROSS MANNING, Gen. Mgr. A. W. "PAT" HALLON, Bus. Mgr.

ROSS MANNING SHOWS

OPENING APRIL 22 AT PORT READING, N. J.

CAN PLACE Novelties, Scales, Age, Photo, "No Gypsies," Penny Pitch, Cigarette Pitch, etc.

SHOWS—Have complete 30x40 Top and Front. Can use Snake, Crime or any other Grind Show.

RIDES—Boys who were with me last year come to winter quarters, Fairgrounds, Trenton, N. J.

All Address

ROSS MANNING, Gen. Mgr., 109 W. 49th St., New York City

PS.: Paul White, wire me at once—Pat.

D. & B. SHOWS

Can place for St. George, S. C., American Legion Spring Festival, April 5th to 10th, and good route north. One more Flat Ride. Will book or buy Ferris Wheel for cash. Can place good Foreman for Double Loop-o-Plane and other Rides. STOCK CONCESSIONS—Cork or Lead Gallery, Bowling Alley, Pop Corn, Duck or Fish Pond, Huckle Buck, small Bungo or Grab or any Stock Joint. Will book one more Show. Will furnish complete outfit for 5-in-1 or Snake Show. Can place Concession Agents if sober and good. Address:

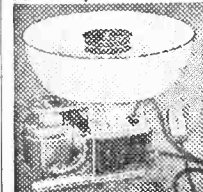
VARNVILLE, S. C., THIS WEEK; THEN ST. GEORGE, S. C.
FRANK E. DICKERSON EVERETTE P. BRYANT

FOR SALE

4,450 GAL. ENAMEL

You can add pigment to make it black, brown, green, etc., if desired. Waterproof. Use exterior or interior. Undercoating or final coat. For parts, undercarriages, etc. Armstrong's Lusterless Olive Drab Enamel Paint in 55-gal. drums, A-1 condition. War surplus. Meets gov't spec. Worth several times our price of only \$2.00 per gal. in bar. lots. F. O. B. Cleveland, O.
FEDERAL IDENTIFICATION CO.
1910 Classen Blvd., Oklahoma City, Okla.

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.

BOB CONN

I will pay you \$50.00 just for information of your marriage to Irene Conley. Please contact me at once.

TONY PERRINO

Phone: Wabash 1084, Chicago, Ill.

WANTED

White or Colored Rats, Mice, Golden Hamsters. All sizes. Immediate delivery. Reasonable price.

MODERN LABORATORY
2078 Broadway Brooklyn 7, N. Y.

HARRISON

GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT FOR SPARTANBURG, S. C., WEEK OF APRIL 5-10

FIRST ONE IN CITY THIS YEAR

Concessions of all kind open. A few choice Concessions open. Good opening for Frozen Custard, Diggers and French Fries. Want A-1 Mechanic with own tools to join on wire; top salary. Want 2-1 Lot Man that can set it off and on lots; top salary if you can produce. Will book Roll-o-Plane for season. Slim Young wants Acts for Side Show. Billy Arnie wants Colored Performers, Musicians. Want Ferris Wheel and Chairplane Foremen to join on wire; top salaries. Second Men and Semi-Drivers, come on. All mail and wires to FRANK HARRISON, Owner and Manager; STAN REED, Gen. Agent; TONY POMPERONI, Bus. Manager, Laurens, S. C., this week; then as per route.

COLEMAN BROS.' SHOWS

Opening April 15th, Middletown, Conn.

RIDE HELP WANTED—Foreman and Second Man for Ferris Wheel. Can use Second Men on all Rides. Semi Drivers preferred.

PAUL SMITH WANTS BALL GAME AGENTS

HAVE FOR SALE—Four 30-Kw. Power Plants, all ready to operate, A-1 shape. \$900.00 each.
COLEMAN BROS.' SHOWS, P. O. Box 886, Middletown, Conn.

UNDER THE MARQUEE

(Continued from page 50)
were with the original John Robinson Circus, have been residents of Dover, Del., for the past 40 years. They are still interested in the circus and proud of their collection of old-time programs.

Following a three-month engagement with the E. K. Fernandez Circus in the Hawaiian Islands, the Flying LaForms returned to the States March 27. Troupe added a double trapeze and web act to its routine during the Hawaii dates.

Bev Kelley, public relations director for Dailey Bros., announces that he has associated himself with Bill Johnson, New York director and stage manager, and Robert Boda, manager of the Hartman Theater, Columbus, O., in the formation of a new company to present a season of famous plays, with an all-professional company, in Columbus and other cities.

After appearing in vaude and night clubs for several years, Carmen Gonzales returns to the circus with her partner-husband, Alfred Miller, as

Carmen and Miller in a knockabout routine with Dailey Bros.' Circus. Miller had been in the armed forces.

An old town moron has found a way to tell if the annex dancers are wearing opera lengths—there are no mosquito bites on silk.

E. (Deacon) Albright again will handle the steam calliope on King Bros.' Circus in 1948 marking his 46th season on the road and his fifth with Floyd King. The Deacon will handle the steam calliope which he recently rebuilt, while Buddie Geiss will play the air calliope with the band.

Clarence L. (Doc) Rivers and wife, Blanche M. Palmer, who present a liquid air show, recently received a letter of appreciation from Pope Pius XII for their work with the blind, deaf-blind and mutes, according to an article in *The Hawaii Times* of March 10.

Meens & Ward, New York animal dealers, and Mr. Mallory, of the Memphis Zoo and former wild animal trainer, were guests of Dick Clemens at the Hamid-Morton Circus performances in Memphis. Clemens also spent much time visiting the Memphis Zoo.

Penny Millette, currently touring Cuba with the Santos & Artigas Circus, will again do a high-pole free act during the coming U. S. season. She opens at Pontchartrain Beach, New Orleans, for a two-week date. Ira Millette will again be with the Ringling show.

There have been men who have saved more people from disaster than have many well-known heroes, but they're called angels.

Among those attending the wedding March 18 in Detroit, of Johanna Burkhardt Rittely and Charlie E. Webb, were Mr. and Mrs. Millard Haskins, Mr. and Mrs. Harry J. Lewiston, Mr. and Mrs. Leonard Karsh, Mrs. Sadie Schwartz, Mrs. Inez Miller; Harry Rittely, son of the bride; Eli Jaffe and H. F. Reves, of *The Billboard's* Detroit office.

Then there was the early-day, two-car circus that played the same towns year after year under different titles. However, the titles didn't fool the natives because they recognized the ponies in the parade and called them by their names.

LOS ANGELES NOTES: Recent dates of Bailey Bros.' Circus in this area and the anticipated arrival of the Beatty show for an 11-night, 10-day stand at Washington and Hill streets, have local circus fans and showfolk busy, since two shows in the early spring are a novelty here. Among visitors at Bailey Bros.' Inglewood date were Jimmy and Ruby Wood, Stella and Bill Hamilton, Walt Matthie, George Perkins, Phil Bailey, Hugh McGill, Allan Wood, Harry Quillen, Walter L. Main, Clyde Stewart and Billy Hoffman. Main helped usher. Laura Anderson and Frank Ellis are doing a big concession bus-

Darling Heads SGA South Wales Branch

SYDNEY, March 27.—At the annual meeting of the Showman's Guild of Australia (SGA), New South Wales branch, Morrie Darling was re-elected president and W. Howard and Les Sherman vice-presidents.

It was decided to support the move for a federal body to unite the guilds in all States. At present the SGA branches are separate entities in each of the States, working independently, and one of the peeves of showmen is that when they visit another State they are often called upon for an additional fee to the local Showman's Guild before they can do business.

Will Enlarge With Park Pool for "Follies"

MINNEAPOLIS, March 27.—Theodore Wirth Park Pool here will be enlarged this year to enable *Aqua Follies*, part of the Minneapolis Aquatennial Summer Festival, to have more stage space, the Aquatennial Association Board of Directors announced. *Aqua Follies* is run by Al Sheehan and Lyle Wright, who pay the aquatennial association a percentage.

Board members also announced plans for two Sunday water shows at Lake Calhoun during the summer fete. Bert Baston, general festival chairman, named four division chairmen. They are Davis Silverman, *Minneapolis Star* managing editor, public relations; Carl Bremicker, ways and means division; Lyman Wakefield Jr., special events, and William G. MacPhail Jr., free events program.

iness. This is their third year with the Bailey org. Mrs. Anderson has sold her three elephants and six-horse Liberty act and other animals. Now all she has to do is pack the concession equipment away when the circus season closes and from now on she'll have no animals to feed all winter. Jimmy Wood has a long string of merchant dates to play around Los Angeles, the first being at Morningside Park. Jimmy supplies merchants with his big top, booths and ride equipment for midways on special sale days.

Circus Routes

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

Bailey Bros.: Hollister, Calif., 31; Salinas April 1; Monterey 2; Watsonville 3; Santa Cruz 4; Palo Alto 5; Redwood City 6; San Mateo 7; Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 31-April 10.
Daveport, Orrin: Sioux Falls, S. D., 29-April 3.
Gutierrez: Corona, Calif., 31-April 1.
Hamid-Morton: Buffalo, N. Y., 29-April 3; Altoona, Pa., 5-10.
Hinkle, Milt, Rodeo: Columbus, Ga., 30-April 2; Charlotte, N. C., 6-11.
King Bros.: Macon, Ga., 10.
Polack Bros. (Eastern): (Carmichael Auditorium) Clarksburg, W. Va., 31-April 2; (Municipal Auditorium) Norfolk, Va., 5-10.
Polack Bros. (Western): (Field House) Kalamazoo, Mich., 29-31; (Shrine Auditorium) Indianapolis, Ind., 4-13.
Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 7-May 9.
Rogers Bros.: Yazoo City, Miss., 30; Canton 31; Winona April 1; Water Valley 2; Grenada 3; Booneville 5.
Wirth, Frank: Syracuse, N. Y., 29-April 7.

Misc. Routes

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

Holiday on Ice (Auditorium) New Orleans, La., 29-April 4; (Coliseum) Baton Rouge 6-10.
Ice Capades: Chicago, Ill., 29-April 1; Kansas City, Mo., 2-9.
Pan-American Museum & Animal Exhibit: Columbus, Miss., 31-April 1; Aberdeen 2-3; Corinth 5-6; Henderson, Tenn., 7; Jackson 8-10.
Skating Vanities (Auditorium) Flint, Mich., 31-April 4.

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.)

Admiralton: Wapanucka, Okla.
Alamo Expo.: Austin, Tex.
American Eagle: Bolivar, Tenn.
American Midway: Killeen, Tex.
Anderson Greater: Samson, Ala.
Bee's Old Reliable: McMinnville, Tenn.
B. & H.: Bamberg, S. C.
Big State Am. Co.: Mercedes, Tex.; Raymondville 5-17.
Blue Grass: Lawrenceville, Ga.
Borderland: Camp Wood, Tex.
Borup's United: Dawson Springs, Ky., 3-10.
Bullock Am. Co.: Great Falls, S. C.; Lancaster 5-10.
California: San Luis Obispo, Calif.
Capell Bros.: Shawnee, Okla.
Capital City: Nashville, Tenn.
Caravella Am. Co.: Columbia, S. C.
Cavalcade of Amusements: Mobile, Ala., 5-10.
Crafts 20 Big: Bakersfield, Calif.
Craig, Harry: Odessa, Tex.
Crandell's Midway: Pace, Miss.
Crescent Canadian: New Westminster, B. C., Can.
Crystal Expo.: Wadley, Ga.
D. & B.: Varnville, S. C.; St. George 5-10.
Denton, Johnny J.: Tuscaloosa, Ala.
Dixieland: Cornelia, Ga.; Flowery Branch 5-10.
Dudley, D. S.: Wichita Falls, Tex., 5-10.
Dumont: South Hill, Va.; Norfolk 5-10.
Dyer's Greater: W. Helena, Ark., 2-10.
Exposition at Home: Leaksville, N. C.
Florida Am. Co.: Bradenton, Fla., 29-April 1; Winchester, Tenn., 5-10.
Francis, John: Madison, Ill.
Franklin, Don: El Campo, Tex.; Edna 5-10.
Gentsch, J. A.: Columbia, Miss.
Gerard's Greater: Bronx, New York, N. Y.
Golden West: Napa, Calif., 5-10.
Grady, Kellie: Florence, Ala., 3-10.
Greater United: Conroe, Tex.; Lufkin 5-10.
Groves Greater: Lake Charles, La.
Gulf Coast: Osceola, Ark., 3-10.
Hannum, Morris: Danville, Va.; Farmville 5-10.
Harrison Greater: Laurens, S. C.; Spartanburg 5-10.
Haywood: Mount Ida, Ark.
Henson, J. L.: Colfax, La.
Heth, L. J.: Birmingham, Ala.
Home State: Batesville, Ark.
Hottle, Buff: Golden Meadow, La.
International: Texarkana, Ark.
Johnny's United: Franklinton, La.
Kaus, W. C.: New Bern, N. C., 2-10.
Kirkwood, Joseph J.: Havre de Grace, Md.
Lamb, L. B.: Meridian, Miss.
Lawrence Greater: Lumberton, N. C.
Leeright, J. R.: Waurika, Okla., 29-31; Marlow April 1-3.
Magic Empire: Lucedale, Miss.
Magic Valley Am. Co.: Grandfalls, Tex.
Majestic Greater: Richmond, Va., 29-April 10.
Marion Greater: Leesville, S. C.
Marks, John H.: Richmond, Va., 5-10.
Martin's United: Compton, Calif., 7-12.
McKee, John: Holly Springs, Miss.
Midway of Mirth: Sparta, Ill.; Murphysboro 5-10.
Midwestern Expo.: New Boston, Tex.; Nashville, Ark., 5-10.
Model: Paris, Tex.
Moore's Modern: Searcy, Ark., 2-10.
Omar's Greater: Hoxie, Ark.
Orange Blossom: Jasper, Ga.
Pacific Coast: San Lorenzo, Calif., 29-April 4.
Palmetto Expo.: Greenville, S. C.
Paul's Am. Co.: Atkins, Ark.
Penn Premier: Hopewell, Va.; Annapolis, Md., 5-10.
Peppers All-State: Sumter, S. C.
Perry, Jack J.: Clinton, S. C., 3-10; Rock Hill 12-17.
Pike Am. Co.: Ozark, Ark.; Clarksville 5-10.
Pleasureland: Covington, Ga.
Prelt's Broadway: Fayetteville, N. C.
Queen City: Mayoden, N. C.
Raftery, James M.: Whiteville, N. C.; Goldsboro 5-10.
Rogers Greater: Union City, Tenn., 10-17.
Rosen, H. B.: Guntersville, Ala.
Royal Crown: Sanford, Fla.; Albany, Ga., 5-10.
Royal Rides: Bessemer, Ala., 3-10.
Royal Expo.: Daytona Beach, Fla.
Rupe's Midway for Fun: Wynnewood, Okla.
Sam's Funland: Norwood, N. C.
Slebrand Bros.: Phoenix, Ariz.
Silver States: McGregor, Tex.
Southern Am. Co.: Bremond, Tex.
Southern Valley: Monroe, La.; Minden 4-10.
Starlight Am. Co.: Bay City, Tex.; Texas City 5-10.
Starr: Idabel, Okla., 1-10.
Stebler Greater: Cowpens, S. C.
Stephens, C. A.: Douglasville, Ga.
Strates, James E.: Washington, D. C., 1-10.
Sunshine: Tampa, Fla.
Tassell, Barney: Chase City, Va., 3-10.
Tassell, Sam: Lakewood, N. J., 5-10.
Tidwell, T. J.: Sweetwater, Tex.; Seminole 5-10.
Tinsley, Johnny T.: Greenville, S. C.; Easley 5-10.
Triangle: Roanoke Rapids, N. C., 3-10.
20th Century: Pittsburg, Kan., 3-10.
United Expo.: Nacogdoches, Tex.; Kilgore 5-10.
Wallace & Murray: Valdosta, Ga.; Cordele 5-10.
Wallace Bros.: Jackson, Tenn.
Ward, John R.: Galveston, Tex.
W. E. Attrs.: Thomson, Ga.; Dearing 5-10.
West Coast: Merced, Calif., 30-April 4.
Wheeler, Eddie L.: Bowdon, Ga.; Copperhill, Tenn., 5-10.
Wilson Greater: Tucson, Ariz., 29-April 4.
Wolfe Am. Co.: Toaco, Ga.; Royston 5-10.

ZOO HELP WANTED

Good location near Texarkana. Boys I know, get in touch with me. Contact:

PAUL FLANNIGAN
Texarkana, Tex. (Phone: 5029-W)

AT LIBERTY
For Circus, Fairs, Rodeos, Horse Shows
AMERICA'S FINEST
12 Horse Liberty Act
4 Whites, 4 Blacks, 4 Palominos. 8-Horse Liberty Act. All red sorrels, new plastic harness. 8 Shetland Pony Act.
BUD E. ANDERSON
Box 126 Emporia, Kans.

WANTED
2 PROMOTIONAL MANAGERS
Must be sober, reliable, know how to handle Phone Men and not broke. If you have those qualifications and can start to work immediately, write or wire. State where you can be reached by phone to
JACK MILLS
MILLS BROS.' CIRCUS
Deshler-Wallick Hotel Columbus, Ohio

BANNER MAN WANTED
Two Ticket Sellers, Mitt Reader, join on wire. Corinth fifth and sixth; Henderson, Tenn., seventh; Jackson, Tenn., eighth, ninth, tenth.
W. F. DUGGAN

PATTERSON AND STOLTZ
COMBINED CIRCUS WANTS
General Agent capable of booking strong auspices. Clarence Auskins, wire me. Phone Men and Promotional Managers. H. R. Mareney, Nick Strait, Bob Beck and Jordan, answer.
L. F. STOLTZ
Care Metropolitan Club, Central Fire Station
Battle Creek, Michigan

FOR SALE
Five-year-old dapple gray Rosinback horse. Three-year-old white menage horse. Dog Act and dapple menage pony.
EVANS & STARK TRAINING QUARTERS
Centerville, Iowa

DALES BROS.' CIRCUS
WANTS
Irving Troupe, Gallagher Family, Don Morris Troupe, or any Act of that type. Perch Act, Juggling Act, or any good ground act. Frank DeRiskie, get in touch with me immediately. Side Show: Dancing Girls, Colored Musicians, Magician that does Punch. Seat Butchers, Concession Men. Show Men, Riggers, Working Men for Big Top or Side Show—come on. Show opens April 10th, Union, S. C. Rehearsals start April 7th. Wire—don't write.
M. J. DALES, Mgr.
Union, South Carolina

PENN PREMIER SHOWS

world's cleanest midway

(HEADING NORTH EAST—PLAYING LARGE INDUSTRIAL CITIES)

Can place the following for Firemen's Spring Festival, Annapolis, Md., in heart of city

Concessions—Can place Fishpond, Ball Games, Pitch Til-U-Win, Cork Gallery, Glass Pitch or any other Legitimate Concession. Shows—Can place reliable Manager with acts to take over Side Show. Must have acts for same. We will furnish complete show inside and out, including banners, top, sound, etc. Boozers and women chasers, save time and don't answer. This is the reason for this ad. Allen, what happened?

Can place a few good Working Men that drive semis. Can place Talker for large Animal Show. Can place Arcade, good proposition, must be large. Address all wires and mail to

LLOYD D. SERFASS, General Manager

Hopewell, Va. Annapolis, Md., is followed by Chester, Pa. All first in.

IT'S THE SHOW WITH THE WORLD'S RECORD

GREATER UNITED SHOWS

Can place Side Show (will furnish Top), also Fat Show (Big Jim, wire), Fun House, Monkey Show, Fun in the Dark, or any other non-conflicting Attraction.

WANT OCTOPUS, MIX-UP, SPITFIRE, with own transportation; ALSO PONY RIDE.

Ferris Wheel Foreman, wire C. E. Hagensick.

CONCESSIONS—Want Custard, Bumper, Novelties, Scales.

No Gypsies — No Racket — No "Educated" Wheels

SEASON CLOSSES NOV. 22 — PLENTY FAIRS

WIRE: J. GEORGE LOOS

Conroe, Tex., this week;
Lufkin, Tex., next week.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

WANT

Shows with own equipment and transportation. Foreman for Merry-Go-Round. Manager for office owned Cook House. All replies

ED GROVES, Manager

Lake Charles, La., until April 4.

STARLIGHT AMUSEMENTS

BOOKING FOR TEXAS CITY, April 5 to 10

50,000 PEOPLE TO DRAW FROM. EVERYBODY WORKING. REFINERIES, TIN SMELTER, RUBBER. CHEMICALS. HUGE PAYROLLS.

Will book for season: Want Tilt, Roll-o-Plane, Scooter, Chair-o-Plane or any other Ride not conflicting. American Palmistry, Photos, Jewelry, Basket Ball, String, Bowling Alley or any other Merchandise Concession not conflicting. SHOWS—Any but Girl or Side Show. No grift. No drunks. No gypsies.

BAY CITY, TEX., MARCH 29 TO APRIL 3.

Harry Craig's HEART of TEXAS Shows

WANT

Bingo Operator, Cook House. Also 10-cent Concessions and Agents for Penny Pitch, Mechanic with tools. Also Ride Help that drive trucks. Odessa, Tex., week March 29.

FREAR UNITED SHOWS

LAST CALL—OPENING APRIL 5

All people contracted report. WANTED — General Agent: year around job; must have car. WANTED—String, Hoop-La, Bumper, Fish Pond, all kinds Hanky Panks. SHOWS—Snake, Monkey, Wildlife. RIDE HELP—Foremen for Rodeo, Fly-o-Plane. Second Men on all Rides; must drive semi-trailers; top wages.

ROY FREAR, OWNER, GEN. DEL., EMPORIA, KANS. PHONE 26-46.

ELI WHEEL

Due to disappointment will book for season #5 or #12 Wheel on 17%.

All beautiful locations. Some of the best in New England. We have 5

Rides to go with you. BOX D-269, Billboard Pub. Co., Cincinnati, O.

Morris Hannum Shows

A tradition at Veterans' Conventions

FARMVILLE, VA., APRIL 5 TO 10

WANT SHOWS—Snake, Unborn, Illusion. Have a beautiful Side Show; want Manager. Ray, wire.

WANT RIDES—Any Flat Ride with transportation.

WANT CONCESSIONS—Razzle, Roll-Down, Slum Skillo, one more Wheel, Guess Age-Weight, Novelties, Custard, Ball Games, Photos.

WANT RIDE HELP for Tilt and Chairplane. Long season, top wages. Don't write, come on. Replies to DANVILLE HOTEL, Danville, Va.

HELP WANTED

Show Electrician for two light plants, both new. Foremen and Second Men for the following rides—Spillman Two Abreast Merry-Go-Round, Octopus, Smith & Smith Chairplane, Rolloplane. Drivers of Semis preferred. Highest salaries and long season, on Long Island. Opening April 8th.

CARNIVAL SHOWS, INC.

PHILIP ISSER, Gen. Mgr.

1539 East 29th St.

Brooklyn, New York

Telephone: CLOverdale 8-1061 or Virginia 9-0448

Silver STATES SHOWS

WANT FOR TWO UNITS

Playing best route small Fairs and Celebrations; Colorado, Nebraska, Iowa, Wyoming. #2 Unit now open in Texas. #1 Unit opens May 1st in Nebraska.

Can place capable General Agent, also Legal Adjuster. Will book two Major Rides and give real proposition. Can use two Grind Stores, those with Hanky Panks given preference. Can place Stock Stores of all kinds: Floss, Popcorn, Apples, Fish Pond, Coke Bottles; some P.C. open. Can place capable Grind Store Agents, also Hanky Pank Agents. Have for sale 8 Octopus Tubs, make offer. Ford 1/2-Ton Panel, new motor and radiator, equipped for sound truck, has 35 watt Masco, 110-6 volt, 2 horns, turntable, \$400.00. This equipment in quarters at Waterloo, Nebr.

McGREGOR, TEXAS. THIS WEEK.

FLORIDA amusement company

WANTS

Shows with own transportation. Snake, Side Show, Drome, etc. Free Act for season, state lowest. Plane Riders immediately. Threat, answer. Slum Concessions only, no racket wanted. Jack Mosher, wire. Rides not conflicting. Open Winchester, Tenn., April 5th; Shelbyville follows in Michigan, three moves. Street Fairs, Celebrations, Indiana, Michigan, Ohio. Contest playing Bradenton, Fla., until Thursday. All address:

HOWARD INGRAM

Sarasota, Florida

Notice, Fair Mgrs.—Booking Agents

I have Ten Open Dates after June 15. Will pay you transportations to see Rodeo. Charlotte, N. C., April 6 thru 11. Seeing is believing. See world's largest rodeo. All wires as per route in Billboard.

MILT HINKLE

20TH CENTURY SHOWS

LAST CALL

OPENING APRIL 3, PITTSBURG, KANSAS

DUE TO DISAPPOINTMENT, A-#1 GIRL SHOW FRAME-UP OPEN. Glen Gibson wants to hear from Side Show People. Frank Rooney wants Athletic Show Help. WILL SELL "X" ON AGE, SCALES AND NOVELTIES. Wire

ALBERT MARTIN or MAC McCRARY, PITTSBURG, KANSAS.

JACK "RED" FENTON

WIRE AT ONCE, NEED YOU

JEANNE NANSON
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AGENTS WANTED

for Bowling Alley

SAM EPPLE
Heart of Texas Shows
Odessa, Texas

SWEENEY'S UNITED SHOWS

Opening April 17th, two Saturdays
WHEELING, W. VA.
Want Concessions of all kinds except Percentage,
Bingo, Popcorn, Grind Shows, own transportation.
Will book small Merry-Go-Round, low percentage.
Opening with five Rides, 25 Concessions.
Write or wire

FRANK SWEENEY
Glendale, W. Va. Phone: Moundsville 1076-J

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MACHINES
New Street and Booth
Models Ready!
Shipped in 2 days!
Exclusive features—
easy to operate. Hands
not in chemicals. KD
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warranty. Cameras
only or complete. 10
sizes—single, double
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Federal Identification Co.
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WANT TO BUY CALLIOPE

Must be in good working condition.
State price and make.

GEAN BERNI, Sec.
THE GREATER TAMPA SHOWMEN'S ASSN.
801 TAMPA ST., TAMPA, FLA.
P.S.: Tony, The Organ Man, please contact me
at once.

SCHEDULES RIGIDLY MAINTAINED

BANNERS

SNAP WYATT STUDIOS
1608 Franklin St. Tampa, Fla.
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WANT SPITFIRE FOREMAN

SALARY AND BONUS, MUST DRIVE.
SUNSET AMUSEMENT CO.
Excelsior Springs, Mo.

Gus (The Great) Sun Still Shines After 59 Years in Show Business

(Continued from page 45)

"\$15 per week and pay your own," Gus booked himself into Midwest variety houses for a period, after which he joined up with the Sells-Foley Circus, where he soon became treasurer and general manager, in addition to his duties as featured juggler. After a season with Sells-Foley, Gus and his brothers organized the Sun Bros.' Great United Shows and Trained Animal Exhibition, which consisted of a 50-foot round top; a lean, sad-faced camel, and such equipment as could be bought for \$250, their pooled capital. With Gus and George featured in their juggling act, the Sun Bros.' circus prospered and grew until it could advertise itself as "The Largest Wagon Show on Earth!" and "The Largest, Richest and Best 25-Cent Show on Earth!"

"America's Greatest"

When the circus moved into the barn for the winter, Gus trouped the vaude houses and with med shows, billing himself under a variety of names as "America's Greatest Juggler and Equilibrist." In 1898 Gus sold his interest in the circus to his brothers, George and Pete, and organized the Gus Sun American Minstrels. It proved a highly profitable venture and might have continued on indefinitely hadn't Gus happened into Sacramento, Calif., and found a theater operator packing 'em in with dime vaudeville. Vaude, even then, was an established American institution, Benjamin Franklin Keith opening in Boston in 1883 the first modern vaude house, but in 1904 vaude was available only in the larger cities and usually at \$1 or more top, which put it out of reach of millions of potential customers.

During his travels, Sun had familiarized himself with what little there was then to know about pictures, and he determined to combine them with cheap vaudeville. In 1904, Sun chose Springfield, O., a city of 40,000, for his experiment. Thus, his Orpheum Theater, opened in October, 44 years ago, was one of the first "family theaters" in the country. It was a theater in name only, for the experimenting Gus, unwilling to sink too much cash in so uncertain a venture, rented a small storeroom, across the back of which he nailed some boards on a carpenter's horses to form a stage. The red calico curtain was operated with a stout cord, and the seats were 114 kitchen chairs, rented, of course. Despite Gus's caution and apprehension, the venture panned out a huge success, and only five years later Gus Sun purchased for \$100,000 in cash the building in which his first "theater" had been located. A year later Sun opened a second house, and in rapid succession theaters in 10 other cities, in all of which the combo show at a quarter tops packed them in.

But with his expansion, Sun soon

found it impossible to secure enough acts. He had been picking them up from among his circus, minstrel and med show friends, but the supply soon became too limited. Then, too, other theater managers were becoming interested in the vaude-film combo idea, with the result that at a dinner meeting in Hamilton, O., in 1906, there was created the Gus Sun Booking Agency. More than 100 theater operators in smaller cities throughout the Midwest quickly signed agreements to play 25-cent vaudeville if the acts could be provided, and the business soon grew to a dominant position in the amusement field.

Sun Burns Biggies

It was not to be expected, of course, that the big-time vaude magnates would let Gus Sun walk away with profitable bookings without a battle, and a battle royal it was for nearly 20 years. A partial truce was staged for six years from 1914, when Keith and Sun had a working agreement, but this was terminated abruptly in the bitter post-war struggle to control bookings into the huge new houses springing up in all the larger cities from coast to coast.

But the sagacious Gus had one important advantage in this battle of giants. His small-time circuit was close-knit and compact, even though it extended across the country. Jumps were short and inexpensive and other costs generally less in the smaller cities than in those where the big-time houses were operated. These factors, combined with possibilities for steady work, attracted many big names to the Sun Circuit, and this influx in talent in turn attracted scores of independent theater operators to the Sun Circuit.

It was during this period that Sun developed the split-week and the tab show idea, both of which soon became theatrical institutions. The tab show bookings soon became as flourishing as the vaude venture, and from 1918 to 1930 houses playing Sun tabs covered the Midwest, East and part of South like a blanket. In 1926, 125 tab units were operating over the Sun line. As early as 1910, the Sun office was booking fairs and amusement parks, and at the present time more than 200 parks and fairs in a score of States are on the Sun books.

While Gus Sun continues as head of the Gus Sun Booking Agency, the actual general managership is in the capable hands of the faithful and popular Bob Shaw, who has held the manager post since 1930. Assisting Shaw is Gus Sun Jr., who has gained a thoro schooling in the art of booking from Shaw since joining the Sun staff back in 1934, after putting in a season on the Ringling-Barnum circus.

He Cookes, Too

Altho Gus Sun still remains active in the business, he has in recent years never permitted business to interfere with pleasure. At 80, Sun is still keen, alert and straight as an arrow on a six-foot-two frame, and he can still offer the younger blades tough competition with the gun or rod and reel, and much of his time is spent fishing in Florida and hunting in Canada. His extra-special hobby, however, is cheffing, and there's nothing he likes better than to invite in a group of friends and then show off his culinary dexterity by whipping up a dish fit for a king. And as one who has partaken frequently of Gus's hospitality along those lines, let it be said that he's a terrific showman in that department, too.

That's the story, in brief, of Gus (The Great) Sun, a grand sport, an outstanding showman and a true friend.

Freight Usage Is Approved; R-B Set for N. Y.

(Continued from page 45)

plate extending the ban to cover trains on oil-burning railroads. A tie-up suffered by the Clyde Beatty show in Tucson, Ariz., was a result of a misinterpretation of the ban by a railroad rather than an ODT order, it was said.

Ringling Route Clear

Under present plans, R-B cars will be attached to a regular freight train as far as Washington, according to Melvin Hildreth, Washington representative for Ringling-Barnum. The rest of the trip to New York, he said, is over an electrified line where the ban does not apply. On the Sarasota-Washington portion of the journey, Ringling personnel will use the regular passenger trains. Ringling representatives said once the circus is in New York it will be free from effects of the coal walk-out for the next 90 days as the show's route for that time is over electrified railroad lines.

Hikes Cost

Ringling's plan involves a heavy additional expenditure, it was stated, since shipping the show as freight involves the usual fixed charges which are much higher than the expense of running a special train. However, Ringling legalists said failure of the circus to open in New York on schedule would "cost over \$1,000,000."

Prior to ODT's approval of the freight proposal, Senator Spessard L. Holland (D., Fla.) conferred with high-ranking ODT officials to work out some arrangement whereby the Ringling circus could get out of Florida. Holland's activities on behalf of the circus were a result of a telegraphed appeal early this week from John and Henry Ringling North, show owners.

The Norths pointed out that failure of the circus to open would mean the loss of some \$500,000 in taxes to the federal government. The wire said further that millions of young Americans would be bitterly disappointed if the circus remained stranded.

Expect Early Action

Appointment by President Truman of a three-man board of inquiry into the coal walkout indicated that the chief executive intends to invoke the Taft-Hartley Act in an attempt to force the miners back to work. After the board has completed its investigation, the President is empowered to direct the attorney general to seek an injunction in a U. S. court against the walkout.

While the fact-finding board was given until April 5 to make a report, it is expected that the work may be completed much earlier.

WANTED

Hillbilly Band for 20-week season. Write lowest. Prefer Girl Vocalist, Western. Vaude, Novelty Acts for April 30-May 1.

W. V. SHOWS

General Delivery, South Bend, Ind.

WILD LIFE EXHIBIT FOR SALE

Complete with '40 Chevrolet Truck, completely overhauled; new 20x60 Tops. Priced right for cash, \$1,500.00. Can be seen in operation in storeroom at 1470 Hancock St., Quincy, Mass., until April 4. Write to:

ASSOCIATED EDUCATIONAL EXHIBITS

Rm. 404, 204 E. Jefferson St., Syracuse 2, N. Y.

NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

5 P.M. SUNDAY

(Eastern Standard Time)

IMPORTANT: If You Mail any ads after Wednesday be sure to send them **SPECIAL DELIVERY** to insure immediate handling in Cincinnati Saturday or Sunday.

Roller Interest Up in St. Louis; Promotions Pay

ST. LOUIS, March 27.—Carl Trippe, operator of Ideal Roller Rink here and rinks in near-by West Lake and Chain of Rocks parks, reports evidence of increased interest in roller skating in the St. Louis area.

This, Trippe believes, is due to heavy emphasis on skate dance class work and other promotions he has developed. One of these is his policy of giving special prices for 10 or 20 skating lessons to Boy Scouts and Girl Scouts. Trippe now is attempting to devise a plan by which scouts would receive a chevron for their uniforms after taking a certain number of roller lessons, as they do after receiving 20 lessons in ice skating here.

Ideal has reverted to the policy of awarding attendance prizes and also offers a grand march and such old-time games as London Bridge. Last Thanksgiving Day the rink gave away a turkey, and a live rabbit is to be given away at tomorrow's Easter session.

Plans have been made to open Ideal's park rinks Sunday, May 2, Trippe reported. The Chain of Rocks Rink is getting a new front of aluminum sheet, and a skating club locker room is being built.

2 West Coast Ops Join Ranks of URO

MONTEREY, Calif., March 27.—Two rink owners, Tom De Forest, operator of Harbour Roller Rink, Costa Mesa, Calif., and Bert Lobbregt Jr., operator of Rollerland, Renton, Wash., have become members of the United Rink Operators, according to Paul J. Gilbert, manager of Del Monte Rollerdom here.

De Forest has made plans to attend the California championships of the United States Amateur Roller Skating Association, to be held May 8 and 9 in the Roller Palladium, Pomona, Gilbert said.

Gilberts Look Over Pomona

MONTEREY, Calif., March 27.—Mr. and Mrs. Paul J. Gilbert, operators of Del Monte Rollerdom here, returned recently from a business trip to Bill Black's Roller Palladium, Pomona, Calif. The Gilberts made the trip to look over the rink, site of the May California championships of the United States Amateur Roller Skating Association, and to make hotel reservations for Del Monte skaters who will participate in the contests. Mr. and Mrs. Jack Thayer, who were visitors at Del Monte Rollerdom March 17, indicated that they would enter skaters in the forthcoming Pomona meet, Gilbert said.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

Calif. ARSA Meet Set for May 8-9

MONTEREY, Calif., March 27.—California championships of the United States Amateur Roller Skating Association are slated to be held May 8 and 9 in the Roller Palladium, Pomona, it was announced this week by Paul J. Gilbert, manager of Del Monte Rollerdom here.

Scheduled to appear in the novice dance and pairs skating divisions of the contests are Frankie Manning and Joe Hottinger Jr., of the Del Monte Skating Club. Miss Manning, a member of the club since Gilbert took over the Rollerdom management in November, 1947, was recently granted bronze dance and low-test figure judgeships by the USARSA. Hottinger has been State figure champ since 1945 and at one time held the association's national titles in juvenile figure and pairs skating.

30% Biz Boost For Peru Spot

PERU, Ind., March 27.—Recent business at Russo's Skating Rink here has shown a 30 per cent increase, according to John Poyser, new manager, who believes that program of contests, old-fashioned quadrilles, races, farmer nights and a recent Easter egg hunt are responsible for the gain.

The staff includes Emerson McDougle, floor manager, and Ray Warren, professional, who teaches Monday, Tuesday and Thursday classes in international-style skating.

Poyser also manages the Circus City Trojans, amateur hockey team, which he reports holds decisions over many teams in the State. Poyser is making attempts to book additional games for the Trojans.

Plans are now being made to install a cooling system in the rink for summer skating. A redecorating program, including installation of new lighting facilities, is under way.

Competition Finals Wind Up Deuback Dallas Observance

DALLAS, March 27.—Deuback's Skating Rink here closed its 11-night, 11th anniversary celebration March 14 with finals of graceful skating, two-step and waltz competitions coupled with a rink sweetheart contest, reports Victor L. Deuback, business manager.

Winners of the graceful skating contest were Warren Vaughn and Patsy Ryan: two-step, Ramon and Roy Ann Wright, and waltzing, Roland Nelson and Bobby Joyce Fryer. The sweetheart contest, begun March 4, was won by Faye Echols, who was presented with a jacket and four months' free skating. Melba Corley, runner-up, received a month's free skating. Each ticket sold during the celebration was good for one vote in the contest. Prizes were awarded nightly for games and elimination contests held during the period.

2G Rollery Fire in Jersey

NORTH BERGEN, N. J., March 27.—A short circuit in the basement of the roller rink at Columbia Park here, started a before-dawn fire March 20 that did estimated damage of \$2,000. The rink is operated in conjunction with a sports arena.

Herb Nixon Dies in St. John

ST. JOHN, N. B., March 27.—Herbert Nixon, 61, Canadian skating official and former roller rink instructor, died March 15 here after a short illness. In his youth he was active as a speed skater. Two sons survive.

Denver's Skateland Bucks Trend With 13% Biz Gain

DENVER, March 27.—In a period of slumping business, Carl C. Johnson, operator of Skateland here, reports an encouraging dollar gain of 13 per cent for January and February over the corresponding period of 1947.

Probably two of the more important factors responsible for this increase is Skateland's intensive promotion of party bookings and recent inauguration of a plan to produce dance skaters on a mass-production basis (*The Billboard*, March 13).

According to Johnson, it's a poor week if Skateland is not host to four or five parties, some of them by nationally known firms with large personnel in Denver. Each party is advertised by a large electric sign across the back of the rink.

Skateland's development of dancers is in charge of Ray and Lyn Lentys, professionals. On the job but a few weeks, they have already graduated over 100 from the Wednesday night beginners' class to the Tuesday night bronze dance group, and Johnson reports that all classes have shown spontaneous increases in attendance and results.

Sunday, March 14, 21 members of the Carl C. Johnson Roller Club took proficiency tests of the Roller Skat-

ing Rink Operators' Association of the United States, with 15 passing the bronze dance tests and six the figure tests. The reason for the 100 per cent passage is the fact that the Lentys previewed each contestant's skating and discouraged those who, in their opinion, were unlikely to pass, thus avoiding the possibility of the skater becoming permanently discouraged and, at the same time, saving time during the actual tests.

Attendance at Sunday morning classes, from 10 to 1 p.m., have increased remarkably during the past month, said Johnson. The rink offers this class for 50 cents. It is open to a member of any skating club and offers a strenuous session, under the direction of the Lentys, of figure, free style and gold dance skating, broken up by only three 10-minute rest periods.

FOR SALE

Tent Rink, used two months, 50x110, all new sectional Northern Michigan Maple floor, Anchor tent, 125 pair Chicago skates, R.C.A. sound equipment, complete and ready to go, \$8,000.00.

Building pavilion style, 50x132, new permanent floor in '47, 125 pr. Chicago skates, Bogen dual sound system, fluorescent lighting. All complete, will open 3rd of April, Seymour, Ind. \$10,000.00.

CARROLL GREEN

615 Locust St., Evansville, Ind. Phone 4-3723.

NEW PORTABLE RINK FOR SALE

Complete new Rink, new Tent, and Maple Floor, 45x100; 200 pairs new Chicago skates, P.A. system with 2 speakers. Every item spick and span, new from ground up. Now operating in Camden, Arkansas. Come and see it.

K. G. HORNADAY
PHONE: 311 FORDYCE, ARK.

FOR SALE

165 pairs good used Chicago Skates, 2 Amplifiers, Microphone, Automatic Phonograph, Records, new Loud Speaker and Skate Parts. Make offer separately or together.

BERNICE MARTIN

Route 1, Slaton, Texas

FOR SALE

Portable roller skating rink, 50'x120', Campbell tent and rigging. Used one season. Good Maple floor and complete foundation with all electric wiring and switch boxes.

Mercury Roller Rink

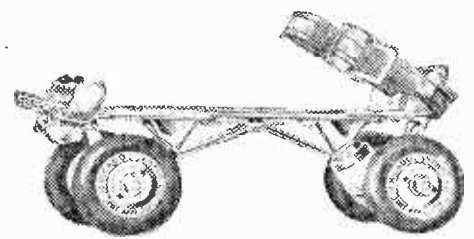
1206 S. Monroe St., Tallahassee, Fla.

RUBBER TIRES FOR SUMMER RINKS

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.

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Mfrs. of Rink and Sidewalk Roller Skates—
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SKATERS

JINGLE BELL BEANIE HATS

As they "skate" the bells on the hat jingle musically. Skaters love that. Reprocessed wool-felts. All perfects. Fit all heads. For men and women. Assorted colors. Six plastic Charms and six Jingle Bells on each hat. Terrific appeal. Decidedly a bargain—buy at 39¢ each retail. You make a nice profit, too. Try a six dozen sample order. \$3.00 a dozen, F. O. B. New York. Six dozen minimum shipment. Cash with order or 25% deposit, balance C. O. D.

SAMUEL EPPY & COMPANY, INC.

113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

SKATE CASES AT A NEW LOW

- ★ **STEEL CASES** (Metal Over Wood) — Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
- ★ **ALL ALUMINUM CASES** — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

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Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Lacers, etc. Write for price list.

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AVAILABLE FOR LEASE on percentage or straight rental basis to reliable operator. Site is 115 feet deep with a frontage of 400 feet on Polk Street, one block off our main boulevard (business section) and opposite the F. I. C. Railroad Station. Parking is unlimited. This is virgin territory, and if you're good you should be very successful, as the Hollywood Lodge #919, LOYAL ORDER OF MOOSE, will be your sponsor. Write in detail what you have, when you can come on and other particulars.
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P. O. Box 2026 Hollywood, Florida

SKATING RECORDS

with
STANDARD DANCE TEMPOS
Write for Complete List

SKATING RHYTHMS RECORDING CO.

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With built-in electric glass colorwheels; 500 watt each. Write for circular.

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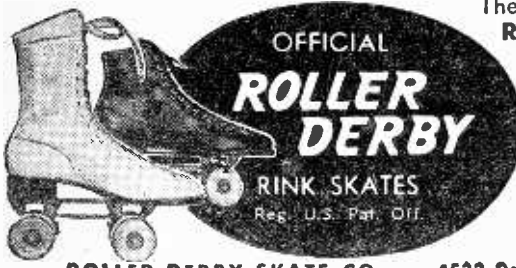
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51 Chatham St. PITTSBURGH, PA.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor.



ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

AOW Cherry Blossom Races Set As Annual Events for Capital

ELIZABETH, N. J., March 27.—Cherry Blossom Races, to be held April 17 by the America on Wheels chain of rinks in its new National Arena, Washington, are to be the first of annual competitions to be held by the AOW organization during blossom time there, reports Jack Edwards, AOW director of speed.

All AOW clubs will be represented in the contests, along with the racing team from Reading, Pa., said Edwards. The latter has already chartered two buses in which to make the trip and is entering midget and juvenile skaters for the first time. A challenge trophy will be awarded the team scoring the most points in the 10 open events.

Entry fee for clubs is \$5. This money will be used to help pay for the team trophy and the gold, silver and bronze medals which will be awarded first, second and third-place winners of each contest. The program is open to men and women skaters from midgets to seniors. More than 40 AOW skaters, all of whom will travel at their own expense, have already signed entry papers, said Edwards. The contests are expected to attract skaters from New

York, New Jersey, Pennsylvania, Maryland, Virginia and Washington.

Plans are being made by Edwards, who is in charge of the contests, to have the National Broadcasting Company televise the meet, as it did recent contests held at Twin City Arena here, and Don Victor, National Arena manager, is preparing a heavy advertising program to bally the event in the capital area.

The competitions will take in events for men, including seniors, intermediates and juniors; two mixed contests, including a handicap, for midgets and juveniles; two women's events for all classes; a one-mile qualifier for women, and a three-mile qualifier for men.

Operators Aren't Pulling on Oars, Collins Believes

CINCINNATI, March 27.—"The main trouble with the operator who is crying about business is that he is sitting back on his oars and is doing nothing to counteract the slump that has been coming for the past several months, altho he still continues to scalp the meal tickets who keep his front door open," writes Harry J. Collins, of Collins Roller Rink, Imlay City, Mich.

"Several months ago we started to eliminate these hazards by giving prizes at all our parties, and we are also advertising with a lot of posters and in newspapers," Collins continues. "John and Lucy Shook are now teaching at our rink each Tuesday night from 9 to 11. Instead of the regular \$3 for this time, we charge \$1, thereby giving the skaters a break. We have also contacted schools, churches and lodges by letter and thru personal calls and have found that these contacts pay dividends.

"Another thing we would like to suggest is that rink owners get together and do a little radio advertising, as the average newspaper will not give much free space. On a recent visit to the offices of the Roller Rink Operators' Association of the United States we talked about this to Bob Martin, assistant RSROA secretary, who told us that the association is preparing a program along these lines for the future. However, we believe such a program is needed now.

"Rinks in every State should start their own advertising program and all get together instead of cutting the other fellow's throat by condemning his rink. We recommend that our skaters visit other rinks to find out for themselves what a difference there is in music, floors, cleanliness, conduct and the ways people skate."

Norwood Sets Annual Show

NORWOOD, O., March 27.—Norwood Dance and Figure Club, of Ed J. Von Hagen's Norwood Roller Rink, will sponsor its annual show Wednesday (31) to raise funds to send contestants to the national championships of the United States Amateur Roller Skating Association in National Arena, Washington, June 27-July 3. Last year the club sent 32 contestants out of its 370 members. Among those scheduled to take part in the show are Shirley Schneider and Ed Erdman, roller hockey referee, who will demonstrate the Keats fox trot.

Hawaiian Routine For Mineola Show

MINEOLA, L. I., N. Y., March 27.—Kea Loke, Hawaiian, who is affiliated with a dance studio in Hempstead, L. I., has been preparing a special Hawaiian number as a feature of the skating carnival to be presented April 5 and 6 by the Earl Van Horn Dance and Figure Skating Club of Mineola Roller Rink.

The number will spotlight Rita Lynch, accompanied by a Hawaiian musical trio, plus 30 girls of the club. In addition to two night performers club officials have decided to present a matinee performance for school children. All tickets for the afternoon show go for \$1, with no reserved seats.

Five bronze dance medalists have been added to the club roster. They are Ollie Belger, Jules Krasner, Audrey Place, Ann Deaken and Ted Scholl. Judging was done by Barbara K. Gallagher, Willis Stuchel and Bill Brewer.

Four Mineola skaters, June Henrich, Donald Mounce, Wilhelmina Stuchel and Charles Lowe, recently gave exhibitions at Rocky Springs Park, Lancaster, Pa. They were accompanied by George Apdale, president of the United States Amateur Roller Skating Association, who then continued on to Washington to be guest speaker at a meeting of the figure skating club of National Arena.

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.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn!
POPCORN MACHINES AND SUPPLIES

FOR SALE—SOUND SYSTEMS

One 90-watt Operadio, new Garrard Turn-table, two 15" PM Utah speakers with cabinets, Astatic microphone, A-1 operating condition. Price, \$150.00. One Western Electric, 400-watt, panel type, heavy duty, two Western Electric 18", heavy duty speakers, extra cone assembly, extra power tubes, Garrard Turn-table, new.
\$360.00, F. O. B. Utica.

UTICA ROLLER DROME, INC.
147 N. GENESEE ST., UTICA, N. Y.

RIEDELL ★

The Accepted Leader in
SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

Portable Rink For Sale

Roller Rink—50x140 first-grade maple floor, 7-pole Campbell tent, 200 pr. Chicago skates, Hammond B-40 speakers, skate grinder, floor sander, electric pop box, P.A. system with 2 speakers. Everything complete, \$9,500.00.

Rainbow Roller Rink

8600 Blk. Airline Dr., Rt. 6, Box 932, Houston, Texas

PROFESSIONAL

Registered, experienced dance classes, figures, free style. Also business promotion and management. Prefer permanent position; consider summer or temporary. State full particulars first letter.

BOX D-267

The Billboard, Cincinnati 22, O.

GIRL FLYER WANTED

Top Salary

State all in first letter.

Box 293, Billboard

1564 Broadway, New York 19, N. Y.

PORTABLE RINK FOR SALE

30x100, complete with everything and ready for operation. Practically new. \$1,312 Northern Hard Maple, Campbell Tent. \$5,900.00 cash. Dissolving partnership. Call or write:

TOM GUTHRIE
LEACHVILLE, ARK.

Complete Rink Equipment

Ideal for one-night stands. Includes 150 skates in sectional counter that fits in Deluxe Trailer, complete sound system. First \$1,500.00 takes it.

Star Dust Roller Rinks

462 Elmwood Ave., Oshkosh, Wis.

Skate Cases • Skate Outfits

PARTS AND ACCESSORIES, SKATE PINS.
WRITE FOR PRICE LIST.

ILLINOIS ATHLETIC SUPPLY

2512 White Plains Rd. NEW YORK 67, N. Y.

Rawson's Skating Books

BOX OFFICE BOOSTERS

RAWSON ASSOCIATES

BOX 310 ASBURY PARK, N. J.

WANT GIRL FLYER

For professional roller skating act. State age, weight, height and salary. Send recent photos. Contact:
JACK KOZSEY, "The Olympics," 105-24 191st St., Hollis, Long Island, N. Y. Phone Hollis 5-3466-J.

FOR SALE

70 pair used Richardson Rink Skates, completely reconditioned, 2/3 with new wheels.
Lot price, \$185.00.

DALE SHERMAN
Marshfield, Wis.

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
Factory: 1016 East Locust St., Tyler, Texas
Night Phone: 719-W

Showmen! SEATS!

Circuses, Fairs, Carnivals, Auditoriums for Groups of 10 to 10,000.



Steel or Wood Folding Chairs, Singles or Sections.

Folding Bingo and Pie Car Tables.

Blues and Bleachers, Steel or Wood, Good Delivery.

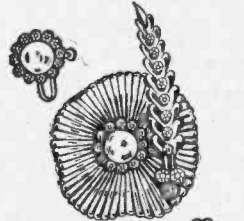
Ask About **\$1.98** SPECIAL FOLDING CHAIR

U. S. SEATING CO.

450 7th Ave. (34th St.) NEW YORK 1
LO 4-3524

The Right Item — At The Right Time! SPRING HAT '48 PIN AND EARRING SET

Here is the knock-out you've been waiting for! High polished, gold plated. Lovely moonstone center, surrounded by sparkling rhinestones. Makes a rich appearance and will move like hot cakes! Look at these low prices made possible because it comes direct from the manufacturer!



25% deposit required with all orders, balance C. O. D. Ask for catalog listing many exceptional values in jewelry items. **MINNEX MFG. CO.** 67 Fulton St., Dept. B3 New York 7, N. Y.

1 Dozen \$8.50
6 Dozen Lots \$8.00 Doz.
12 Doz. Lots \$7.50 Doz.
Individually boxed.

MONEY WILL ROLL IN with MUSICAL BALLOONS!

ALL SALES SUCCESSFUL

BLOW IT UP THEN HEAR THE MUSIC GO 'ROUND ABOUT



Excellent for Advertising Premiums Banquets Parties Night Clubs New Year's Eve Favors Birthdays Weddings Children's Parties

SHIR-LEE CREATION

10 Gross Lots \$3.50
Dept. 20 5 Peterboro Street Boston 15, Mass.
5 Gross Lots \$3.75 Gross

Send 25c for Sample Assortment

ATTENTION! GOLD WIRE ARTISTS

Square and round rolled gold plate wire, all gauges and qualities. Stone-set and plain bangles as follows: hearts stars clovers crescents beaded hearts wagon wheels crosses, etc. Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. 3-stone ring top of beaded stock. Beaded band wire. Plain findings, such as crosses anchors bowknot pins springrings jumpings swivels chains plain and twisted hoops earrings ear screws, etc. Hoop earrings earrings for pierced and unpierced ears. Hand-made adjustable bangle bracelets. Wire knot rings of rolled gold plate. Pearl plates of snail shell. Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

EMROW JEWELRY CO.
Box 89, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

OPPORTUNITIES

A Display-Classified Section of Business, Sales and Employment Opportunities

RATES: Display 70c an agate line Minimum 10 lines
Classified 12c a word Minimum \$2.00

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ENTERTAINMENT GUIDE — MONOLOGUES, Parodies, Gag Lines, Crossovers, Blackouts, \$1 DIA Press, 764 N. Forest Ave., Los Angeles, Calif. ap3

FRANKEL'S ENTERTAINERS' BULLETINS — Containing parodies, monologues, band novelties. Five different issues, \$1. Frankel, 1508-B S. Homan, Chicago 23.

MASTERS, RECORDS — MADE FOR JUKE boxes. Transcriptions, any quantity. Catalog (stamp). Reasonable. Crab, BB-245 W. 34th St., New York 1, N. Y. ap24

PARODIES, SPECIAL SONGS, BITS, MATE- rial for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. my1

AGENTS & DISTRIBUTORS

AGENTS—\$100,000 STOCK, NOTIONS, SUN- dries, Jewelry, etc. 50 to 90 per cent discount. Free price lists. Hafner, 227 E. 4th St., Los Angeles 13, Calif. ap3

AGENTS, PITCHMEN, DEMONSTRATORS, DIS- tributors! Make big money with amazing new toy. Sample, 10c. Thurber Plastic Products Co., Sabina, O. ap10

AGENTS—BIG FLASH, FRAGRANT SPARK- ling Glitter Brooch and Earring sets. \$6 dozen, boxed, postpaid. Assorted colors. Retail, \$2; sample, \$1. Mission Factory, 2328 West Pico, Los Angeles 6, Calif.

AGENTS, HUCKSTERS—REPEAL TAFT-HART- ley Law buttons, 2 1/2 inch. Prices on request. Sample, 25c. Normane Grobe, 20 Peacock St., Buffalo 2, New York.

AMAZING WAX DUSTISSUE — DUSTS, cleans, polishes furniture, automobiles, etc. Big profits. R. Helberg, 427 Elm St., Cincinnati, O. ap3

AMAZING OFFER—\$25 IS YOURS FOR SELL- ing fifty \$1 boxes of entirely different, new De-Luxe All-Occasion Cards. Each box sells for \$1; your profit, 50c. It costs nothing to try. Write today for samples. Cheerful Card Co., Dept. 282, White Plains, N. Y. my1

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ap10

BIG MONEY FAST—SELLING OUR LINE Plastic Garment Bags, Curtains, Table Covers. Terrific demand. Free swatches and selling details. Star, 261 Fifth Avenue, New York, Dept. B. ap3

CLEAN UP ON THIS BIG SELLING ITEM— Heavy Mexican Rings at jobbers' prices. Direct importer. Sigfrido Trading Co., 309 Fifth Ave., New York 16, N. Y. ap10

CLEAN-UP SALE—LADIES' PURSES, 10-PIECE Mexican Tea Set; Sharks and Birds, made of cows' horns; Bamboo Bird Cages. The above items are \$6 dozen; sample, \$1. Special Mexican Feather Bird Picture, all framed, 7x9, \$7.50 dozen; sample, \$1. Liberty Sales, 2624 S. Central Park Ave., Chicago, Ill. ap3

CONCESSIONAIRES, ART DEALERS, NOVELTY stores! \$1 brings sample assortment of popular Plaques, Statuary, Book Ends, Religious Articles, etc., including price list. Ryan's Art Craft, 45 W. 8th St., Bayonne, N. J. ap3

DEMONSTRATORS—NIFTY SHIRT HOLDER IS a natural fast 10c seller. Send dime for sample. \$1 for 50. Nifty, Box 812-E, Oakland 4, Calif. ap3

DOUBLE DUTY SHOPPING BAG—ZIPS OPEN. Instantly changes from small to large size. Lightning seller. Samples sent on trial. Kristee 121, Akron, Ohio.

ECUADORIAN NATIVE HANDWORK BRINGS fantastic profit. Precious sample collection, \$1. Novelties immediately saleable. Moneyback guarantee. Estrella, Box 537, Dept. B, Quito, Ecuador.

GET 800 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposés, Secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. ap10

G.O.P. ON ELEPHANT, DEM. ON DONKEY. Lapel Pins, Pins, Tie Chains, Earrings. Genuine Marcasites on sterling silver, rhodium finish. Mother Pins, Religious Items, over 200 others. Novelty Craft Co., 2927 N. 6th St., Philadelphia, Pa. ap10

HAND-MADE FRENCH FILIGREE JEWELRY— Silver, gold and pastel colors. Two samples, \$1.75. Blackwell, 211 Third Ave., Asbury Park, N. J.

JOBBERS, DISTRIBUTORS, DEALERS — BIG profits now. Fast shipment assured. Electric Bow Ties, \$8 doz.; with words "Tilt" or "Kiss Me" on bulbs, \$9 doz. Big Rubber Finger, 4" long, 2" wide, \$1.75 doz. Squirt Ring, it's back again, \$2 doz. Jobbers and distributors, write. Dianco Products Co., 3123 N. Edgemont St., Philadelphia 34, Pa. ap3

LEAP YEAR HUNTING LICENSE — SAMPLE and price list, 25c (refundable). H. M. Herman, 220 N. Hamlin Ave., Chicago 24, Ill. ap10

MAKE QUICK CLEAN UP SELLING PER- fume Beads. Jobbers prices. Particulars free. Sample line, \$1. Mission, 2328F West Pico, Los Angeles 6, Calif. ap3

MANUFACTURERS, DISTRIBUTORS, DEALERS. With a sales force of agents on our list, we must continue searching for new merchandise. Send anything and everything retaining 5c to \$50 as samples for demonstration purpose. Samples not returnable, but you may deduct sample price upon receipt of first order to you. Some merchandise we accept immediately and place large orders, while others must wait later. Rush samples immediately with wholesale and jobbers price list. Harry's Sales Agency, Mantowoc, Wis.

MERCHANDISE — COMPLETE STOCKS FOR midway stores, genuine alligator Ladies' Hand Bags, Belts, Shoes; Cuba manufactured, the prize they all want. Casper's Gator Jungle, P. O. Box 266, St. Augustine, Fla. ap3

NEW KITCHEN ITEM—J & S CO., 1415 W. Jefferson Blvd., Los Angeles 7, Calif. ap10

NEW JET-PROPELLED TOY TOPOJET—RED, white, blue plastic, 2 for 30c postpaid. Prouse Novelty Store, Cambridge, Md.

NOVELTY JOBBERS — CLOSE OUT STOCK, Trick Matches, all kinds; Gyro Tops, Stationery Boxes, Airplane Models. Many other items below jobbers' cost. B. E. Witt, Hutchinson, Kan.

PICTURE SERIES 1 AND 2—BAROMETER and Magic Races Games, all packed 20 to box with tissues to develop, \$1 retail; big profit repeat. Also new Race Game, 40 to box, all \$6.50 dozen boxes; 20 samples, \$1.35, 25c. List other fast sellers with order. Lewis, 1108-B E. 42d Pl., Chicago 15. ap10

PLASTIC WATCH STRAPS — MEN'S OR ladies' styles. Carded. \$15 gross; sample dozen, \$2. Cash with order. Clinton Sales Co., Box 577, Rochester 2, N. Y. ap10

RESURRECTION PLANTS, MIRACLE OF NA- ture. 100 assorted sizes for \$5; 1,000 small size for \$10; 1,000 selected medium and large for \$20. Antonio Cavazos, Box 516, Laredo, Tex. ap6

RUN MENDERS—BIG YEAR 'ROUND PRO- fits. Full particulars, 5 samples, one of each, \$1. Run Mender Works, Dept. B., Waukesha, Wis. ap3

SALEBOARD DEALERS AND SALESMEN — You will be startled with what one penny post card can do for you. Write for particulars. We have two items which are sweeping the country. Medal Watch Company, doing business nation wide. 113 No. Vassar, Albuquerque, N. Mex.

SALESMEN WANTED FOR ELECTROMATIC Neutralizer. Keeps your radiator free from dust, 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 Street, Kansas City, Mo.

SOCIAL SECURITY WORKERS — WE HAVE the real brass Plates. Also Cases, Samples, 25c stamps. Charles Gameiser, 146 Park Row, New York 7, N. Y. ap10

WOMEN LOVE IT! MARBLEZED "TREAS- ure" Chest, sells \$2, worth more. Sample, \$1 (refundable), circular free. Arkay, Box 37-111, Westfield, N. J. ap3

YOUR LIFE HISTORY ON METAL KEY TAG, 25c postpaid. Good traveling identification. Name, address, birthplace, social security, army, any lettering wanted. Bob Anderson, Madison, Mo.

SELLING BIGGER THAN EVER!

#3240-K PENNY IN MINIATURE GLASS JUG

Jug is 1 1/4 inch high, 1 inch wide, opening 1/4 inch.

How did the penny get into the jug?

They retail for 25 cents, wholesale for \$1.80 per doz. or \$18.00 per gross.



OUR PRICE \$3.60 per box of 3 DOZ. \$12.00 per GROSS

Sample Box, containing 5 pieces, sent on receipt of \$1.00.

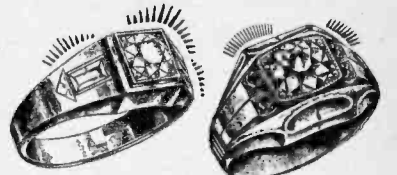
No C. O. D. orders without a 25% deposit.

LEO KAUL

M. D. & T. GENEY, Inc.

333 and 335 K South Market St. Chicago 6, Ill.

New Fast Selling Rings



YELLOW R.G.P.
No. 4R155
\$18.00 Doz.

GOLD FILLED
No. 4R85
\$24.00 Doz.



GOLD FILLED
No. 4R187
\$20.25 Doz.

GOLD FILLED
No. 4R189
\$18.00 Doz.

NEW RING CATALOG—JUST OUT
Showing All New Styles in Rings.
Write For Catalog No. 1948RB.

(STATE YOUR BUSINESS)

HARRY PAKULA & CO.
5 N. Wabash Ave. CHICAGO 2, ILL.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn.
POPCORN MACHINES AND SUPPLIES

BIG, ANIMATED

"SLOWPOKE" TURTLES

That walk, wiggle and crawl—made of plastic, but you'd swear they're alive! 4x5 inches, in striking color combinations. Individually boxed.

Perfect beach, park, fair, carnival, circus, souvenir and pitch item.

\$3.00 a dozen F. O. B. New York. Six dozen minimum order. Cash with order or 25% deposit, balance C. O. D.

Samuel Eppy & Co., Inc.
113-08 101st Ave., Richmond Hill 19, N. Y.

CHARM BEANIE HATS SELL LIKE HOTCAKES

Wherever There Are CROWDS
of Boys and Girls

At beaches, fairs, ballparks, basketball and football games, circuses, carnivals, skating rinks and resorts. Reprocessed wool-felts. All perfect. Twelve Big Plastic Charms decorate each hat. Assorted colors. Fit all head sizes. \$3.00 a dozen, F.O.B. N. Y. Six dozen minimum. Cash with order, or 25% deposit, balance C. O. D.

Carnival Hats, Inc.

98 Third Ave. New York 3, N. Y.

LAMPS

MAKE YOUR OWN LAMPS
Big Profit. Sample order 3 china lamp bases with all parts. Complete, \$2.90. Parts for all lamps stocked.

CERAMIC ART

54 Colonial Ave. Trenton, N. J.

\$10.00

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each \$4.10

B. B. 101—3 Diamond Wedding Ring to match. Each 4.50

Ring to match. Each
Sizes 5 to 7

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

Dealers

MAKE MONEY ON FIREWORKS

Get in line NOW for our new Spring fireworks specials. Write for complete details to

SPENCER FIREWORKS CO.

Wholesale Dept. Polk, Ohio

NEW Suction-Cup Auto Flag-Holder

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 8". Sensational seller. Sell for 50¢ each. Samples, 25¢.

Adjustable, used in Horizontal or Vertical Position.

Doz. \$2.20
Gro. \$24.00

25% Deposit with order, bal. C. O. D.

Write for List of Over 200 Popular Items.

GORDON MFG. CO.

110 E. 23 St. Dept. B.F.-7, New York 10, N. Y.

CORRECTION!

The following item appeared in the March 27, 1948, issue of Billboard with a price of \$1.00 Per Gross

THE CORRECT PRICE SHOULD BE:

\$12.00 Per Gross

BIELER-LEVINE

5 N. Wabash Ave. Chicago 2, Illinois

Sell Ultra-Blue Stock Signs

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Fast Selling Signs. 35¢ Sellers.

15—SAMPLE ULTRA-BLUE STORE STOCK SIGNS—7x11, \$1.00 postpaid. 15—Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpaid. 100—Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.

L. LOWY, 8 West Broadway, New York 7, N. Y. Dept. 382

ANIMALS, BIRDS, PETS

AAA—HARMLESS, POISONOUS MIXED Snake Dens, fresh poisonous hot or fixed South American Boas, Pythons, Demusked Skunks, Turtles, Snake Skins for display. Ross Allen, Silver Springs, Fla. ap10

ARRIVING MONTHLY—BLUE-EYED SPIDER Monkeys, Ringtail Monkeys, Mother-Baby Combinations, Pacas, Acoutis, Copybaras, Ocelots, Sloths, big Boas. Special offer on complete Reptile Show. Order now! Snake King, Brownsville, Tex. ap10

BABY ELEPHANT WANTED FOR SINGLE appearance in New York City April 15. Must be small and manageable. Urgent. Please contact at once. E. Lanke, LO-ng Acce 4-5600, New York City.

CIRCUS MICE, \$30 100—COLORED PINK and Yellow Mice, \$30 100; White Mice, \$20 100; Mixed Color Mice, \$10 dozen; Hamster (Miniature Syrian Beasts), \$5 pair; Opossums with young in pouch, \$15; racoons, \$12.50; Deodorized Skunks, \$12.50; Rhesus Monkeys, Baboons, Pumas, Ocelot, Eagles, Sloths, Giant Jungle Rats, Guanacos, Large Pythons, Snake Dens. Chase Wild Animal Farm, Egypt, Mass. ap10

COTTON TOP MARMOSETTE MONKEYS, \$35 ca. Owl Monkeys, \$30. Baby Anteater, \$35. Philippine Macaque, \$75. Flamingoes, \$125 pair, immediate shipment. Rare Bird Farm, Box 100, Kendall, Fla. ap3

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Company, Winnipeg, Canada. my15

FOR SALE—MALE SOMERSAULT DOG. Young, flashy, high, and fast. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va.

LIVE, HOT, FRESHLY CAUGHT DIAMOND Back Hatters, all sizes. Immediately available! \$1.50 per foot. Phone, wire or write The Den, David DaLie, Box 191, Waycross, Ga. ap3

LIVE MONKEYS, \$35; THREE FOR \$100— White Face Ringtails; Golden, Gray Spider Monkeys. Same day shipment. Terms: Cash or half cash, balance collect. Don Compton, Box 93, Mt. Vernon, Ill.

LIVE WILD ANIMALS—BIRDS AND REP- tiles from Florida Everglades. Snakes, poisonous and non-poisonous. L. E. Thompson, Clewiston, Fla.

MONKEYS, SLOTHS, KINKAJOUS, ANI- eaters, Coati-Mundia, Ocelots, Pumas, Birds, Jaguars, Snakes, Iguanas, from \$5 up. Animals wanted. We buy and sell and exchange all over the world. Animal Importors Exchange, Rt. 2, Box 853, Miami, Fla. my1

PRAIRIE LIVE HOT RATTLESNAKES, 2 TO 4 feet, \$2.50 each; lots of 10 or more. Will trade. What have you? Write F. S. Saum, Rt. 3, Golden, Colo. ap10

THOUSANDS OF MICE FOR THOUSANDS OF uses. Circus Mice, Waltzing Mice, trained Game Mice (better than wild), Mouse Games, Mouse Circuses. Professional coaching for selected customers. We know all angles. Get on our mailing list before it closes soon. Riverside Mousery, Avon, N. Y.

BUSINESS OPPORTUNITIES

ADVERTISE YOUR BUSINESS—5,000 6x9 Circulars, \$14, postpaid. Limit 400 words. Journal Printing Co., Box 1-85, Newark, Ark. ap24

ANALYZE HANDWRITING FOR PROFIT! Complete outfit, \$1. Profits, \$20-\$50 daily, working stores, fairs, homes. Graphologer, POB-974, Philadelphia. ap10

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a lifetime, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218D, Roanoke 4, Va. my1

DO YOU NEED EXTRA CASH?—LEARN TO sell. Earn \$25 to \$100 weekly. Spare time. Write Young's, Kent 9, Ohio. ap10

DO IT WITH SEA SHELLS—PROFITABLE home work. Free lesson and details. Chet. Werts, Sharp Park, California. my8

ENGRAVING JEWELRY CONCESSION FOR rent on Boardwalk in Atlantic City. 100 per cent location. Percentage with guarantee. Box C-495, care Billboard, Cincinnati, Ohio. ap10

GET 400 MONEY MAKING DEALS, PLANS, Formulas, Tips, Ideas, Success Secrets, Schemes. Folio free. Formico Mil, Box 572, Dayton, O. ap3

I HAVE INVENTED AND BUILT A SUCCESS- ful machine that will turn several molds at once for making hollow plaster casts. Eliminates 75% of labor. Wesley Reynolds, Merrillan, Wis.

INFORMATION—WHOLESALE SUPPLY Sources and money-making Plans will increase your income. Write Reynard Research Bldg., Springfield 3, O. ap10

LIFETIME BUSINESS—STEADY INCOME. Repairing sewing machines; easily learned. Book instructions, \$3. Cannon Co., 114 S. E. 74, Portland 10, Ore. ap3

MAKE \$5,000 YEARLY—16 DIFFERENT ways, cashing in on fluorescent lighting. Earn \$5 hourly rebuilding fixtures. Make beautiful lights (complete) for 30¢ each and less. Amazing illustrated details free. Write Willis Fluorescent, 101 York Street, Brooklyn 1, New York. Dept. L. ap10

NEW! DIFFERENT! MAKE EXTRA DOLLARS in your spare time. Read the "Mail Gazette," one year (12 issues), \$1.50 value for only \$1. Sample copy, 15¢ coin. Radler, Box 105-C, Metro. Sta., Brooklyn 6, N. Y.

NO SELLING—OPERATE VENDERS, AMAZ- ing profits. Details free. Silver-King, 622 Diversey, Chicago 14, Ill. ap24

OPERATE PROFITABLE MAIL ORDER BUS- iness. Splendid opportunity. Act fast. For details write B. W. H., P. O. Box 182, Whiterville, N. C.

PUSH CARD OPERATORS WHO WANT TO make \$200 a week and up without investing one penny, contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa.

RUBBER MOLDS FOR PLAQUES, BOOKENDS, Ashtrays, Ornaments. Illustrated list free. Oman Mold Service, 642-B Broadway, St. Paul 1, Minn. ap17

RUBBER MOLD TO MAKE 15" PLASTER Paris Bull Dogs. Irons, 204 Maple, Terre Haute, Ind.

WHERE TO BUY 800,000 ARTICLES (HOUSE- hold appliances, clothing, etc.) wholesale! Write for your free Club Membership. Glass Pub. Co., Dept. 101, Ellwood City, Pa.

YOU CAN CO-PUBLISH A BIG 64-PAGE magazine with your name on cover at low cost. Get free advertising. Quarter brings 5000-word details and sample. Mallo, 767-B Leith, Flint 6, 5, Mich. ap10

100 MONEY MAKING FORMULAS, \$1—COS- metics, Perfumes, Polishes, etc. M. B. Elsbury, 717 N. Dearborn, Chicago 10.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 91 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED Cellophane WAISTBAND Hula Skirts with Leis, \$7.50; Net Chorus or Strip Pants, \$1.10; Bras, 60¢; Elastic Net Opera Hose, \$4.95; Rhinestones and Sets, \$1.85 gross; Chainette Fringes, Spangles, etc. Free folder. C. Guyette, 3-16 W. 45th St., New York 19. Tel. Circle 6-4137.

BALLY CAPES, \$7.50; STRAW HULA SKIRTS, \$3; Rhinestone G-Strings, \$7.50; Bras, \$2; Theatrical Eyelashes, \$1.50; Rubber Busts, \$1.50. Immediate shipment. E. Itowe, P. O. Box 233, Radio City Station, New York 19.

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories. Free lists. (Assortment, \$5). "Happy" Morgan's Clown Headquarters, 2402-N Fifteenth, Philadelphia. ap10

MEN'S SUITS, \$7 UP; DRESSES, 35¢; COATS, \$1.50 up. Uniforms, Hats, 100 (good) Ladies' Shoes, \$25. Write for circular. J. Brenker, 1568 Fulton St., Brooklyn, N. Y.

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. ju19

RHINESTONE G-STRINGS, RHINESTONE Panties, Rhinestone Brassieres, \$10. Send remittance with orders. Box 10, 2121 S. W. 14th Terrace, Miami, Fla.

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ju26

FOR SALE SECONDHAND GOODS

ALL STEEL BUSS HOUSE CAR—COMPLETE, perfect. Also Illusions. Send stamp. Pelkin, 2003 Holt Rd., Indianapolis, Ind.

ALUMINUM GEARED POPPING KETTLES— All electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. my1

ELECTRIC PEANUT ROASTERS—CAST IRON Griddles, sizes 13 1/2 x 25 to 22 x 38. Lowest prices. Northside Sales Co., Indianola, Iowa. ju1

FULL EQUIPMENT FOR CLUB OR RESTAU- rant. Serves 150. Good condition. Bargain. H. J. Benkert, Box 910, Goldsboro, N. C. ap17

NEW BARGAINS—1 10-K V. A. 115/230 Volt A.C. Kohler Automatic Electric Plant, 1 10-kw. Westinghouse A.C. 230-volt, 3-phase Plant, 1 United States 15-kw. 230-volt, 3-phase A.C. Plant. Many other sizes. E. F. Schmaltz, 314 Wyoming Ave., Kingston, Pa. ap10

16MM. SOUND PROJECTORS—VICTOR, BELL, Howell. Factory guarantee. Two with 25 cycle from one eighty five up; also Turntable Amplifiers, Triple Speakers. Suitable rinks, dance halls. Norris, 1454 Grand River, Detroit. ap10

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 All-Electric, from \$155; Krispy Korn, 120 S. Halsted, Chicago, Ill. my15

AIREOPLANE JOINT—10x12 FT. NEW LAST year. New khaki top, complete, ready to operate, \$400. Old Man Brown's Mechanical Mule, \$150. Light two wheel trailer, 7x12 ft., \$140. Chuck Snyder, 74 W. 2nd St., Fond du Lac, Wis.

ARCADE—73 MACHINES IN PARK. MUST be sold to settle estate. Herb Hoffman, 3740A. N. 22 St., Milwaukee 6, Wis.

AT TAMPA LOT—27-FT. TANDEM WHEEL concession and living trailer with show cases. As is, \$1,175. Repainted and rebuilt, \$1,375. New amplifier with microphone, \$65; new acetylene generator, ideal for winter quarters, \$90. Trailer accessories, supplies. Must lower inventory. AB Ranges, \$89.50; electric refrigerators, \$125 and up. Awnings. We have everything and then some. Sellhorn's, Sarasota, Fla. Phone 2093; or East Lansing, Mich. Phone 83528. Bargains in good, new and used trailers. We finance. ap3

BUILD KIDDIE RIDES FROM TESTED PLANS. Kiddie Auto and Tooterette Trolley (full size pattern), both, \$9. Free catalog. Brill, 228-B North University, Peoria, Ill.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing; 20% discount. Bottled Gas Burners, Regulators, Gasoline Lanterns, Electric Motors. Northside Sales Co., Indianola, Iowa. ap24

CONCESSIONAIRE'S STOCK PRICE LIST

	Per Gross
Miniature Glass Mugs	\$ 3.25
Class S & P Shakers	3.00
Wh. Metal Band Rings	.65
White Paper Flag Bows	.60
Black Paper Domino Masks	.90
Plaster Dogs, Cats, etc.	1.00
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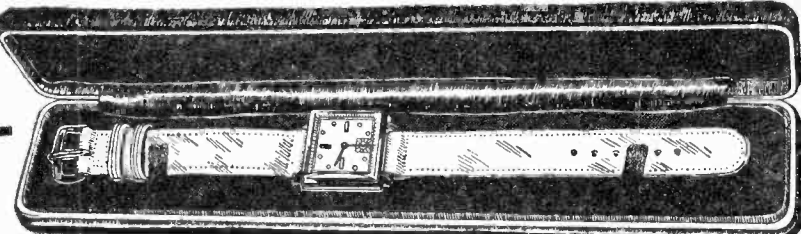
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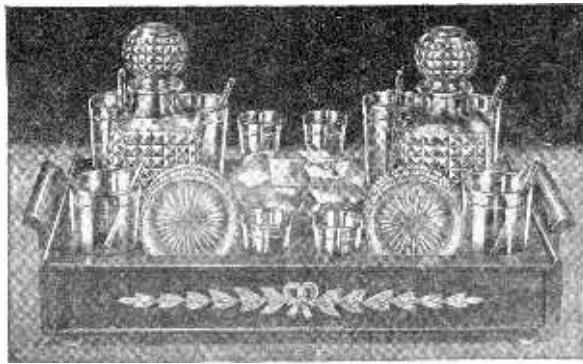
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AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

BRAND NEW!



Small - But holds \$40.00 in Silver!

THIS LITTLE PIGGY IS GOING TO TOWN!

Pink Terra Cotta Body, hand sprayed, black and red trim. Sensational item for the Kiddies and Grownups.

YOUR \$3.00 per doz. Immediate Shipment PRICE PACKED 2 DOZ. TO CASE F. O. B. Chicago

25% Dep. with order, bal. C. O. D. Write at once for our list of good selling items at closeout prices.

NOVELTY MERCHANDISE CO., INC. 804 W. Roosevelt Rd. Chicago 8, Ill.

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.

INTERNATIONAL SALES CO. 414 E. Baltimore St. Baltimore 2, Md.

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ATTENTION! - DIRECT POSITIVE OPERATORS. Authorized Eastman distributors. Write for 1948 catalog...

CANADA - DIRECT POSITIVE OPERATORS. Buy cameras here. All sizes, newest models. We make complete booths also.

COMPLETE LINE OF EASTMAN AND MAJESTIC Direct Positive Supplies. Write for price list.

COMPLETE STOCK OF DIRECT POSITIVE supplies. Immediate shipment. Lone Star Photo Supply Co., 2717 Elm St., Dallas, Tex.

DIME PHOTO OUTFITS CHEAP-ALL SIZES. Drop in and see them; latest improvements. Real bargains.

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FOR SALE - "SMILE A MINUTE" DIRECT Positive Photo Machine, excellent condition, ready to go.

FOR SALE - ONE MILLS PANORAM MACHINE. like new, \$275 complete. R.C.A. 16mm. Sound Projector and 15 watt Amplifier and Speaker, like new, \$275.

PHOTO MACHINES - SINGLE, DOUBLE, Triples. 1948 streamliners. Also Cameras only. Best made. Federal Identification Co., Box 3586, Oklahoma City, Okla.

ROLL FILM - LIMITED QUANTITIES, 351/3 and 15% discount for resale purposes. C.O.D. deposit with order.

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

1 PHOTOMATON. FOR PARTS OR TO BE REBUILT. \$175. 4 Aluminum Film Magazine, at \$20 each.

1 5x7 Studio Camera, sliding back, for 3 1/2 x 5 pictures. Studio Tripod, bar scene, jail, beach scene and cottage front. 5x7 Film Holders. All new, ready to operate.

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City, Mo.

WINDOW CARDS, HERALDS, COMPLIMENTARY Tickets, Letterheads, Envelopes. Prices reasonable. Postpaid. Samples free. Oliver's Printery, Manoville, Pa.

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PHOTO SALESMEN, AGENTS - SELL BEAUTIFUL hand-colored plastic enlargements. Collect deposit, we deliver. Profitable sideline. Send card for free sample kit. Novel Picture Co., 3343 North Ave., Chicago, Ill.

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PRINTING

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PHOTO SALES - ALL TYPES Original

AMSCO means more profits. Fastest delivery. Plenty supplies. New - Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign before for literature. American Stamp & Novelty Mfg. Co., Dept. 43, 1132 W.N. 2, Oklahoma City 4, Okla., or 4301 Rossmoyne, Houston 6, Texas.

NAME Address

COMPOSITION NUGGET JEWELRY LOOKS LIKE GOLD!

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address: J. P. EDGAR P. O. Box 424 RED BLUFF, CALIF.

FELT PENNANTS 4x 9" @ \$25.00 per M 7x15" @ 63.75 per M 9x24" @ 110.00 per M

Send 10¢ for Samples and Price List, or better still - send remittance in full with copy desired and shipment will be made within three (3) weeks. UNIVERSAL FELT & SUPPLY CO. 55 Eddy St. Providence 3, R. I.

TATTOOING SUPPLIES TATTOOING OUTFITS AND SUPPLIES - Illustrated literature free. Diamond-equipped Engraving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill.

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.

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TWO FUNHOUSE DISTORTION MIRRORS - IN good condition. Crated for shipment. Wire or write description, condition, price. Russell Simmons, Box 1156, Greensboro, N. C.

WANTED - HOBBY COLLECTOR WANTS TO buy old Coin Operated Musical Instruments. Particularly wants a Wurlitzer Mandolin Quartette or a Sextette. Will buy coin operated Music Rolls. A. C. Roney, RFD 3, Box 371A, Whittier, Calif.

ATTENTION, CONCESSIONAIRES - NEW LOW PRICES



30 Inch, 100% All Plush Bear, High Lustric Finish, Asst. Colors. \$33.00 Doz.



Large Bumkin Doll, Composition Head, Silk Dress. \$36.00 Doz.



28 Inch Jumbo Doll, Cotton Stuffed. \$30.00 Doz.

20-Inch Plush Bear or Panda \$19.50 Doz. 16-Inch Bear or Panda \$14.00 Doz. 12-Inch Plush Bear \$9.00 Doz.

WE ARE EXCLUSIVE DISTRIBUTORS FOR ROY ROGERS & GENE AUTRY BUTTONS & PENNANTS

SPRING BANKROLL SPECIALS - COMPARE OUR PRICES! FOUR NEW WINNERS

Whitetail Fur Monkeys \$27.00 Gr. Composition Body All Chenille Monkey \$18.00 Gr. Large Fur Monkeys 66.00 Gr. Large Fur Dancing Clown 66.00 Gr.

NEW BALLOON SPECIALS - GUARANTEED SALES - SLUM SPECIALS

Table listing various balloon and slum items with prices. Includes Jumbo Mottle Airship, Mottle Airship Workers, Kat Mottle Balloons, etc.

WE TAKE ORDERS FOR SPECIAL BUTTONS & PENNANTS. NEW CATALOGUE WILL BE READY APRIL 15TH. Must Have 25% Deposit With All Orders.

KIM & CIOFFI 912 ARCH STREET, PHILADELPHIA, PA. Ma 7-2283

SLOTS MILLS - FLOOR SAMPLES - JENNINGS

Table listing slot and mill items with prices. Includes 1 5c Golden Falls, 1 10c Original Chrome, etc.

ARCADE

Table listing arcade items with prices. Includes 1 Ace Bomber, 1 Cigarolla, 1 Drivemobile, etc.

MISCELLANEOUS

Table listing miscellaneous items with prices. Includes 1 Chicago Metal Single Safe, 1 Chicago Metal Double Safe, etc.

STEWART NOVELTY COMPANY Wholesale Distributors 1361 SOUTH MAIN STREET TELEPHONES: 7-8171-7-1195 SALT LAKE CITY, UTAH

NEW 1948 FOBETTES, AND WE DO MEAN NEW!

Advertisement for Frisco Pete Enterprises, Inc. featuring engraved jewelry. Includes text: ALL ITEMS CARDED AND CELLOPHANED, \$1.85 DOZ. - \$21.00 GROSS, CATALOG NOW READY - WRITE TODAY.

Frisco Pete Enterprises, Inc. 604 W. LAKE STREET CHICAGO 6, ILL. MANUFACTURERS OF ENGRAVING JEWELRY

GIVE-AWAY CANDY

Attractive Design Box, 6 1/2 x 2 1/4 x 1", 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

ELECTRIFIED TOYS



31" Tall

31" Tall

JUMBO BEAR

High Lustre Plush in Assorted Colors

This toy is another outstanding product from The House of Hits. Control button on hip. Uses standard flashlight batteries and bulbs. Fully guaranteed. **\$54.00** Dz.

Sample Postpaid, \$5.50 Ea.

31" Jumbo Bear Demonstrator available, wired for regular electricity, \$6.00 Ea. Postpaid

#1E ELECTRIFIED BEAR

12" High, 9" Wide, All High Lustre Plush, Asst. Colors.

\$21.60 Dz. Sample Postpaid, \$2.50 Ea.

#1D ELECTRIFIED DOG

All High Lustre Plush, 8" Tall, 8" Long. **\$18.00** Dz. Sample Postpaid, \$2.00 Ea.

#1C ELECTRIC LAMB

All high lustre plush, 10" tall, 7 1/2" long.

Sample Postpaid **\$21.60** Dz. \$2.50 Ea.

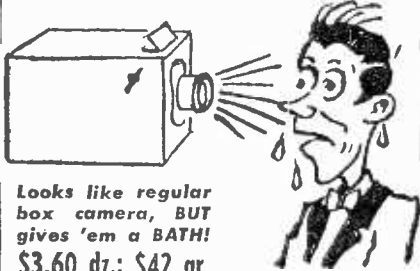
25% Deposit, Balance C. O. D.

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

HOTTEST JOKER'S ITEM YET! SQUIRTING CAMERA

(Reg. U. S. Pat. Off.)



Looks like regular box camera, BUT gives 'em a BATH! **\$3.60 dz.; \$42 gr.**

Sample, 50¢ postpaid. **JOBBERS, WRITE** Wholesale Catalog, 10¢.

ARLANE MFG. CO.

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Fine quality. Popular flavors. 5-stick packs - also 4 multi-color "BUBBLINCUMS."

AMERICAN CHEWING PRODUCTS CORP.

4th and Mt. Pleasant Ave., NEWARK 4, N. J.

TRICKS

CUPS & BALLS ILLUSION—Sample \$1.00
ORIENTAL RING ILLUSION—Sample .50
JOBBERS AND PITCHMEN
Send for Samples and Quantity Prices.

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1515 N. Broadway, St. Louis 6, Mo.

At Liberty—Advertisements
5c A WORD, MINIMUM \$1, CASH WITH COPY

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CIRCUS-MINSTREL AGENT—LOCAL CONTRACTOR, publicity director, 24-hour man, 25 years' experience, join on wire, state salary, have car. Robert Saul, 113 W. Butler St., Adrian, Mich. ap10

BANDS AND ORCHESTRAS

HOWARD MAX—NINE MAN COMMERCIAL orchestra featuring Rudy Woods, vocalist. Available June 14 for location, tour. Hobson, Mt. Pleasant, Iowa.

MANHATTAN TRIO—THREE MEN, PLENTY doubles, including vocals. Reasonable price. Write or wire Manhattan Trio, Gen. Del., Columbus, Ga. ap3

6 PIECE MODERN DANCE ORCHESTRA—Special arrangements. Available on 2 weeks' notice. Address Leader, Box C-198, care Billboard, Cincinnati, Ohio. ap10

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INDIANS, AT LIBERTY—FOR CIRCUS, rodeos, fairs, schools, celebration attractions. Ten: 6 men, 3 women, 1 baby. Very beautiful flashy Indian costumes. Best war dancers and different kinds of dances. Singing. One girl does aerial, ladders, web and cloud swing. Chief Sugar Brown, Hot Well Lodge, 5503 So. Presa St., San Antonio, Tex.

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WM. M. KENT—HT., 5' 10"; WT., 170; AGE, 38. Comedy or general business, dance specialties, quartets, drums. AAA appearance, wardrobe. No drinking. Good transportation. 116 Carter Lake Club, Omaha 2, Neb.

MISCELLANEOUS

AT LEISURE—ERWIN SPIES, THE MIRACLE Man, The Physical Medium and Divine Healer. 202 Lyell Ave., Rochester, N. Y. my1

AVAILABLE — HARVEY THOMAS, VAUDEVILLE Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventrioliquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. np

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MENTALIST—DR. RAMA, PSYCHIC DEMONSTRATIONS, lectures, night club and theater routines. At Liberty April 10. Dr. Rama, 1810 So. Wabash, Chicago, Ill. Phone Victory 9119.

MUSICIANS

ACCORDIONIST, STROLLER—AVAILABLE immediately, go anywhere, does not drink. Consider all offers. I. Siesel, Gen. Del., Los Angeles, Calif.

ATTRACTIVE GIRL TROMBONIST AT LIBERTY. Read, rife, fake. Experienced large and small combos. Prefer location work. Write or wire Laura Pastor, 904 W. Webster, Chicago, Ill.

AVAILABLE FOR SUMMER LOCATION—8 piece college orchestra with music on the "sweet swing" side. Organized two years; same personnel. Contact Ben E. Russell, 311 E. Duffy, Norman, Okla.

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DRUMMER AVAILABLE—ANY STYLE, ANY place. Own car. Solid beat, experience, plus all essentials. A-1 equipment. References. Box C-504, care Billboard, Cincinnati, Ohio.

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GIRLS' STRING TRIO—AVAILABLE FOR summer engagements. Violin, cello, piano (organ). Artists. Attractive. Roberta Hendee, 3816 Fuller, Kansas City 3, Mo. ap10

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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!



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—for the biggest cash cleanup in the history of Direct Selling.

MAXILUME COMPANY

125 W. Hubbard, Dept. 134-A CHICAGO 10, ILLINOIS

PLASTER STATUES
SWAGGER CANES
HAWAIIAN LEIS
SLUM
BASEBALLS
GLASSWARE

CORK GUNS. Each.....\$4.95
5-INCH POCKET COMBS, Gr. . . 1.50
NO. 4 BALLOONS. Gr.90
NO. 10 BALLOONS. Gr. 1.25
NO. 20 BALLOONS. Gr. 3.00

WHITIE'S NOVELTY HOUSE

130 WEST JACKSON AVE., BOX 1270

(PHONE 2-4410)

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NEW PROFESSIONAL PLASTIC BINGO MARKER SOLID BLACK 1/4" THICK, 3/4" DIAM.
OUTSTANDING ADVANTAGES OUTSTANDING PRICES
SEND FOR SAMPLES AND PRICE LIST
PLAYTIME PLASTIC PRODUCTS—Manufacturers
48 WEST 48th STREET NEW YORK 19, N. Y.

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

7 JEWEL

Man's

WRIST WATCH

STAINLESS STEEL CASE
SECOND HAND; RADIUM DIAL

\$8.40 each

25% Deposit With Orders

KIPP BROS.

117-19 South Meridian St.
Indianapolis 4, Ind.

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
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ABRAMS LIGHTING
MANUFACTURERS—FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 6, Pa.
Phone: WALnut 2-1947-1948

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turn to **INSIDE FRONT COVER**
for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn!
POPCORN MACHINES AND SUPPLIES

Carnival Concessionaire
LESS THAN 2 CENTS EACH
Introductory Offer—Assorted Key Chains
ONLY \$1.95 PER 100
Popular Assortment—First Quality.
Send for Trial Order NOW.
HOPKINS NOVELTY CO.
394 Branch Ave., Providence 4, R. I.

CLOSEOUTS

Bargains—Must Be Sold at Once!
Manufacturers' Loss, Your Gain.
Buy Now From Ad. No Catalogs.

SLUM (Give-Aways)

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.
3,000 PIECES, ASST.

\$25.00

Some Items Retail Up to 25c Each

NEW ITEM!

Lucky Novelty

PRIZE BOXES

Assorted Novelties of All Kinds
\$4.50 Gr. Boxes

Imported English Wallets, \$1.98 Retailer. Doz.	\$ 4.50
Plastic Compacts, all colors, large size. Doz.	2.50
Constance Bennett 6-Pc. Cosmetic Set. Doz.	6.00
Wallets (genuine leather asst.), \$1 Retailer. Doz.	3.00
Flask, brass, all branches of service, all sizes, with or without stones. Gr.	4.50
Perfumes, boxed, asst. odors. Gr.	4.50
Locketts, 24 Kt GP, 18-inch Chain. Doz.	4.50
Crosses, 24 Kt GP, 18-inch Chain. Doz.	4.50
100 Pcs. Asst. Costume Jewelry (lot), retailed up to \$2.00 ea.	25.00
Perfume & Cosmetics Set, silk lined, \$5.00 Retailer. Ea.	1.50
Perfume, silk-lined box, high class, asst. Odors. Doz.	3.00
Fur Scottys, large size. Ea.	2.50
Horses On Wheels, holds 200 lbs. Ea.	4.50
Poker Chips, unbreakable, 100 to box. Doz. boxes	4.50
Identification Bracelets. Doz.	2.00
Earrings, asst., plastic backs. Gr. pr.	2.25
Earrings, asst., metal backs. Gr. pr.	7.20
Pins, asst. style, \$1.00 Retailer. Doz.	3.00
Findings for Jewelry Parts of all Kinds, Stones, Clasps, Chain, etc. Lb.	1.50
Indian Feathers, all colors and sizes. Gr. Doz.	2.50
Jockey Mechanical Doll, \$1.98 number. Doz.	4.00
Dice Cups, leather, felt lined. Doz.	3.00
Shaving Lotion and Talc Sets. Doz.	3.00
Religious Medallions on Chains. Doz.	3.00
Cameos on Chains. Doz.	3.00
Key Chains with Tie Clips, boxed. Doz.	4.00
Beaded Key Chains with Novelties. Gr.	2.50
Lucite Compacts, \$2.98 Retailer. Doz.	6.00
Necklaces and Beads, asst. Doz.	2.00
Beads in Vials, asst. Gr.	3.00
Kaysam Rubber Toy Animals, asst. sizes. Gr.	9.00
Heart Pins (Mother's Day), \$1.00 Retailer. Doz.	2.50
Compacts (metal), \$1.00 Retailer. Doz.	3.50
Stones from Jewelry. 1000 asst.	6.50
Toilet Water, large size, beautiful bottle. Doz.	3.00
Token Holders (plastic). Gr.	2.50
Post Cards, flags of Americas, 1000. M.	1.50
Indian Beads (bulk). Lb.	1.50

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.

19 E. 16th St. New York, N. Y.

GUITARIST—AVAILABLE IMMEDIATELY FOR instrumental and entertaining unit. Thoro experience. Guarantee satisfaction. Communicate for details. Box C-502, care Billboard, Cincinnati. ap10

NEED MUSICIANS? OR NUCLEUS OF BAND? Bassman, Drummer, Tenor Man, Trumpet Man available, vets, name and semi-name caliber, all essentials. Club owners, attention! Have good small band library. Would consider good location deal, go anywhere. Vocals, novelty if needed. Phone 9258, Drummer, Room 15, 93 N. 3d, Alexandria, La. ap10

PIANIST, ARRANGER. — ALL ESSENTIALS. Box C-500, care Billboard, Cincinnati, Ohio.

PIANO — ALL STYLES, READ AND FAKE. Single and will travel. Available immediately. Box C-497, care Billboard, Cincinnati, Ohio.

PIANO MAN — DESIRES CHANGE. TWO weeks notice required present job. Prefer small combo South or Southwest. Experienced, union, dependable. Allow forwarding. Pianist, 105 N. Capitol Parkway, Montgomery, Ala.

SAX, CLARINET, TRUMPET, VIOLIN, ACCORDION, VOCALS. Have car. Go anywhere. No drinking. F. F. Ayres, 5000 Crystal St., Chicago, Ill.

STRING BASS—COMBO PREFERRED, READ OR FAKE, NOVELTY VOCALS. Age 29. References exchanged. Bob Stehman, Flamingo Room, Terre Haute, Ind.

TENOR SAX, CLARINET — READ, FAKE. Play jazz, etc. Union, neat appearance. No territory bands. Lee Ulbrich, 1324 Hubbard, Jacksonville, Fla.

THIRD ALTO SAXOPHONE AND CLARINET— 12 years' experience. Wire, write Musician, 204 Marion Avenue, Punxsutawney, Pa., or phone 298-M.

TROMBONE MAN—COMMERCIAL BAND PREFERRED. Good section man. Read well and can do solos and takeoff if desired. Good appearance. Bob Showe, 3646 E. Main St., Columbus, Ohio.

TROMBONE—THOROLY EXPERIENCED Circus, rodeo, swing. Recently with Cole Bros. and King Bros. Circus, Union. Address Box C-501, care Billboard, Cincinnati, Ohio.

TRUMPET — DOUBLE VOCAL, AGE 22. Good tone, read, union, sober, reliable, travel anywhere. Tom Whelan, 112 St. Marks Ave., Brooklyn, N. Y.

TRUMPETER—UNION, DEPENDABLE, SOBER. Play any chair in small or large band. Jazz or mickay. Can start June 1. Bob Scriver, Browning, Mont.

VIBRAHARPIS — ARRANGER, AGE 24, 802, reliable, travel. Wife vocalist, good wardrobe. Fred Hodges, 43-15 207th St., Bayside, Long Island. BA 9-9833 J.

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BALLOON ASCENSIONS — PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my1

DASHINGTON'S NOVELTY CIRCUS — DOGS and cats for any show. Fair, park, night club. Address Cooke and Rose, Theatrical Agency, Lancaster, Pa., or 1413 Euclid St., Philadelphia, Pa.

FLASHY HIGH-CLASS TRAPEZE ACT — Available for indoor and outdoor events. Platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Indiana.

OUTSTANDING HIGH ACT—AVAILABLE FOR celebrations and fairs. Write Box C-446, care Billboard, Cincinnati, O. ap3

WORLD'S GREATEST COMEDY ACT—ROSCOE Armstrong Ford Act. Thrills, spills, laughs and excitement. Booking 1948 fairs, rodeos, circuses. Montezuma, Ind. ap24

VOCALISTS

WESTERN SINGER—PLAY RHYTHM GUITAR. Top Granddaddy comedy act and emcee. Radio, stage, club experience. Desire staff radio; all offers considered. Union, wardrobe, car. Wire, write "Scotty," 2002 N. Exeter Ave., Indianapolis, Ind. ap10

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FEMALE IMPERSONATOR OPEN FOR NIGHT club booking. Outstanding wardrobe, sing, strip. Can send photos. Train transportation in advance. Salary, \$125 net. Wesley Davis, 620 S. State St., Chicago, Ill. Webster 2449. ap10

RUDY DEL RIO, FEMALE IMPERSONATOR— Exotic exponent of the dance. Specializes in acrobatic and toe. Currently appearing at Phil's, 1-11 Club, 111 East 28th St., New York City. Direct management, Rudy Del Rio, Apartment 5, 177 Monroe St., New York City. Free pictures.

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Complete Line of Leather Goods

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- 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.)

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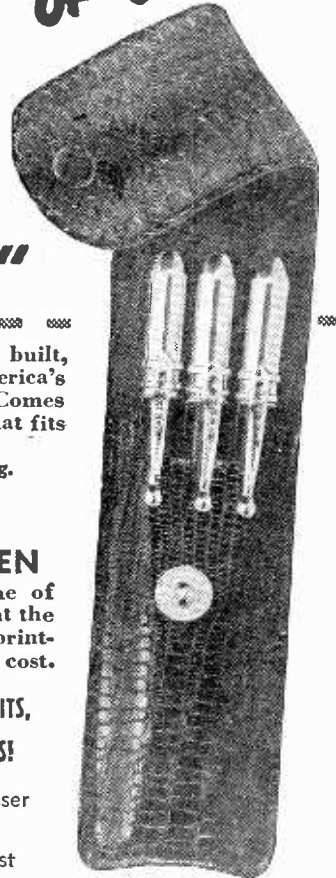
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3 Pens

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"TRI-COLOR"



A wonderfully efficient, precision-built, three-piece ball pen set, made by America's foremost ball pen manufacturer... Comes in attractive simulated leather case that fits the pocket and belt.

- Writes from the start and keeps on writing.
- WRITES BLUE
- WRITES RED
- WRITES GREEN

Here's a sales leader that every one of your customers from 6 to 60 will want the minute they see it. Advertising imprinting in our own plant done at low cost.

50¢

per set in quantities of 1 gross or more

YOU MAKE THE PROFITS,
WE MAKE THE PENS!

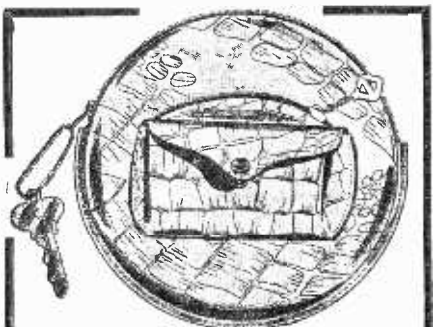
60c per set in lesser quantities

25% deposit must accompany order

DEPT. B-1

PENGUIN PENS INC.

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Emerson's
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You can keep the crowds guessing with the Mystery Car. 'Round and 'round it goes—and why it turns, nobody knows. This is the little mystery car with a mind of its own . . . put it on any surface—table top, carton top—and off it goes—and as soon as it reaches the edge, it turns to keep from falling off! THE MYSTERY CAR is the biggest attention-getter that's been seen in years—and everyone who sees one wants one! 7" long.

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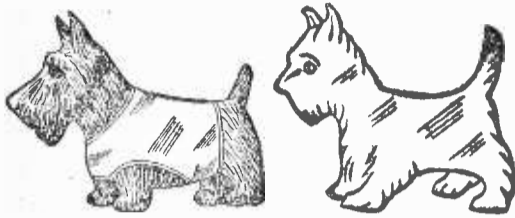
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Over 500 Numbers, Prices Cut on Most All Below Numbers Polished and Plated



\$7.80 GROSS



\$9.60 GROSS

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Incorrect price, \$6.00 Gross, was quoted on Expansion Identis. in our ad. Page 138, March 27 issue. CORRECT PRICE, \$6.00 DOZ. Sorry!

Dexter Engraving Jewelry Co. 23 ARCH STREET PROVIDENCE 7, R. I.
Manufacturers of Engraving Jewelry



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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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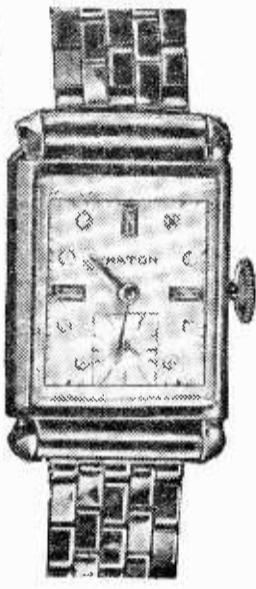
2160 Patterson St. Cincinnati 22, O.

Stewart, F. E. 10c

- Adams, Gus J.
Aldorf, James
Alford, Clara
Allen, J., Chas. B.
Allen, Herbert
Allen, Tommy
Allison, M. A.
Alzada, Dr. G. E.
Ames, Geo. L.
Anderson, Mrs. C. E.
Anderson, Frank B.
Andreano, Frank
American, Chas. E.
Argo, R. G.
Arney, Mrs. Pearl
Aschey, Frank
Atkins, Carl
Avery, Florence
Baby Thelma
Baker, Edw.
Baker, Robt. A.
Baldwin, Edna
Ball, E. A.
Banker, A.
Banks, James
Barker, Geo.
Barnes, D. Rex
Barnett, Frances
Barnhouse, John
Baron, Henry F.
Barry, A. J. (La-Barrie)
Basenbaker, Luther
Basla, Jr., Joe
Beach, Harry
Beardsley, Geo.
Beede, Donovan K.
Bell, Mrs. Mabel
Bennett, Bozo (Swinger Ball Aet.)
Bentley, Tom
Bergen, Harry Slim
Bergman, Lila Sears
Berko, Mrs. Marie
Berry, Walter (Lucky)
Blair, Pappie
Blank, Mrs. Shirley
Boehm, Jos. J.
Bott, Wm.
Bowers, Edw.
Bradley, F. W.
Brady, Mrs. E. W.
Brady, Jack
Bray, "Whitney" (Big Boy & Birdy)
Brewer, Allen
Brewer, M. Bert
Bright, Esaw
Broomer, Mrs. F. H.
Brown, Mrs. Marie L.
Brunette, Sally
Bruce, J. R.
Bryant, Mrs.
Bryan, R. H.
Buck, Stephen B.
Buckle, Eugene
Burd, Geo.
Burison, Madam
Burrows, Earl C.
Burton, Howard B.
Burton, Mrs. Tex
Bybee, James Henry & Mattie G.
Byers, Jimmy
Calolan, Carl A.
Campbell, Johnny
Campbell, John & Emma
Campbell, W. S.
Carlen, Sam
Carey, Art
Carey, Wm.
Carland, Buck
Carlin, Robt.
Carr, Thos. B.
Carrera, W. E. (Ride Owner)
Carroll, Sue
Carroll, Tommy
Carter, Geo. M.
Carter, Glendon T.
Carter, Wray
Cassidy, Van
Chambers, Chas. E.
Chase, Frank H.
Check, Ben
Chism, Angus
Chunas, A. J.
Cibull, Frank
Clare, James
Clark Bros.' In-door Circus
Clark, Russ
Clemens, Ruetta
Clune, Mrs. Dottie
Cochran, Max J.
Coggins, John (Carolina)
Cohen, Robt.
Coleman, Clarence
Conatser, L. C.
Constantine, Ronnie
Cook, Roy Swede
Cooper, Mickey
Copper, Roy
Cousins, J. J.
Craddock, Bob
Crandell, Leroy
Crawford, Mr. Gene
Cridler, Hal
Cutler, H. M.
Cutler, Richard R.
Dailley, Sr., Bill
Dakes, Mrs. Nellie
Dales, M. J.
Dallin, Pro. Vye
Darlington, C. W.
Davidson, Wm. J.
Davies, Clark
Davis, Agnes
Davis, Harley T.
Davis, Jack
Davies, John Clark
Davis, Frank James
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Day, Thelma B.
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DeLion, Wm. Leon
DeWitt, Bert
Dean, Christopher
Deaver, Jos. Rich-ard
Debow, Jimmie & Kabbey
Delawer, Leroy
Delph, Tommy
Demere, Ulpis
Demetro, Tom
Dennis, A. J.
Deniger, Geo. O.
Diamond, Duke (H. D.)
Dinsdale, Wm.
Disilverto, Alfred
Dixon, David W.
Dixon, Mary
Dominick, Elsie
Dougherty, Duke
Dougherty, Patrick
Douglas, Carolyn
Dover, Geo.
Drake, Elie S. & Vonda
Drake, Robt.
Brown, R. C.
Dunbar, Gale (Mr.)
Duncan, Dallas E.
Dupree, Jimmy
Earl, M.
Easdale, John D.
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Emil & Evelyn (Teeter Board)
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Evans, Clarence S.
Evans, Daniel C.
Evans, Geo.
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Fallon, James B.
Faucec, Eliz.
Ferguson, Bob
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Fitzgerald, Hiram M.
Fluke, Eddie (Frenchy)
Flynn, Vincent M.
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Frank, Miller
Franz, Miss Otto
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Freed, Joe (Wild Life)
Frye, Maurice (Mack)
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Gallamore, Mrs. Polly
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Garner, Russell
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Gerber, Mrs. Freda
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Gillespie, John L.
Givens, Bob
Glynn, Pete
Goad, James D.
Gordon, Bob
Gordon, John D.
Graham, Bill (Cook House Prop.)
Grande, Pat
Gravitoy, The Great
Gray, Jr., Jennings
Grimes, Marian
Gromer, Mrs. Ida E.
Groves, Claude (Kans. Blackie)
Grubb, Claude
Guedner, Paul
Hamilton, Robt. L.
Haney, Gloria
Harper, J. O.
Harlow, Hubert
Harshbarger, M. L.
Hanson, Ida Bell
Hartzog, Harry W.
Hathaway, Ray
Hayes, James
Haywood, Josephine
Hazen, C. W.
Herbert, Dapper
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Hilch, Wm. A.
Hilburn, Chas.
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Holeman, Tommy
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Holm, Chas.
Holt, Wm. (Hawa-ian Nights)
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Hubson, Elmer
Hubbard, Al
Huddle, Glen
Hugh, Harold
Hunt, Mrs. Mar-jorie P.
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Jackson, Harry
Jandron, Louis
Jardon, Lucille (Winters)
Jeanette, Jean
Jenkins, Brownie
Jenkins, C. H.
John, Miller
Johnson, Mr. & Mrs. G. A.
Johnson, Harry Leo
Johnson, Wm.
Johnson, Prof. Tom
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Jones, Mrs. Marie
Jones, Robt. W. (Chuck)
Jordan, Jess
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Justins, Melvin
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Kantha, Dick
Kaiser, Andy
Kelman, P.
Kelly, Mrs. Edith
Kelly's Cook House
Kemplin, Jasper C.
Kerwin, Paul L.
Kimbro, Robt.
Kirma, Dr. Fred
Klinetop, Chester
Knaapp, James
Knight, Phil
Kolb, Miss Jessie
Kramer, R. L.
Kuzma, Chink
Kylie, Raymond (Kgoater)
Labue, Joe
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Lafferty, Henry
Lambert, Geo.
Lambert, H. W. (Speed)
Lampkins, Herman
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Lavin, Clara
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Lee, Jack
LeMaiz, Monte
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Leslie, Adele
Lewis, Elvin
Levin, Harry (Comic)
Lilliston, Robt. H.
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Littau, John
Little, C. W.
Littlefield, Norman F.
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Loomis, V. D.
Lovelies, Elder
Lynn, Jackie
McAbee, Louis (Mack)
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McClure, Robt. H.
McCoys, Slim
McClary, K. C.
McGonigal, Fern
McGuire, F. C.
McMasters, Francis
McNeal, Jr., James S.
Maccollam, Hugh
Mackey, Monkey
Main, Robt. A.
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Marshfield, Jean
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Martin, Maurine A.
Martin, Red (Custard)
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Miller, F. W.
Miller, Louis
Miller, Ralph
Miller, Roy R.
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Mitchell, Thomas
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Mohammed, Bee E.
Monroe, Dick
Montague, Jack
Moore, Ed
Moore, D. N.
Moore, Frenchy
Moore, I. R. (Checker)
Moore, Louis B.
Moore, Ray C.
Moan, Mrs. Ducky
Murno, Buddy
Morzan, Ed
Morey, Mrs. H. A.
Morgan, James
Mott, C. W. Lucky
Muller, Mrs. George
Mullins, C.
Murphy, P. A.
Nation, Earnest (Cricket)
Nation, N. C.
Nash, Lionel W.
Nesce, H. C.
Nesce, Pete
Neoff, Horace
Nelson, Morris
Newcomer, Eddie L.
Nicholas, John
Nickell, H. H.
Niebuhr, Gilbert
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Noelner, H. E.
Norma & Her (Baldy)
Norton, F. A.
Norton, F. A.
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O'Day, Timothy
O'Dear, Al
Odre, Frank
O'Hara, Joseph P.
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Orton, Myron
Osteen, Clifton
Ott, Jerry
Ott, John W.
Owstreet, Robt. L.
Owen, Richard (Irish)
Palmtree, Richard
Paret, Art
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Parker, Milton
Parker, Wm.
Parker, Ross H.
Partello, Clint
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Pasterczyk, W. S.
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Patterson, James
Patty, Chester
Pearce, James Caldwell
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Perry, Robt. M.
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Poole, Mrs. Forrest J.
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Reilly, Chas.
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Revelo, Fred
Reverly, Rosita
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Rhoades, D. D.
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Ristic, Anne
Roach, F. S.
Robbins, Clarence
Robbins, John
Robbins, M. A.
Robbins, Rufus W.
Roberts, Chas. E.
Roehman, Albert
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Ross, Linwood
Ruddy, Geo. N.
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Russell, Mrs. Gwyn E.
Russell, Mrs. Jackie
Ryder, Roland
Russell, Mrs. Sandy
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Ryan, R. J.
Sabatier, Marius Pierre
Seaggs, Ray
Schaffer, Billy
Schaffer, Ralph
Schemerhorn, Loyd
Schinopel, Snooky Lee
Schuck, Gypsy Pete
Schulsky (Piano Player)
Scott, Norman
Scott, Paul Scotty
Schlir, Per E. E.
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Sexton, Alice T.
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Sheehan, Chas.
Shelton, Chas.
Shipman, Mrs. Jimmy
Shipman, Cecil
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Shore, Jack
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Slazer, Mrs. Ray
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Smith, Mrs. Ethel
Smith, Fred Van Vorst
Smith, Harold
Smith, Punk
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Spears, H. T.
Spencer, Chas.
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Stachowski, John
Stack, Richard
Stack, Wm. J.
Stanko, Mack
Stanley, Geo.
Starko, Muck
Starr, Hedy Jo
Sterling, Fred
Stewart, Mrs. Ada
Stewart, James M.
Stilphen, Leroy L.
Stone, Don
Stone, Jack
Stoppel, Mrs. Ella
Stoppel, W. R.
Stroud, Clarence
Stroud, Al
Sturms, Francis
Stutz, Jim
Sutton, Robt.
Swales, Peggy
Talley, Geo.
Taylor, N. C.
Taylor, Wm. John
Teer, Louise & James
Terry, Glenn J.
Tezzano, Frank
Thomas, Fred
Thompson, Ann
Thompson, Eugene
Thompson, Mrs. Jacklyn
Timner, Frank
Tobell, Al
Toler, Clyde H.
Towe, Paul
Townsend, Naomi & Carol
Troutner, Rex
Tucker, A. R.
Tull, Carl W.
Tschelwicz, Leon W.
Van Dickman Com-bined Circus
Vandiver, H. C.
Vaughn, Mona
Veeley, Percy Al.
Wakefield, Dick
Walczak, Janet Lou
Walker, Wm.
Wall, Harry
Ward, Dick
Ward, Robt. Henry
Ward, Wm.
Watts, Margaret
Waycaster, Paul
Wayne, Rocky
Wayner, Geo. H.
Weir, Alexander & Louise
Weise Johnny
Wells, Melvin C.
Welsh, Lester
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West, Harry Earl
Westbrooks, Char-ence A.
Westbrook, H. (Buster)
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Western Conpie
White, Lawrence
Williams, Johnnie
Williams, L. L.
Williams, Lawrence
Williams, Melvin R.
Williams, Samuel
Williams, Unit
Willius, George
Wills, Claude
Wills, T. N.
Wilson, Dick
Wilson, Mrs. G. E.
Wilson, JoAnn
Wilson, Jones
Wilson, Mrs. Tond & Mother
Wiltse, Mrs. Marie
Wise Mrs. David
Winters, Mrs. Jim
Wolcott, Mrs. Wm.
Woods, Charlie
Woolsey, John
Worrick, Al
Wright, Irvin
Wright, Julia A.
Wright, Kelly
Zimmer, Florence

Big Money Maker!

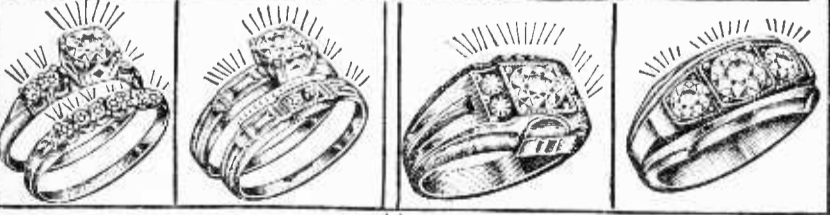
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Buchanan, Thomas K.
Conway, Rose
Cotton, James Raymond
Cortes, Rita
Davis, E. J.
Davis, May Iris
Dean, Lawrence Joseph
Douglas, Carolyn
Ely, C. J.
Erkenbrecker, Hil-degarde
Fields, Harry

Fisher, Doc Flynn, Margie Giglio, Mike Gooley, Larry Hamilton, Carol Harrington, William Howard, Kenneth Hubble, Curley Jahn, Francis C. Johns, Mr. (Jim McCall Show) Joyce, Joan Karr, Frederick Dr. King, Charles King, Mrs. Ethyl Kroll, Herman Kuzmich, Stephan LaVern, Jack Lee, Vincent Lee, Albee T. Lindsay, Fred Livermore, Norman Lush, Edgar Burr Mason, Dixie Maynard, Tex McKenna, Boots McKenna, Charles McKenna, George McTeague, Whitey Miller, Dee Morgan, Todd Nash, Lionel W.	Neill, James S. Nelson, Stanley B. Nerms, Albert John Norman, Van Ogilbee, Merle J. O'Shea, Patrick Patty, Chester Pell, Burton M. Rap, Mary Rose, Texas (Jenkins Show) Ross, Louis Samatouka, Theodore Sanborn, Beatrice Schubert, Erwin Sinitzen, Olya Gar-nett Smith, A. D. Smith, M. A. Spilla, Lady Thumlersky, Richard Thumlersky, Rich-ard B. Tillinghast, Joan Townes, Freddie Vanderbilt, Ger-trude Velasco, Lola Wallace, Frank Whitree, Victor Wollins, Harold Zaitzlik, Irving Zorac, Stanley	Mellini, Alfred Nuto, Francis Nash, Lionel W. Nichols, Michael C. Reynolds Richardson, J. Frank Seymour, Betty	Shanklin, Jay Stevenson, Twisto Stamard, Fran Thorton, Richard Westbrook, Buster White, Tiny (Prince)	Lee, Robert Edward Lehman, Charlie Lehman, Norma Lewis, Mrs. Edith Lewis, Francis Jay Linkous, Justin M. Litchfield, Miss Gene Little Abner Litts, G. F. Luck, William J. Macdonald, M. McCormick, Robert (Bob) Maier, Frank Martin, Jim Meek, Harold Munsur, Shady Nugre, Earl Nash, Lionel W. Neumann, Peggy O'Bryan, Jack Ogburn, Phil Pierce, Wendell R. Pooch, Forrest Reisinger, Albert H. Robertson, Queen-both Rocco, R. W. Ros, Henry Roth, Fred W. Scott, Fred Jerome Scott, H. L. Sever, Edward F. Sever, Mary Shepardson, Ken-neth Sorrenson, Miss Sigrid Smaglick, Harry Smith, Will and Delia Smith, W. D. Suduth, Forrest Taylor, Betty Jean Thomas, Mrs. Betty Veiere, Buddy Wallace, Albert Williams, Orville Wright, Donald Morrison Yehle, Frank Xavier
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- 15 1/2" high
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- Pearloid Top

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MEN'S 15 J WRIST WATCH	Waterproof. Radium hands and dial. Sweep second hand. Sample \$9.95. Lots of 6 or more only..	9.75 Ea.
LADIES' 0 J WRIST WATCH	Sample \$4.95. Lots of 6 or more only.....	4.75 Ea.
LADIES' 7 J WRIST WATCH	Radium dial and hands. Sweep second hand. Sample \$6.95. Lots of 6 or more only.....	6.75 Ea.

10% Deposit—Balance C. O. D.

BURTON SALES CO. Dept. P-255, 809 W. Madison St., Chicago 7, Ill.

Get set for the season with these real money-makers

NEW! NOVEL!



2-in-1 Portable RADIO CAMERA

A new winner; ideal for salesboard, bingo or any premium use. Weighs less than four pounds; the radio is nationally advertised latest type superheterodyne; camera takes black and white or color pictures, uses #28 standard film. Covered in simulated alligator-grain finish with adjustable carrying strap. Your price **\$21.51** Ea.



Smart New 3-Way PORTABLE RADIO

Operates on AC, DC or battery. This handsome, nationally advertised set is an outstanding performer that plays anywhere. Retail price, \$37.95; your price only **\$21.51** Ea.

OUTSTANDING RADIO PHONOGRAPH COMBINATION

Compact, modern design in hand-rubbed walnut finish. Superheterodyne radio. Phonograph plays 10 or 12 inch records and is equipped with a lifetime needle. Only **\$21.51** Ea. (white cabinet, \$1.25 extra)

BATTERY OPERATED PORTABLE RADIOS

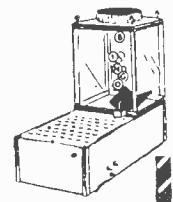
In choice of Ebony, Walnut, Maroon or Ivory cabinets. Features unusual sensitivity and performance, in a small compact case. Fair Trade retail price, \$27.95. Your price **\$16.75**

ORDER NOW; 50% deposit; balance C. O. D. (Write for quantity prices)

ED WARD COMPANY, INC.
Suite 904
1472 BROADWAY
NEW YORK 18, N. Y.
Phone: BRyant 9-9642

NEW 1948 BINGO BLOWERS

IMMEDIATE DELIVERY



HEAVY DUTY MOUNTED

BINGO CARDS

3,000 To Set

And other BINGO SUPPLIES. SEND FOR CATALOG. SPECIAL DISCOUNTS TO JOBBERS.

MORRIS MANDELL, INC., Dept. B
131 West 14th St., New York 11, N. Y.
Phone: CHelsea 2-3064

ELGIN — BULOVA — WALTHAM

10 K. R. G. P. CASE, Steel Back, Reconditioned (Like new). Expansion Band (no extra charge).		7 Jewel \$11.95 15 Jewel 14.95 17 Jewel 16.95
		Swiss Watches Ladies' & Gents' 7 Jewel \$ 7.95 15 Jewel 9.95 17 Jewel 11.95
		Rhinestone Dials \$2.00 Extra

Write for price list on watches and other Jewelry Items. 25% with order, bal. C.O.D.

WEINMAN'S
108 Beale, Dept. M, Memphis, Tenn.

WIRE WORKERS ATTENTION!

Whitstone and Wire Jewelry Workers, write me your wants. Order from the man who makes it. Rings—Ident. Bracelets—Earrings—Wire, any size, any quality. 25% with orders. 75% C. O. D.

CRANSTON JEWELERS EXCHANGE
P. O. BOX 111, CRANSTON 10, RHODE ISLAND

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.

Pipes for Pitchmen

By Bill Baker

RUCKER H. TODD . . . is in Indianapolis framing a sea-shell brooch layout which he will spring soon.

A pitchman never loses sight of the fact that his tip is entitled to quick service.

CHARLEY KASHER . . . and Bob Beaudry had their huge lollipops clicking off big sales at the Home Show in Milwaukee. On their staff were Al Rinehart, Carl Kornorth, Anne Beaudry and Gertrude Jardin.

RICHARD ARCAND . . . has closed his demonstration in the W. T. Grant store in Los Angeles after a 10-week run.

Sure-fire tip gatherers are the pitchmen and the fire department.

RED KELSO . . . purveyed gadgets at the Home Show in Milwaukee to better-than-average business.

MRS. M. DUTROW . . . is reported to have collected some coin with egg dyes in the W. T. Grant store in Los Angeles last week.

If you know all the answers, you're wasting time asking questions.

GEORGE SCHMALZ . . . Andy Hornak and Tony Capa co-operated in the operation of a large refreshment stand during the Home Show in Milwaukee and grabbed off a good share of long green for their efforts.

ODESSA, TEX. . . . has been proving a red one for Mr. and Mrs. W. E. Hubbel on punch needles.

You plan better and achieve more only when you realize how quickly time passes.

LOUIS BLOCK . . . worked pressing cloths to successful returns at the recent Home Show in the Milwaukee Auditorium.

STILL COLLECTING . . . the geedus working corn punk on Market Street, Newark, N. J., is Jack Greenbaum.

When you're telling it, remember to tell it to the Pipes column.

HENRY H. VARNER . . . tells from Akron that he has returned to the Rubber City following a survey trip of McKeesport, Glassport and Greensburg, Pa., and the red glow is still bright above the blast furnaces. He says that while he was in Greensburg he met Margaret Morrison, who

made the standout sales at the New Jersey State Fair, Trenton, last year. "The weather," adds Varner, "is tapering off and the station wagon is still in top condition. Let's read some optimistic pipes for a change. The tear-jerkers really slay me."

Little ideas often have been camouflaged by big words.

VIVIAN CASER . . . pitched egg dyes at Goldmann's on the south side of Milwaukee to reported good takes Easter Week.

JACK (BOTTLES) STOVER . . . is currently looking 'em over in and around Charles Town, W. Va., home of the fast people and slow horses. Jack says the only type of sheet that can be peddled there is one that must contain something about horses. So, he's heading east.

We could never understand why little men resent suggestions while big men welcome them.

CHARLIE LYONS . . . worked egg dyes to good business at Kresge's downtown store in Milwaukee during Easter Week.

BOB SCHUETTEN . . . former pitcher and currently with Uncle Sam's navy, spent his Easter leave in Milwaukee.

Mental capacities aren't the only reason for success or failure in pitchdom. Mental attitudes play just as an important role.

BILL HOUGH . . . and Goldie Goldberg have been working Price, Utah, to reported good business.

BOB LANGFORD . . . rambled into Vernal, Utah, last week following a long stay in California territory where business on the leaf was a bit slow.

Now's the time to polish the tripes and keister for another season's outdoor grind.

HOME SHOW . . . in the Auditorium, Milwaukee, proved a winner for all who made the event. Attendance was clocked at 100,000 for the eight-day run, which ended March 20, and spending was reported way above average for an affair of this type. Among the boys getting the geedus were the Vonn brothers, with their palm reading machine. They said it was a pleasant relief from some of the other shows they made this winter and which were off some 50 per cent from a spending standpoint. Meyer and Sarah English

OAK-HYTEX
Jolly Joey
Toss-up Balloon
Gets Top Money Everywhere

POPULAR Jolly Joey draws a big tip all day long — keeps you busy on the pass-out. Puts plenty of money in your pockets.

Body and head balloon with protruding nose. Printed in flashy colors on assorted color balloons. Heavy cardboard feet. Stands 19 inches high.

Sold by Leading Jobbers

The OAK RUBBER CO
RAVENNA, OHIO

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 When Ordering. Send Check or Money Order. **\$27.00** Per Doz. Post Paid

MARIETTA DISTRIBUTING Company
396 Broadway New York 13, N. Y.

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
2134 N. Meridian St. Indianapolis 8, Ind.

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., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.

EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave., Chicago 44, Ill.

MEDICINE MEN!

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. Sprague St., Dept. X, Columbus 15, Ohio

BIG PROFIT ITEMS Don't Waste Time On Dead Items—Look At These Profits And Let's Go!

BEAUTIFUL ELECTRIC RAZORS
RETAILS \$9.95 — YOUR COST \$3.95

Needs no Soap! No Hot Water! No Blades to Buy!

- For Office, Home and Travel
- Self-Sharpening
- 110-120V. 60 Cycle AC Operation
- Comes in beautiful Leatherette Travel Case

MEN'S DOUBLE HEAD Electric Razor. Retail \$9.95. Your cost, \$3.95

Waterproof Tablecloths

Requires no Laundering—52x52 assorted colors—retails \$1.79, your cost 62¢. Minimum sample order, 3 assorted, \$2.00 postpaid. 52x72 assorted colors—retails \$2.19, your cost 72¢. Minimum sample order, 3 assorted, \$2.25 postpaid. White transparent, 52x52, your cost 50¢ each. Sample order, 6 for \$3.20 postpaid. White transparent 52x72, your cost 60¢ each. Sample order, 6 for \$3.75 postpaid.

Genuine Silverplate

30-Piece Silverplate Set for 6 includes waterproof tablecloth FREE. A repeat seller. CHEST FREE with order for 6 sets. Sample 30-piece set, \$5.70; retails \$12.95.

Utility Zipper Bag

Made of waterproof fabric. Size 8 1/2 x 13 1/2. Can be used as beach bag, lunch bag, baby bag, overnight bag, bowling shoe bag. Has handy zipper opening.

Your price, 72¢ lots of 6. Single sample only \$1.00 postpaid.

TERMS — CASH MUST ACCOMPANY ORDER
Compare these profits with others **AND ORDER TODAY**
E. F. BERNHOLD, INC., Dept. B **BROOKFIELD, ILL.**

Be Supreme With Sterling

No. A3-SS Solitaire No. B6-SS Wedding Band

Ever popular Sterling Silver 5-Stone Engagement Ring and Wedding Band.
\$8.50 Per Doz. Sets (24 Rings).
These rings also sold separately.
\$4.25 Per Doz. \$48.00 Per Gr.
SAME STYLE—GOLD FILLED
\$11.50 Per Doz. Sets (24 Rings).
Also sold separately.
Solitaire, \$6.00 Per Doz. Band, \$5.50 Per Doz.

MEN'S GENUINE Gold-Filled ZIRCON
Approx. 2 carat size. Modern design—a sensational value!

No. 5302 \$39.00 Per Doz.

No. 978-SS MEN'S Heavy STERLING HEMATITE VERY POPULAR! \$9.00 Per Doz.

Send for free catalog—be Supreme with Sterling! Sample assortment sent for \$10.

STERLING JEWELERS
85 E. GAY ST. COLUMBUS 15, OHIO

"ELECTRIC EYE TOYS"

Beautifully made of 100% Rayon Silk Plush in assorted colors — Cotton stuffed.

- The eyes light up as you touch it.
- Uses standard flash-light batteries.
- Eyes replaced in a jiffy.

ST-10—GIANT BEAR, 2 tone combination, 31" high. Per doz. \$54.00
Samples. Ea. 5.00

ST-9—RUNNING HORSE, 16" high, 12 1/2" long. Per doz. 33.00
Samples. Ea. 3.25

ST-8—STANDING CUDDLE BEAR, 11" high. Per doz. 21.00
Samples. Each 2.25

ST-7—SMALL CUDDLE BEAR, 11" high. Per doz. 21.00
Samples. Each 2.25

ST-6—MEDIUM LAMB, 10" high, 8" long. Per doz. 21.00
Samples. Each 2.25

ST-5—SMALL SCOTTIE, 7 3/4" 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. 87th St., N. Y. 12, N. Y., WA 5-8280

CONCESSION GOODS

New Balloon Specials

- #9 Special Mottled Balloons . . . \$ 5.50 Per Gr.
- #9 Cathead Mottled Balloons . . . 5.50 Per Gr.
- #14 Cathead Mottled Balloons . . . 9.30 Per Gr.
- #9 Plain Balloon . . . 2.50 Per Gr.
- Mickey Mouse Squawking Dolls . . . 30.00 Per Gr.
- Special Large Dart Balloons90 Per Gr.

Imported French Darts \$ 1.50 Per Dz.
Gold Plastic Horses 2.00 Per Dz.
Asstd. Plastic Horses 8.00 Per Gr.
Men's Combs, Asstd. Colors 1.35 Per Gr.
Swiss Warblers 1.00 Per Gr.
Imported Bow Pin Flags 1.25 Per Gr.
46 Ligne Comic Buttons \$1.10 Per C; 10.00 Per M

56 Ligne Comic Buttons \$1.50 Per C; 12.00 Per M
Worth Carnival Baseballs 2.25 Per Dz.
Whitetail Fur Monkey \$2.50 Per Dz.; 27.00 Per Gr.
Daisy Cork Guns 4.95 Ea.
Wood Milk Bottles, 50¢ Ea.;
Extra Heavy 1.00 Ea.
50% Deposit Required on All Orders, Balance C. O. D.

M. K. BRODY
1116 S. Halsted St. CHICAGO 7, ILL.
Write for your free catalog.
In business in Chicago over 34 years.

NEW LADIES' WATCHES

- #1007 Ladies' Wrist Watch, 7 jewel, high polish metal case, leather strap. \$ 7.20
- #116 17 jewel, 6x8 square and cushion opening, RGP, steel back, rock crystal, asst. dials 14.25
- #220 15 jewel, 5 1/2 ligne, 14K gold, rock crystal, asst. dials 16.50

Send for sample watches or price list of complete line.

MARIETTA DISTRIBUTING COMPANY
396 Broadway New York 13, N. Y.

did okay with their fudge counter on the main floor near the entrance to the Auditorium. Art Braver pitched fizz bottle caps. Jack Davis had his slice-away food slicer going to big crowds each afternoon and night. Frank Gorman worked toys and novelties to the kiddie trade.

A pitchman can't be safely praised if he's not big enough to stand criticism.

PHIL CHAMPMAN . . . former pitchman, is in an executive position with the Milwaukee Jewish Center.

KRUEGER . . . silhouette artist of Riverview Park, Chicago, worked to big crowds and good passouts at the recent Home Show in the Milwaukee Auditorium.

The lad who enters without knocking and leaves the same way has little difficulty playing repeat dates.

"I RECENTLY . . . read the article by my old friend, Sid Sidenberg, wherein he pointed out a few pertinent facts just why an organization for pitchmen can never be possible," scribes Tom Kennedy from South Bend, Ind. "Anyone who has been in the business for the past 10 years can understand and appreciate the facts Sid outlined. He certainly minced no words and shattered

the dreams of the wishful thinkers. When time permits, I plan to write an article about the obstacles that confront demonstrators in chain stores and why a lot of these stores have been closed to pitchmen. I made my first pitch back in 1925 on a street corner in Boise, Idaho. For the past 12 years I have worked stores exclusively and could tell plenty about the mooches and some of the riff-raff that have crashed the stores in the past few years."

Hold your temper for a moment if you would avoid a hundred days of regret.

BEN MEYERS . . . the old horsebacker, comes thru with the following from Sheffield, Ala.: "Pitchmen of the road never worried about which State or city did not want them. What we pitchmen want to know is what is going on in all of the 48 States. Then we can be enlightened as to the future intakes from the various spots reported on. There are the Johnny-Come-Latelys who have the spirit of the future in their veins, and as people known as old-timers in the business don't live forever, who but these self-same JCL's will carry on the traditions of the pitch? We pitchmen of the road, when we have the gelt, pay the high license fees to show the city fathers and local merchants that we want recognition according to the Bill of Rights just the same as the bindle-stiff peddlers who own the department stores of today. Our only salvation is to stick together. We all want to carry the spirit of big pay-offs with proper intakes so that we can be recognized as real merchants who pay off. Keep posted with the Pipes column. We do not have time to express beefs over the spots that don't welcome the pitchman. Sometimes even a bum steer leads to a good intake."

Some folks dream of being something, while the successful pitchman keeps awake and is somebody.

Fair Dates

(Continued from page 56)

KENTUCKY
Irvine—Estill Co. Fair. Sept. 3-4. S. H. Rice.
La Center—Ballard Co. Fair. June 21-25. R. F. Pace Jr.
Lawrenceburg—American Legion Fair. July 20-24. Frank Martin.
Lebanon—Marion Co. Fair Assn. Aug. 18-21. R. L. Isaacs.
Nicholasville—Jessamine Co. Lions Club Fair. Aug. 16-21. Harlan H. Veal.
Russell Springs—Russell Co. Fair Assn. Aug. 4-7. R. Felton Robertson.
Scottsville—V. F. W. Allen Co. Fair. Sept. 2-4.
Warsaw—Gallatin Co. Farmers' Fair. Aug. 19-21. Audrey Spencer.

MARYLAND
La Plata—Charles Co. Fair. Sept. 29-Oct. 2. W. Mitchell Digges.
Upper Marlboro—Southern Md. Fair. Oct. 11-16. John Wm. Farrell, Fidelity Bldg., Baltimore.

MASSACHUSETTS
Sterling—Sterling Farmers Club. Sept. 22. Chas. W. Wiles.

MICHIGAN
Coldwater—Branch Co. 4-H Fair. Sept. 14-18. Gordon R. Schlubatis.
Croswell—Croswell Agrl. Soc. Aug. 31-Sept. 3. Paul Helm.
Ithaca—Gratiot Co. Free Fair. July 27-31. James O. Peet.
Standish—Arenac Co. Fair. Aug. 18-21. Paul R. Pennock.
West Branch—Ogemaw Co. Agrl. Soc. Aug. 25-28. Thomas P. Rau.

MINNESOTA
Bayport—Washington Co. Fair. Aug. 13-15. F. S. Lammers, Stillwater, Minn.

MISSOURI
Columbia—Boone Co. Fair Assn. Sept. 4-7. Harold E. Johnson.

NEBRASKA
Auburn—Nemaha Co. Fair Assn. Aug. 25-27. G. E. Codrington.
Aurora—Hamilton Co. Fair. Aug. 30-Sept. 2. H. E. Toof.
Central City—Merrick Co. Fair Assn. Aug. 23-25. Edward F. Feehan.
Crete—Saline Co. Agrl. Soc. Sept. 17-19. Morris C. Rhea.
Dunning—Blaine Co. Fair Assn. Sept. 9-11. J. C. Glidden.

Minden—Kearney Co. Agrl. Assn. Aug. 26-28. Mervin Peterson.
Nelso—Nuckolls Co. Fair. Aug. 31-Sept. 2. Wm. A. McHenry.

NEW HAMPSHIRE
Canaan—Mascoma Valley Fair Assn. Aug. 31-Sept. 2. Wm. A. Shepard.

NEW JERSEY
Troy Hills—Morris Co. Fair Assn. Aug. 17-21. Mrs. Susan DeC. Condit, Morristown, N. J.

NEW YORK
Dundee—Dundee Fair Assn. Sept. 21-24. Lewis R. Hanmer.
Malone—Franklin Co. Agrl. Soc. Aug. 23-28. H. B. Kelley.
Rhinebeck—Dutchess Co. Agrl. Soc. Aug. 31-Sept. 4. Lewis F. Winne.
Syracuse—New York State Fair. Sept. 13-18.

OKLAHOMA
Duncan—Stephenson Co. Free Fair. Sept. 8-11. Herb Galloway.
Guthrie—Logan Co. Free Fair Assn. Sept. 20-22. Harold Casey.

PENNSYLVANIA
Carlisle—Carlisle Fair Assn. Aug. 16-21. B. S. Swartz.
Cookport—Green Twp. Fair Assn. Sept. 15-18. J. D. Joiner, Alverda.
Dayton—Dayton Agrl. Assn. Aug. 17-21. Mrs. Maine Jordan.
Gettysburg—South Mountain Fair. Sept. 15-18. Harvey B. Raffensberger, Arendtsville.
Harford—Harford Agrl. Soc. Sept. 9-11. Elton Robbins.
Jamestown—Pymatuning Community Fair Assn. Sept. 16-18. Joseph D. Ryburn.
Myerstown—Myerstown Community Fair Assn. Oct. 13-15. John R. Schermea.
Youngsville—Youngsville Community Fair Assn. Sept. 8-11. Russell F. Crippen.

RHODE ISLAND
Kingston—Rhode Island State Fair. Aug. 28-Sept. 6. James C. Muldowney.

TENNESSEE
Ashland City—Cheatham Co. Fair Assn. Sept. 30-Oct. 2. Brantley Smith.
Carthage—Carthage Agrl. Assn. Aug. 11-14. Stanton Hunter.
Fayetteville—Lincoln Co. Fair Assn. Sept. 13-20. Tom Bigham.
Madisonville—Monroe Co. Fair. Sept. 13-18. Clyde N. Taylor.

TEXAS
Iowa Park—Texas-Oklahoma Fair. Oct. 4-9. Jack Austin.
Johnson City—Blanco Co. Fair Assn. Aug. 13-14. George Byars.
Mount Pleasant—Titus Co. Fair & Dairy Show. Sept. 6-11. Sam Williams.

VERMONT
Barton—Orleans Co. Fair. Aug. 18-21. Louise A. Gallup, Orleans, Vt.
Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 6. Harris K. Drury.

VIRGINIA
Petersburg—Petersburg Fair. Sept. 29-Oct. 2. R. Willard Eanes.

CANADA
British Columbia.
Port Alberni—Alberni Dist. Fair Assn. Aug. 26-28. J. G. Hindmarch, Alberni, B. C.

Quality, Style and Price
THE RIGHT COMBINATION FOR PROFIT

All Extra Heavy Solid Mountings



#MB410
12K,
Gold
Filled.
\$18
Per Doz.

Extra Large White Stone, Copy of \$1,500 Original



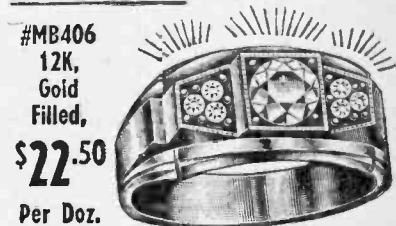
#MB402
12K,
Gold Filled
Ring with
Sterling
Stone
Setting.
\$18
Per Doz.

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.

There Is Real Flash—White Center With 3 Red Stones Each Side.

SAMPLES: 1 of Each, \$7.
TERMS—C. O. D., Money Order or Check. Deposit on all C. O. D. orders unless liability is established.
No Catalogue.

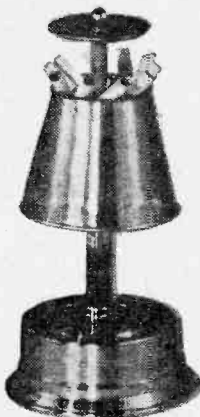
DES MOINES RING CO.
1155 26th St. Des Moines, Iowa

ATTENTION!

CARNIVAL, BAZAAR, BINGO,
CONCESSIONAIRES & SALESBOARD
OPERATORS

**New! MUSICAL
CIGARETTE
DISPENSER**

A smartly designed lamp replica that dispenses cigarettes and music at the same time. Highly polished brass shade. Lustrous spun metal brass finish base with contrasting color stem.



(Ivory, Walnut or Black Stem.)
SAMPLE
\$6
\$68
PER DOZ.
F. O. B. N. Y.

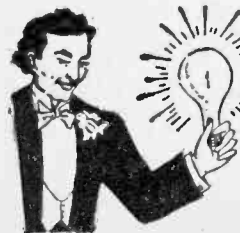
This cigarette dispenser is ornamented, musical and useful. A most welcome gift for any home.

CROWN NOVELTY CO.
2960 W. 23RD ST., B'KLYN 24, N. Y.

CONCESSIONERS! HERE IT IS!

100,000
WOMEN'S ASSORTED
GENUINE LEATHER BELTS
Special Low Quantity Prices
THE IDEAL PRIZE—GIFT FOR WOMEN
Quality and Value—Sizes 24, 26, 28, 30.
SERIES A . . . \$ 5.25 DOZ.—\$ 60.00 GR.
" B . . . 12.50 DOZ.— 150.00 GR.
" C . . . 15.00 DOZ.— 180.00 GR.
" D . . . 18.00 DOZ.— 210.00 GR.
ORDER TODAY—CASH OR C. O. D.
PLEASE SEND ROAD SCHEDULE.
J. G. BERKMAN, Sales Dept.
1900 Euclid Ave. Cleveland 15, Ohio

**MAGIC
LIGHT
BULB**



Mysteriously lights whenever desired. No visible connections. A terrific Fun novelty! Fast seller!
Retail price, \$1.50.
Wholesale price, \$7.80 per doz.
Sample, \$1.50.

D. ROBBINS & CO. 152-B W. 42ND STREET
NEW YORK 18, N. Y.

GREAT! —APRIL FOOL JOKES—NEW!!
ORDER NOW TO INSURE PROMPT DELIVERY!

We Are the Original Manufacturers!

	SQUIRTING METAL FLOWER \$21.00 Per Gross		SNAPPING GUM \$12.00 Per Gross
	SQUIRTING NICKEL \$24.00 Per Gross		SQUIRTING TIE CLASP \$27.00 Per Gross
	SQUIRTING RING \$18.00 Per Gross		SQUIRTING CHOCOLATE BAR \$12.00 Per Gross

★ ONE DOZEN OF EACH ARTICLE FEATURED ABOVE (6 DOZ. TOTAL) SENT UPON RECEIPTS OF \$10.00 POSTPAID.
Send for complete price list of over 1,000 items!
JOBBER! Write for special discounts on quantity orders.

FRANCO-AMERICAN NOVELTY CO. 1209 BROADWAY
NEW YORK CITY

When in
WASHINGTON, D. C.
SEE
S. LACHMAN & SON

now in our new building
6321 BLAIR ROAD N. W.

(Near 2nd & Tuckerman Sts.)
Telephone: Taylor 6445-6446
Full line of Carnival Merchandise. Established 1921.

**Exclusive!
New!**

**FAMOUS
CALENDAR GIRL
BOARDS
IN BEAUTIFUL COLORS**



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

AVERAGE PROFIT \$37.70

WRITE FOR CIRCULAR
DESCRIBING

— NEW —

**CALENDAR GIRL BOARDS
NOW READY**

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

**SIMPLY BEAUTIFUL!
VERY PROFITABLE!**

GARDNER & CO.

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

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE
PAST 50 ISSUES. OUR OPERATORS ARE DOING A
REPEAT BUSINESS . . .
GET YOURS NOW - - IT'S REALLY HOT!!



Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$150 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty
and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago.

**PUSH CARD WITH 2
WATCHES**
1 Watch to the seller
and 1 Watch to the
winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10¢ EA.

*Your
Profit
\$11.00*

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

**SALESBOARDS — All Orders Shipped
Same Day Received**

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.20
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.75
900	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
900	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 Mole, 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, 4¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

**SALESBOARDS AND TICKETS ALL ORDERS SHIPPED
SAME DAY RECEIVED**

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$.90
1000	25¢	J. P. Charley, Thick	Def. 51.95	1.20
1000	25¢	J. P. Charley, Thin	Avg. 51.95	1.00
1000	25¢	Charley, Thick	Def. 50.00	1.00
1000	1¢	Cigarette Boards, 30 P. O.	Def. 4.60	.85
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Ticket	Def. 8.00	.65
600	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
2170	5¢	R. W. B. Singles, \$1.10;	Def. 38.50	1.35
1000	25¢	PAD Ticket Deals	Avg. 23.50	1.25
600	25¢	Little-Big-Shot, Thick	Avg. 29.70	1.25
840	25¢	Players-Dream, Thick	Avg. 91.93	2.95

1000-1300 Girlie Boards, Jack-Pot and Def. From \$27 to \$26 \$2.20
25% WITH ORDER; BALANCE C. O. D.

U. S. MERCHANDISE CO. 10216 Superior Ave., Cleveland, Ohio

PULL TICKET CARDS
AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY —

WE SPECIALIZE IN
TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address
302 MAIN ST. WHEELING, W. VA.

PHONE: WHEELING 840 **COLUMBIA SALES CO.**

SALESBOARD SIDELIGHTS

Irv Padorr, Peerless Products, Inc., Chicago, looks forward to increased business now that the seasonal pick-up in board punching is due. This usually lasts until late June, Irv says, and promises some good numbers and hypoped production to take care of the increase. . . . Superior Products, Chicago, welcomed back Robert Kolinsky, sales manager, to the home office recently. He returned from a successful Eastern trek.

Reuben Berkowitz, Bee-Jay Products, Inc., Chicago, general manager, announces that firm will shortly add another shift to boost board output. Reuben states that, contrary to ideas in some quarters, he is not in any way affiliated with the R & B Novelty Company, Evanston, Ill. . . . Irwin Secore, of Secore & Secore, Chicago, also denies having sold R & B any of the boards that bear similar names to those his firm carries.

Jerry Scanlon, new addition to Harlich Manufacturing Company's (Chicago) sales department, is settled in his office and has already gotten back in the swing of things, firm's sales manager, Sam Feldman, says. Sam reports everything quiet on the Harlich board front, with no drastic ups or downs on the sales front. . . . Irving Sax, the traveling general sales manager of Consolidated Manufacturing Company, Chicago, is back in the city after his Western jaunt.

Gardner & Company's (Chicago) sales heads are still tripping the sales scale upward on their respective field jaunts. Charles B. Leedy, sales manager, is in New York, and is headed for the Southland for the next step of his trip. He is not continuing on into

Canada, as at first announced. Maurie Kaye, assistant sales manager, is also in the East, contacting the trade. Firm's John E. Rife, currently in the Western regions, has covered Montana and Utah. Trio is expected back in Chicago within the next week. Miss S. Zinder, assistant to sales manager, says orders are continuing to hold a high level, while over-all business volume is on a very satisfactory plane.

**IT'S HOT
IT'S A SURE FIRE SELLER**



1c TO 39c DEAL
15 HOLE TAKES IN \$5.40—15 PRIZES
Business stimulator. Open closed territory. Prizes all useful—Knives, Lighters, Flashlights, Nylon Hose, Jewelry, Pens, and other useful merchandise.
Cost you \$2.85
In lots of twelve, \$2.75 each
H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5c Dollar Bd., X.Tk.	Def. \$ 7.00	\$.59
1000	25c Charley	Def. 50.00	.85
1440	5c Cigarette Barrel	Def. 22.00	.99
1440	5c Barrel	Def. 18.00	1.15
1440	10c Barrel, X. Tk.	Def. 36.00	1.39
1800	5c Lulu Bd., X. Tk.	Def. 18.00	1.49
1000	25c J.P. Charley, X.Tk.	Avg. 52.08	1.20
1000	25c Action, X. Tk.	Avg. 56.80	1.39
1200	25c Texas Charley, Seal	Avg. 102.28	1.79
600	25c Jumbo Q.T., X.Tk.	Avg. 65.30	1.59
1000	5c J.P. Asst. Bds.	Avg. 27.00	2.59
1050	5c J.P. Asst. Bds.	Avg. 31.00	2.79

NEW! 6 Tickets Per Hole Boards
200 25c Kwik Fin . . . Max. Avg. \$39.50 \$2.50
200 \$1.00 Charley . . . Def. 50.00 2.50
2170 5c Red-Wh.-Bl. Tkts. Def. \$38.50 \$1.29
2170 5c Red-Wh.-Bl.5 Fold Def. 38.50 1.39
200 25c Sure Shot Pad Deal . . . 15.00 .89
1000 25c Kwik Fin Pad Deal . . . 24.50 1.44
120 Tip Ticket Bks., gross, \$18.75; doz., \$1.89

**WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.**
DeLuxe Building Blue Earth, Minn.

**MANAGER
WANTED**

For one of the largest distributors of Salesboards and Bingo Tickets. Must purchase half interest. \$7,500.00 Cash to handle.

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390 Arcade Bldg., St. Louis 1, Mo.

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**FOR THE Finest
in SALES BOARDS**
WRITE FOR CATALOGUE
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CHICAGO 5, ILLINOIS

Galentine NOVELTY COMPANY

FAST SELLING
SALESBOARDS
MERCHANDISE DEALS
JAR-O-DOO TICKETS

ALWAYS A SQUARE DEAL WITH GALENTINE

WRITE FOR PRICES

520 EAST SAMPLE ST.
SOUTH BEND 18, INDIANA

SALESBOARDS

Holes	Name	Price
1000	25¢ J.P. CHARLEY, XX TH.	\$.95
1200	25¢ TEXAS CHARLEY, XX TH.	1.75
2400	5¢ E.Z. PIKINS	2.50
200	25¢ KWIK-FIN (6 for 25¢)	2.35
260	25¢ BIG TOWN SP, XX TH.	1.25
1000	PAD DEALS (5 for 25¢)	1.40
1000	to 1200—5¢ BOARDS, ASST.	2.55
1260	BINGO ON STICKS	.80

T & C SALES CO.
207 N. SANDY ST. JACKSONVILLE, ILL.
PHONE 2097

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

1-BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cigarette, Stamp Machines, Folders. U.S.P., 100 Grand, Waterbury 5, Conn. ap17

BARGAINS—17 SHIPMAN DUPLEX VENDERS, \$20 each. One Gem Cigarette Keel, one Electric Shocking Machine, two Topper Peanut Machines, and one 36 Lucky Spot Midset Pie Game. \$7.50 each or \$34.00 for all F.O.B. Bakersfield, Henry Butcher, 507 Acacia, Bakersfield, Calif. ap17

BUY AS MANY AS YOU NEED—20 EXHIBIT Iron Claw Diggers, 16 Eric Diggers, 15 Exhibit Rotary Merchandisers, 12 Motoscope Diggers. Wanted: Eric Diggers, hand operated. National, 1243 Sanson, Philadelphia, Pa. ap17

BUY NOW—AS MANY DIGGERS AS YOU need. 16 Eric Diggers, all hand operated; 10 Exhibit Rotary Merchandisers, 12 Motoscope Diggers, 12 Exhibit Iron Claw Diggers. National, 1243 Sanson, Philadelphia 4, Pa. ap17

CIGARETTE MACHINES—ALL MAKES, ALL models. Equipment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244. ap3

FOR IMMEDIATE SALE—75 PRACTICALLY new Pop Corn Sez vending machines. Fully guaranteed. \$150 each. N. & N. Amusement Co., 526 Butternut St., Syracuse, N. Y. ap3

FOR IMMEDIATE SALE—ESTABLISHED DISTRIBUTION, also phonograph routes. Special: Twenty Columbia G-Award, Cigarette or Fruit Keels, 1-5-10-25c. Like new. Bargain list free. Write Coleman Novelty, Rockford, Ill. ap10

FOR SALE—EIGHT 5c, 10c, 25c CILLES 3/5. Late, \$20 each. Eleven 5c, 25c Mills, Pace, Watling 2/4 slots, \$18 each. Will trade for Keeney Super Bells, Bally Draw Bells, Free Play. Earl Burns, 3729 Hamilton, Dallas, Tex. ap17

FOR SALE—VICTORY SPECIAL ONE BALL Bally Tables, Free Games. In excellent condition. Reason for selling: Replacing with new consoles. Only 10 for sale at \$160 each, 1/3 deposit. Leo Mills, 805 S. Beacon St., Dallas, Tex. ap17

FOR SALE—CONSOLES, 2 KEENEY SUPER Bonus Twin 5c-25c, \$475 each. 2 Keeney Pastimes, \$124.50 each. 1 Davis 1946 Bangtails, J.P.C.P., \$195. Seashore Music Co., 523 S. Front St., Wilmington, N. C. ap17

OR OPERATOR—WHETHER YOU HAVE TWO or two thousand machines write us, post card will do, for our new 34 page catalog of Vending and Amusement Machines, stock for their operation; general Vending Machine operation information. No obligation. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ap3

PANORAMS—LATEST MODELS WITH Automatic Film Cleaners, \$200. Films, \$25 a reel. Panoram bar boxes, \$8. Jack Parr, 13 Everett St., E. Orange, N. J. ap24

POPCORN MACHINES—RECONDITIONED, all makes of electric floor models from \$150 up. Also complete line of supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, Pa. ap10

OPERATORS, CONTACT US!—SELLING OUT late Models Nut and Ball Gum Vendors, Stamp Machines, Pin Games, Jukes, etc., at ridiculous prices. Examples: Silver Kings, \$6.50; North-western Delux, \$18 (very latest); Pin Balls, \$25; Shipman Duplex Stamp Machines, \$18; 2-col. Par-rish Vendors, \$7.50; Bally 200-cup Beverage Machine (good condition), \$200; Advance Model D, \$7.50; Wurlitzer 24, \$7.50; 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

RAY GUN OPERATORS!—WRITE FOR INFORMATION on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. ap10

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. ap24

SPECIAL—RECONDITIONED BALL GUM MACHINE with 3,500 Balls Gum, \$15. You have machine paid for and \$20 profit on first machine. Wm. R. Harris, 1731 Broadway, Paducah, Ky. ap3

TWO PHOTOMATICS, 35 ARCADE MACHINES, 600 Wurlitzer Jukes. All O.K. W. J. Brown, Bel Air, Md. ap17

VICTORY STAMP MACHINES—2 COLUMN, excellent condition, \$19.50 each singly. Lots of 5 or more, \$15.50 each, 1/3 deposit, balance C.O.D. Kenneth MacKenzie, 809 N. Franklin, Chicago 10, Ill. ap24

WAGON JOBBERS FOR 5c AND 10c NUT Meats and Candies, also 5c Boneless Jerring Card to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand St., Hoboken, N. J. ap17

WANTED—FIRST CLASS ONE AND FIVE Ball Marble Table Mechanic. State experience and salary first letter. Leo Mills, 805 S. Beacon St., Dallas, Tex. ap17

WANTED—USED PENNY VENDING MACHINES regardless of condition. Also Candy Bar and Cigarette Machines. State make, model, quantity, price. T. O. Thomas, Paducah, Ky. ap24

WANTED—SIX IRON CLAW MACHINES, Model E. Also 10 Merchantmen Motors and 10 Iron Claw Motors. Will pay top price for these motors. J. P. Hudgins, Box 25, Ormond, Fla. ap17

WILL TRADE PACK SARATOGA SENIORS Free Play Convertible Consoles for Slots or Scales. Write Standard Scale Company, 4333 Duncan, St. Louis 10, Mo. ap10

WILLIAMS NEW ZIG-ZAG PENNY PITCH Boards rets top money. Has 5 jack pots. Only \$60. Williams Novelty Co., 3450 So. State St., Chicago 16, Ill. ap17

10 VARIETY SHOPS, 1c CANDY VENDING Machines, 5 compartment size, like new, \$300 for all. Leo King, 3124 South Center Rd., Flint, Mich. ap10

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

MALCOLM OPTIMISTIC

(Continued from page 46)

will be Mac (Red) Carter, Smiley Daly, Roy Barrett, Whity Harris, George LaSalle and Jimmy Cogswell.

Acts will include the Wallendas, high wire; the Ervings, teeterboard; Rietta-Vivian and Klonova, cloud swing and serpentine; Albert Ostermaier, high-school horses; Vallyetty Sisters, aerial anchor; 10 Karrells, unsupported ladders; Rietta Grotefant, high sway pole; Three Knockabouts, comedy tumblers; the Gunthers, comedy acrobats; Kelly-Miller elephants, and Smiley Daly, comedy bicycle.

PHILLY LOT HAZARD

(Continued from page 46)

I have no feeling against the circus. My only motive is the element of safety."

Application for a license was made Thursday (11).

Altho aware that all circus tents have been fireproofed, Gallagher pointed out that the lot would contain considerable inflammable animal fodder, such as hay and straw, which could easily be ignited by sparks from locomotives.

Waldo Tupper, the show's general agent, is due here next Monday (29). He has said that unless a site suitable to the fire marshal should be found, it might be necessary to skip Philadelphia. However, he added that he had a letter from a Philadelphian offering an alternative site. "He has plenty of property and knows all about the trouble," Tupper said.

The fire marshal's announcement was a particular blow to Sam Harris, of the Harris Novelty Company here. As an independent concessionaire, Harris said he had contracted for \$3,000 worth of space in the vicinity of the show grounds. The cash deposits of half this amount were not returnable in the event that the circus changed its stand, Harris said.

BUFFALO ADVANCE BIG

(Continued from page 46)

Evening News is sponsoring a contest to name the animal and has contributed space daily. The winner will be announced opening night.

Several acts, including Captain Clemens, who exhibited two lion cubs, attended the weekly Rotary Club luncheon. Rotarians entertained 50 crippled children at the event.

PUNCH BOARDS NEW LOW PRICES!

FIN AND SAWBUCK 25¢ Play	\$1.49 Net	QUICK AND EASY 240-Hole—25¢. Average Profit, \$28.50. Net	85¢
DOUBLE SAWBUCK 25¢ Play	\$1.49 Net	SARONG GIRL 840-Hole—5¢. Average Profit, \$23.10. Net	98¢
JACK IN THE BARREL Coin Board, 2000, 10¢	\$1.95 Net Plus Coins	AUBURN CUTIE 1250-Hole—5¢. Average Profit, \$32.50. Net	\$1.25
PIGGY BACK 1500-Hole—5¢. \$36.75 Profit. Net Plus Coins	\$1.75 Net Plus Coins	HARRY'S 3-RING CIRCUS 1000-Hole—25¢. Average Profit, \$65.99. Net	\$1.25
JACK RABBIT 1500-Hole—10¢. \$50.50 Profit. Net Plus Coins	\$1.75 Net Plus Coins	BIG TOP TOMMY 900-Hole—10¢. Average Profit, \$40.32. Net	\$1.00
EVERYTHING GOES 2500-Hole—10¢. \$81.00 Profit. Net Plus Coins	\$2.25 Net Plus Coins	BARREL OF ACTION 2500-Hole—10¢. 9—\$10.00. \$106.00. Net	\$1.25
JACK IN THE BARREL 5¢ Play, 2592 Hole	\$2.50 Net	WHOPPER WINNERS 200 Multi-6 Tickets. \$1.00 Play. Average Profit, \$81.44.	\$1.25 Net
CARD GAME 2-Piece Deal, 25¢ Play, 1496 Holes. Complete "Card Deck" in Award Card.	\$3.50 Net	TWINS 200 Multi-6 Tickets—50¢ Play. Average Profit, \$54.50.	\$1.25 Net
DRAW CARD 600-Hole—5¢-10¢ or 25¢ Play	85¢ Net	TEN SAWBUCKS 205 Multi—50¢ Play. Average Profit, \$47.50.	\$1.25 Net
ALOHA 1080-Hole—5¢. Average Profit, \$27.25. Net	\$1.72 Net	POKER CIGARETTE 300-Hole—5¢	29¢ Net
NICE PICK-UP 1200-Hole—5¢. Average Profit, \$29.36. Net	\$1.98 Net	POCKET PLAY 100-Hole—25¢	25¢ Net

QUANTITY BUYERS—WRITE FOR SPECIAL PRICES

Terms: 25%
Cash—Balance
C. O. D., F. O. B.
Chicago.

R & B NOVELTY CO.

2319 BROWN AVENUE

EVANSTON, ILLINOIS

Write or wire
—don't phone.

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.
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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.
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Cleveland 13, O.

SALESBOARDS

Tickets, Jar Deals, Premiums
Complete Line

STOP IN TO SEE US

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

A Winner . . .

"STEP UP"



240 MGL HOLES SIX TICKETS FOR 25¢ PLAY LARGE GIRLIE MONEY BOARD

Takes In \$60.00
Av. P. O. 29.40
Profit \$30.60

FORM NO. 212 MGL

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

FOR SALE—ATTENTION, TICKET MANUFACTURERS

Four "UNIVERSAL SINGLE" Folding and Banding Machines

12,000 single tickets per hour each \$3,500.00

One 38" OSWEGO Power Paper Cutter 2,000.00

One 34" HOLYOKE Power Paper Cutter 1,800.00

WHEELING NOVELTY CO., INC. 57 14th St., WHEELING, W. Va.

ICC Orders Rail Freight Shipments Cut 25 Per Cent

WASHINGTON, March 27.—A new slash in railroad service was ordered Wednesday (24) by the Interstate Commerce Commission (ICC) amounting to 25 per cent reduction in coal-burning freight service. The cut in freight shipments will be effective Tuesday (30) and continue thru April 30 unless the order is modified. Last week a similar railroad cut in passenger service was ordered by the Office of Defense Transportation (ODT).

How much this new reduction will affect coin machine shipments could not be determined immediately since some of the shipments are made by truck while still others travel via air freight. In all about 67 per cent of railroad freight shipments are carried by coal burners.

Coal Cars Exempt

According to the ICC order, the new cut in freight operations does not involve cars hauling coal and empty coal cars. Their movement will continue without restriction. For other items a system of priorities will be set up with top rating going to the following: All foods necessary for human consumption, feed for animals and poultry, fuels, medicines and surgical supplies, printing ink, newspapers and magazines and a few other obvious essentials.

The nation was caught with only a 29-day average supply above the ground when most of the miners walked out March 15. Since that time an unusual amount of freight has been shipped by firms presumably trying to get ahead on shipments in

order to compensate for any delays a protracted coal strike would cause to coal-burning carriers. This week the railway express agency said curtailed operations were seriously affecting shipments to the West and Midwest.

Oregon Ops Discuss Future Plans at Portland Meeting

PORTLAND, Ore., March 27.—More than 60 operators from all parts of the State gathered here Tuesday (23) to attend a meeting of the Oregon Mechanical Amusement Association, Inc. (OMAA) at the Heathman Hotel. The session was called to discuss the course of action to be followed in the future by the association, and to hear Dudley Ruttenberg, director of the legal, taxation and public relations departments of the Coin Machine Industries, Inc. (CMI) speak on the legal problems confronting the industry today.

Orin Campbell, head of the Tavern Owners' Association of Oregon, Inc.

Coin Taxes Drop

WASHINGTON, March 27.—February receipts from the coin machine tax were off \$45,798 from the previous February, Bureau of Internal Revenue reported this week. Collections amounted to \$274,461 as compared with \$320,260 in February, 1947.

(TOAO) also addressed the meeting, and outlined various ways in which the operators and the tavern owners could co-operate with one another. A dinner followed the business meeting.

Officers of OMAA are: Curtis Ferguson, Salem, president; Harry Arnsberg, Portland, vice-president, and Marshall McKey, Woodburn, secretary-treasurer. Association directors include Woody Morris, Medford; D. S. Whitman, Pendleton; George Durand, Coos Bay, and William Goebel, Portland. Thomas Holman, Salem, is the full-time secretary, and Budge Wright, Portland, emceed the meeting and dinner.

Cleveland Ops Plan Campaign To Raise 25C For Cancer Fund

CLEVELAND, March 27.—A two-pronged drive, in which \$25,000 is expected to be raised for the cancer fund, was unveiled here this week by Jack Cohen, president of the Cleveland Phonograph Merchants' Association (CPMA).

An all-star benefit show has been scheduled by the association for April 12-13 at the Music Hall, with the CPMA underwriting the cost. Scheduled to appear are Carmen Cavallo's orchestra; Dorothy Shay, Park Avenue Hillbilly, and Sugar Chile Robinson. Assisting Cohen on arrangements for the two-day show are Sanford Levine, chairman of the advertising committee, and Sam Abrams, CPMA's publicity director. Tickets for the benefit shows are being sold at \$1.80, \$2.40, \$3.60 and patron tickets at \$25. Entire proceeds

will be turned over to the cancer fund.

On April 14 the same performers will entertain music machine operators at the annual Ohio State Phonograph Owners' Association (OSPOA) convention which will be held at the Hollenden Hotel here. Show will be held as a part of the association's annual banquet, and, according to Cohen, who is chairman of the banquet committee, all funds raised from the affair will also be donated to the cancer fund.

Reservations for the banquet are \$10 each, and, as in the past years, a convention year book will be published. With the proceeds from the affair, as well as the benefit shows on the two previous days, Cohen expects to be able to turn over at least \$25,000 to the cancer fund.

New Jersey Solons Likely To Propose Lower Cig Levy

TRENTON, N. J., March 27.—It is now generally conceded in local legislative circles that this State will have a two-cent per pack cigarette levy and possibly an unfair practices act within the next few weeks. Originally, a three-cent tax was proposed but at a hearing of the New Jersey Tax Committee last week, it was pointed out that the higher levy would work an undue hardship on vending machine operators (*The Billboard*, March 27).

In commenting on the change in opinion among State solons regarding the cigarette levy, New Jersey cigarette jobbers said that they believed

the interest shown by the State's cigarette venter operators during the special hearings on the proposed three-cent tax in all probability had won many lawmakers over to the lower levy. At the same time, tobacco men who have checked the progress of the cigarette tax bill are convinced that the present New Jersey legislature will soon pass an unfair cigarette sales act, which would serve as a protection to retailers and wholesalers against loss leader and other so-called price war tactics.

Assembly Bill 33, also known as the Mehorter Bill, makes it illegal

Foresee Heavy Tourist Play In Wisconsin

Celebrate Centennial

MILWAUKEE, March 27.—A major vacation area for Midwesterners in normal years, Wisconsin this year is expected to attract thousands of additional tourists from the United States as a result of the State's 100th birthday as a member of the Union. The celebrations will start May 29, the actual date of Wisconsin's admission to statehood, and will continue thru the summer, with a special 23-day exposition scheduled to start August 7 and continue thru August 29. Approximately \$3,000,000 will be spent on the exposition, and more than 1,500,000 visitors are expected to attend. It will be held at State Fair Park, West Allis, which is a few miles from this city.

With operators of music, vending and amusement equipment in the State anticipating an excellent summer due to the heavy promotion to be given the centennial celebration, those in specific tourist areas are certain to get heavier plays thruout the summer. These areas include Door County, on Green Bay; the Indian Head Country in the northwest part of the State; the Heart o' Lakes region, which covers Eagle River, Rhineland, Lac Du Flambeau and Manitowish; New Glarus, the Apostle Islands, Copper Falls, Rib Mountain, Durward's Glen and Kickapoo Valley.

Replacing the annual nine-day State fair, the Centennial Exposition will be represented by every section of the State and the various periods that it has passed thru in its 100 years of statehood. Outdoor activities and industries will be exhibited by the Wisconsin Conservation Department. Various kinds of fish and wild game and a replica of one of Wisconsin's many logging camps also will be displayed. Professional entertainment, car and harness racing, log rolling and canoe tipping contests will be among the events to be featured thruout the 23-day period.

for both retailers and wholesalers to sell cigarettes at less than cost and makes them liable to fines of not more than \$500. Under this bill, the retailer is required to add 8 per cent to the inventory cigarette cost plus the wholesaler's mark-up, while the wholesaler must add 3½ per cent to the inventory cost of cigarettes plus cartage to the retail outlet which is held to three-fourths of one per cent of the basic cost to the wholesaler.

Mayor of the Town

PORTLAND, Ore., March 27.—Dudley Ruttenberg, head of Coin Machine Industries (CMI) legal bureau, who was the featured speaker at the meeting of the Oregon Mechanical Amusement Association, Inc., here this week, reported that during the get-together a new member had been signed for CMI. He is Royal B. Rands, an amusement machine operator in Boardman. Incidentally, Rands, is also the mayor of his hometown.

City Council In Nashville Eyes New Bill

Covers All Coin Machines

NASHVILLE, March 27.—An ordinance to regulate amusement and vending machines here, backed by the city administration, passed first reading of the city council and was recommended to a seven-man committee.

The ordinance, drawn by the city's legal department at direction of Mayor Tom Cummings, will establish a regulatory fee of \$2 annually for all amusement devices and concessions in which money is deposited, such as music machines, pinball games and cigarette and candy venders.

Local machine operators would not be quoted on their reaction to the proposed law, but admit it might have a strong effect on trade.

One member of the seven-man committee said he had asked for a copy of the bill and would study it thoroly before forming an opinion. He said he did not know if the bill would eventually pass. To become a law the bill must pass three readings of the city council.

One phase of the bill would regulate placing of machines, demanding that they not be situated where people of "bad character patronize."

NATD Show To Feature Venders

O. K. Bill That Might Raise Candy Prices

Could Curb Almond Output

WASHINGTON, March 27.—A bill to place walnuts, almonds, filberts and citrus fruits under federal marketing agreements is expected to pass the Senate in the next few weeks after being favorably reported by the Senate Agriculture Committee this week.

Such agreements, according to Agriculture Department experts, are almost certain to raise the price of the commodities to candymakers and other consumers. Marketing agreements provide for limitation of production and regulation of the grades of commodities affected.

DuGrenier Plant Bought Back by Original Owners

HAVERHILL, Mass., March 27.—Early re-entry of DuGrenier venders into the automatic merchandising market on a sound financial basis was foreseen this week with the announcement that the company's physical assets have been purchased by Francis C. DuGrenier and Blanche Bouchard, closely associated with the firm until it was sold to AMI, Inc., in October, 1945. The firm has been in bankruptcy since January of this year (*The Billboard*, January 17), after proceedings for corporate reorganization failed.

Production in the company's plant here will not begin, the new owners stated, until a survey to determine the types of machines most in demand in the present market is completed. This may take several months.

It was learned that the policies and standards of production to be followed by DuGrenier and Miss Bouchard will closely parallel those in effect before the sale to AMI. A new corporation is being set up to operate
(See *DuGreiner Plant*, page 100)

Cocoa Wholesale Price Increases As Imports Lag

WASHINGTON, March 27.—With imports of cocoa falling off in January to some 25,000 tons, the average wholesale price rose a fraction of a cent, Commerce Department reported this week.

Average January price on the New York Cocoa Exchange, said Commerce, was 43.6 cents per pound as compared with an even 43 cents in December. The January price, however, was still under the record 51 cents rung up in November.

Cocoa imports in January were 5,000 tons below December but about twice the approximately 12,000 tons imported in December. Commerce statistics showed.

Who's on First?

NEW YORK, March 27.—A British chocolate manufacturer, while on a flying trip to the U. S., engaged in a bit of double-talk regarding the high cocoa bean prices and his country's "corner" on the commodity. The chocolate-king said: "As a citizen of Great Britain the control of the cocoa bean market is wonderful, it gives England eagerly sought American dollars. But as a chocolate manufacturer, I do not approve . . . not really."

FTC Clears Cig Mfrs.

WASHINGTON, March 27.—A contemplated investigation by Federal Trade Commission (FTC) into alleged price discriminations made by eight of the leading cigarette manufacturers was dropped this week for "lack of sufficient evidence to warrant proceeding with the trials."

FTC had been feeling out the situation for some months after receiving charges that cigarette makers were selling their products cheaper to some wholesalers than to others.

Complaints, whose source FTC refuses to identify, were made against P. Lorillard Company, Philip Morris & Company, Stephano Bros., Brown & Williamson Tobacco Company, Liggett & Meyers, American Tobacco Company, R. J. Reynolds Tobacco Company and Larus & Bros.

New Eng. Vender Ops Told Buyers Demanding Top Bars

BOSTON, March 27.—A warning to candy bar vending machine operators that the cheap, unbranded bars that consumers grabbed for during the past few years are backing up and that quality bars are coming back into their own was sounded today by Walter R. Guild, managing director of the New England Manufacturing Confectioners' Association.

Guild said: "There is increasing resentment among consumers against these 'cat and dog' bars, which has been growing for some time. Vending machine operators of candy bars are beginning to find these bars backing up, while quality bars are having a terrific sale."

Spotty Market

An across-the-board survey of candy manufacturers in Massachusetts, national leader in the manufacture of fancy packaged candy and fourth in total candy production, shows that as in other parts of the country, spotty conditions are being experienced in the distribution of candy.

This is believed due to a tightening in money conditions. The distribution of box chocolates has backed up somewhat, and even cheaper lines of candy are understood to be meeting some consumer resistance.

In the candy bar part of the in-

Five Cigarette, Four Cigar Machine Manufacturers To Exhibit New Wares

Event Scheduled for Chicago's Palmer House April 12-17

NEW YORK, March 27.—At least nine vending machine manufacturers will have displays at the annual convention of the National Association of Tobacco Distributors (NATD)

which opens at Chicago's Palmer House April 12. The confab, which will last all week, will feature a series of round table discussions probing every phase of tobacco distribution.

With a large percentage of the NATD membership engaged in the operation of vending machines, advance interest is centering on the open discussion of "Broadening Our Horizon in Vending Machine Trends," scheduled for Thursday (15), according to Jerome Kaufman, NATD director of industry and public affairs. This discussion will be led by H. D. Bracken Jr., of the Sterling Tobacco Company, Seattle, who will later report its conclusions to the membership at large.

Kaufman recalled that altho last year's convention did not schedule a session specifically devoted to venders, one was held after an unprecedented demand on the part of operators present.

In all, 35 topics will be covered during the round table clinic discussions in the 1948 convention. Vending machine manufacturers reported already to have reserved space at the Palmer House for the NATD meet are Amity Manufacturing Corp., Perth Amboy, N. J.; Cigaromat Corporation of America, New York; Coin Manufacturing Co., Madison, Wis.; Lehigh Foundries, Inc., Easton, Pa.; Malkin-Illion Co., Irvington, N. J.; National Vendors, Inc., St. Louis; Rowe Manufacturing Co., New York; U-Need-A-Vendors, Inc., Newark, N. J., and J. H. Keeney & Co., Chicago.

Two New Firms To Manufacture Drink Machines

KANSAS CITY, Mo., March 27.—Change in the ownership of two local bottle drink manufacturing firms has been announced here.

The Carton Cooler Company, developers of a 30-bottle dispenser, plus 70 additional bottles in the pre-cool, has been absorbed by the Missouri National Company, also of Kansas City, makers of automotive dumping and elevating equipment. Second change involves the Auto Vend Company, which has sold full manufacturing and sales rights in its Big-4 vender to Crown Farm Implement Company, Chicago. Big-4, is a selective four-flavor dispenser which vends 200 vari-sized bottled drinks, holds 100 in a pre-cool chamber.

Both venders are slated for early output by their new owners.

Brown & Williamson Plans New Cigarette

LOUISVILLE, March 27.—Brown & Williamson Tobacco Corporation plans soon to market a new brand of cigarettes, to be called Life.

They will be of a new size and rolled in wet-proof paper.

Cig, Cigar Sales Climb

WASHINGTON, March 27.—Cigarette consumption in January increased to 27,278,000,000 units—an increase of about 10 per cent over December, Commerce Department disclosed this week. The 461,398,000 cigars smoked that month represented an increase of about 15,000,000 over December, according to Commerce tabulations.

The ahead of the previous month, consumption of both types of tobacco showed a decline from January, 1947, when 28,451,000,000 cigarette and 510,264,000 cigars were smoked.

OFFER GOOD UNTIL APRIL 15 CLOSING OUT!
1948 Brand New **IMPS**
1¢ or 5¢ Cig. or Fruit Reels **ONLY \$10.00** Ea. In Case Lots (6 to Case) Less than 6 **\$12.50 ea.**



NEW GROETCHEN PENNY WINNER! CAMERA CHIEF
On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.
\$19.95 Ea. Including 3 Sets of 9 Pictures Each.



STRIKE-A-LITE
Electrified - Simple Appealing
THE NEW ABT TARGET SKILL
Strike-A-Lite adapts the old "Hit-the-Candle" feature in play. Hits light electric candles. Reliable money maker. Stands \$7.50 Ea.
ABT CHALLENGERS. Ea. . . \$45.00



MILLS VEST POCKET BELL
SIZE 8"x8"x8", 3¢ OPERATOR'S PRICE **\$65.00**
Result, \$49.50.
A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.
MILLS Q.T.'s . . . \$115.00
We carry a complete line of Mills Slots. Send for Price List!



ONE STOP SERVICE
WRITE FOR OUR COMPLETE LIST, 201. ON BULK MDSE. AND SUPPLIES — AND SAVE MONEY.
WRITE FOR COMPLETE LIST!
1/3 Deposit Must Accompany All Orders.

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609 SPRING GARDEN ST., PHILA. 23, PA.
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SILVER KING
Bulk Vendors. 1¢ or 5¢
Ball Gum Vendors. For 1¢ or Straight 1¢. Sample
\$13.95
2 to 5, Ea. \$12.50.
6 to 11, Ea. \$11.55.
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IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS
Send for Free Catalog and Quantity Prices on All Machines.
1/3 Deposit Required With Orders



FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA. 23, PA.
MARKet 7-5191

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

Canteen Asks FTC Restudy Some Rulings

Protest Against Evidence

WASHINGTON, March 27.—Automatic Canteen Company of America has filed a motion with the Federal Trade Commission (FTC) asking for reconsideration of various rulings on admission of evidence, it was disclosed here.

In its motion, Canteen protested admission of numerous letters and statements collected by FTC, including several in which candy jobbers made use of such phrasing as "in my opinion" or "in my judgment." Canteen contended that such statements are not valid, factual evidence.

Canteen also lodged protests against the admission of a number of letters from candy manufacturers purporting to show that Canteen received lower prices than its competitors. These letters, Canteen asserted, were vague and misleading.

Following a rule by the trial examiner on Canteen's motion, the vending firm will seek FTC re-examination of the evidence. Once these necessary preliminaries are disposed of, the way will be open for FTC to make a final decision on alleged charges that Canteen "knowingly received and induced lower prices" from suppliers and "maintained restrictive terms" in contracts with its distributors.

Dixie Cup Firm Assigned 2 New Vender Patents

EASTON, Pa., March 27. — Dixie Cup Company here has announced that it has recently been assigned two patents for cup dispensing mechanisms with other patents still pending.

First of these patents, No. 2,374,168, was granted to Wade W. Bowman, arising out of application serial 477,913 which was filed June 22, 1945. The assignment to Dixie Cup was made by Spacarb, Inc., of New York, and others. This invention features the automatic maintenance of a supply of nested paper cups in position for dispensing. This mechanism features the fact that as each stack of paper cups is used the supply is replenished from auxiliary stacks.

Second patent granted December 30, 1947, to Herman Carew, arises out of application serial 502,679 and features a dispensing mechanism which forces the separation of nested paper cups. It also holds the bottom cup in position for dispensing without interference.

Dixie Cup states that the inventions covered by these patents are included in the firm's new dispensing unit in several automatic drink venders now appearing on the market.

Holcomb Named To Wrigley Co. Board

CHICAGO, March 27.—R. R. Holcomb, vice-president of the William Wrigley Jr. Company was elected a director of the firm at the annual stockholders' meeting Tuesday (23). Holcomb will fill the vacancy which occurred last year when E. W. Eckler died.

At the same meeting the stockholders voted to reduce the size of the board from 11 to 9 directors after

Relations Program Building Good Will For Stevens Firm

WICHITA, Kan., March 27.—In only eight years the vending machine business in this territory has grown to a point where it now commands the respect of the entire business world here.

A large share of credit for this rapid development belongs to John S. Stevens, president and general manager of U-Select-It Candy Service, Inc., here. Stevens has fostered a public relations program which should be hailed by the entire industry for the good will which it has created.

Mobile Units

It has paid off for Stevens in more ways than one. For U-Select-It has 14 mobile units, including a semi-trailer, which operate in Kansas, Oklahoma, Arkansas, Kentucky and Tennessee.

In this five-State area Stevens has 1,800 candy vending machines in office buildings, hospitals, industrial plants, schools and colleges and other establishments.

An example of the efforts Stevens devotes to gain good will is that he sponsored a semi-pro baseball team, an American Legion Youth team, a girls' softball team, three bowling teams—one composed of women—and a basketball team in Wichita, all in 1947.

Donated Trophy

During the national semi-pro baseball tournament at Wichita last year U-Select-It donated a trophy to the team from Hawaii for having traveled the farthest distance.

In a few days Stevens is leaving for Tulsa, Okla., where he will accept the trophy awarded the U-Select-It basketball team in that city for winning the Tulsa Commercial League tournament.

On top of all his athletic team activities, Stevens last year launched a 16-week radio program designed to publicize both candy and the vending machines which sell it.

"One of my purposes in building up a public relations program in Wichita and contiguous territory," Stevens said, "is to get people out of the idea that the candy business is associated with undesirables. I want the public to know that the candy vending business is just as important as any other business—that it is as desirable as a department store."

Started in 1940

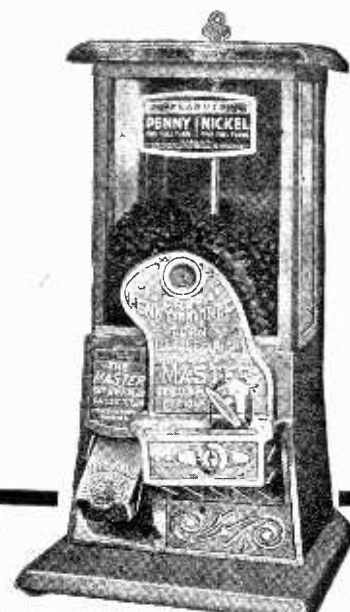
Stevens started the U-Select-It Company in 1940. Its growth has been phenomenal and the name "U-Select-It" is as well known in a score of Kansas cities and Oklahoma municipalities as it is in Wichita. This spring another U-Select-It baseball team will be entered in the State semi-pro baseball tourney.

Stevens comes into his sports program naturally. He twice won All-American mention as center of the University of Utah football team; he is playing manager of the baseball club and plays with the bowling team. He feels that the money he spends annually on athletic teams is money well spent.

In World War II Stevens spent three years in the army in New Guinea. He belongs to the American Legion and the senior and junior Chambers of Commerce. He has a musical background too. For years he was a band leader.

It isn't work and worry alone that builds a business, he will tell you. The contacts one makes thru catering to civic cares impress the firm's operations upon the people in countless ways.

an announcement was made that Mrs. Ada E. Wrigley and Nelson L. Buck had retired from the board.



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 Vender—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.
FACTORY DISTRIBUTOR
TRI-STATE VENDING CO.
561 10th Avenue New York, N. Y.

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.
Write us NOW for detailed information and prices.
A Product of **VICTOR VENDING CORP.**
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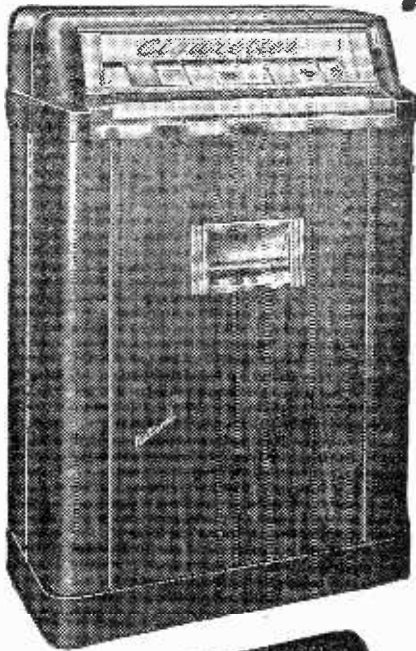
NOW!
turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**
MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES



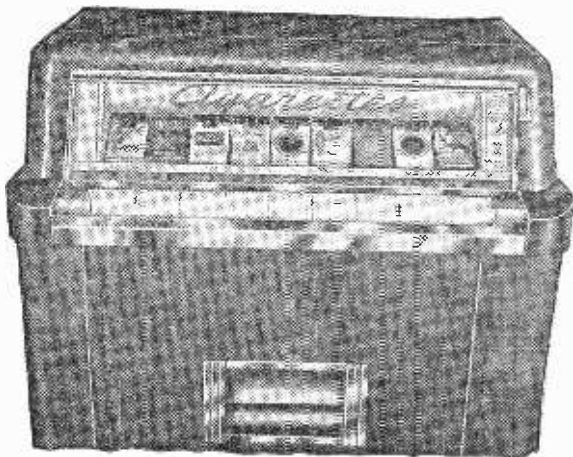
BULK VENDERS
Candy and Salted Nuts. We can save you money on your requirements. Write for prices.
Warren Specialty Co.
1933 S. Halsted St. Chicago 8, Ill.

WRITE FOR PRICES
Roasted and Salted Nuts of all types. Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
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now **NATIONAL** brings you
 America's only **TRULY AUTOMATIC**
 console-type **CIGARETTE**
MERCHANDISER



*The Sensational
 New NATIONAL
 Model 9EC*



Close-up view of the NATIONAL 9EC, showing attractive, fluorescent-lighted panel.

Operators, here's big and exciting news! An Electrically-operated Console-Type Cigarette Merchandiser with built-in automatic change-maker . . . with instant, visible recording of amount inserted and automatic rejection of excess coins . . . with central delivery of cigarettes, matches and change . . . with actual merchandise in full view instead of dummies or labels . . . with NATIONAL'S famous "first in, first out" delivery to assure fresh merchandise, permit quicker, easier loading.

Accepts nickels, dimes, quarters — returns 5c or 10c change. Has nine columns with minimum capacity 360 packs . . . adaptable with shift magazines to capacity of 675 packs! New packs go in on top of old — without rehandling or reshuffling.

The last word in automatic merchandising . . . another "first" by NATIONAL . . . another winner for YOU! Look at them all and you'll operate NATIONAL.

NATIONAL VENDORS, Inc.

5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.

Manufacturers of the finest electrically and manually-operated Cigarette and Candy Merchandising Machines . . . both Console and Conventional Models . . . A NATIONAL for every type of location.

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 Atlanta 3, Georgia

JOHN G. KELNOR
 3728 W. Division St.
 Chicago 51, Illinois

E. C. McNEIL
 713 So. Westmoreland
 Los Angeles, Cal.

MARVIN L. PIERSON
 St. Louis, Mo.

WEIDMAN NATIONAL SALES

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 Detroit 2, Mich.

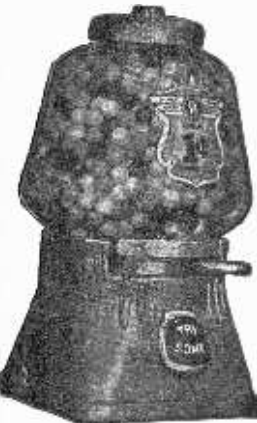
only NATIONAL MERCHANDISERS are truly AUTOMATIC!

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.

Chicago Distributor Starts Deliveries Of Voice Recorder

CHICAGO, March 27.—Self Service Laundries, Inc., began making deliveries on the Wilcox-Gay coin Recordio last week, Walter H. Graham, firm president, announced. Self Service is distributor of the coin-operated voice recorder in Northern Illinois and Northern Indiana.

Recordio is quarter operated. Mechanism of the recorder is visible so that the customer may watch the blank disk placed on the turntable. A cradle type telephone is mounted on the face of the machine thru which the recorder customer speaks. Upon completion of the recording, patron may hear a play back either privately, by use of the telephone, or thru the loud-speaker by returning the telephone to its cradle.

All directions as to how to use the recorder are clearly explained by an illuminated direction panel on the machine's front, which indicates when to speak and when the recording time is about to end. Total recording time for the customer is two minutes.

Wilcox-Gay recorder stands 29 1/2 inches high by 21 1/4 inches wide by 28 3/8 inches deep. It is available with or without base which contains a separate delivery opening for envelopes which are used for mailing disks. Envelopes are delivered after customer deposits a nickel in a separate coin chute.

The Recordio has a six-tube amplifier and rectifier with separate recording and play back channels, individual volume controls and an automatic gain feature to compensate for too strong or too weak speech level. Record placement and delivery is completely automatic.

Robert Soper, Self Service Laundries sales manager, said that his firm had run several successful test runs on the voice recorder in different types of locations over the past few months.

At the end of 1947, Self Service moved to new and larger quarters at 816 Milwaukee Avenue, Chicago. The new offices are well appointed, include modern office facilities and spacious showrooms.

Fewer Workers

WASHINGTON, March 27.—According to information released this week by the U. S. Department of Labor's Bureau of Labor Statistics, the estimated number of workers employed in candy manufacturing during December 1947, was much higher than for same month in 1946.

Altho a slight drop was recorded in December, 1947, when 79,100 workers were employed, over November, 1947, when 79,500 were listed, the December, 1946 candy worker pay roll only totaled 64,900.

American Tobacco Ad Agency Resigns

NEW YORK, March 27.—American Tobacco Company, because of a "policy rift" on advertising, was advised of the resignation of one of its advertising agencies this week. Ad firm, Foote, Cone & Belding, dropped American's \$12,000,000 annual account voluntarily, according to its president, Emerson Foote.

Foote said that "as advertising practitioners, we must do the kind of advertising we believe in or stop taking commissions for it." He added that the resignation March 19 of George W. Hill Jr., as vice-president and a director of American Tobacco had no connection with his firm's action. "But the same reasons which motivated Hill largely led to our decision," he said.

American Tobacco announced that the ad firm's resignation will have no effect on its current advertising schedules.

Gen. Foods Assigned Candy Bar Patent

NEW YORK, March 27.—General Foods Corporation has been named as the assignor of a patent which covers a method of successfully producing candy bars composed of two or more layers of chocolate.

Benjamin M. LeVangie, who was granted patent No. 2,245,431 on the process, said the chief difficulty in perfecting such a multiple-layer method was in keeping the individual layers separate. Chocolate manufacturers, it was stressed, have been attempting to discover a practical method of producing such bars for a number of years.

Brach Hikes Candy Output

CHICAGO, March 27.—E. J. Brach & Sons candy production is 18 per cent above that of a year ago, according to officials. Firm's working force has likewise increased 9 per cent more than at this same time in 1947.

ELECTRIC SHOCKER



Price of Machine \$22.50
2 to 11 Machines 18.75
Bracket (if desired) .50
Floorstand (if desired) 4.50
1/3 Dep., Bal. C. O. D., F. O. B. Paducah, Ky.

Address Mail to Dept. B
T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.

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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 with your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST WASHINGTON ST. - MORRIS, ILLINOIS

ALL SILVER KINGS
Can be bought on **TORR TIME PAYMENT PLAN**
16 weekly payments. Write for details.
ROY TORR
Lansdowne, Pa.

VICTOR'S NEW MODEL K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.
A Product of **VICTOR VENDING CORP.**
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NOW!
turn to **INSIDE FRONT COVER**
for an important story on **POPCORN PROFITS**
MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

NEW LOW PRICES U-SELECT-IT CANDY MACHINES
72 Bar Capacity, \$27.50 Each. Limited Supply.
CIGARETTE MACHINES
All Makes. Real Low Prices. Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
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COLUMBUS VENDORS

48 and Up	1c Peanut \$10.50	General Purpose 1c \$11.00	Ball Gum \$10.50	General Purpose 5c \$11.75
12 to 18	11.00	11.50	11.00	12.25
Under 12	11.50	12.00	11.50	12.75
Sample	12.50	13.00	12.50	13.75

Columbus Parts & Globes
Floor Stands
Sun Maid Popcorn Vendor

EXCLUSIVE OHIO DISTRIBUTOR FOR Bert Mills Coffee Machine and U. S. Vending Corp. Air Conditioned Candy Vendor

Cash Trays
5c Almond Vendor
1c Peanut Vendor
Marion Scales
Daval Postmaster

What Do You Need?—Write for Circulars and Prices
4310 Carnegie Ave. **MARKEPP SALES CO.** Cleveland, Ohio

NOW DELIVERING BERT MILLS COFFEE VENDER
Some exclusive operating territories still available in Eastern Pennsylvania and Southern New Jersey.
KEYSTONE PANORAM CO.
2540 West Huntingdon St. Philadelphia 32, Penna.

33 Ball Gum
(3 1/2 Lb. Globe)
Less than 25 \$11.40
Less than 100 11.10
100 or More 10.80
(5 Lb. Globe, 15c Extra)
Prices subject to change without notice.
E-Z Time Payment Plan—1/3 Down, Balance 12 Months.
IDEAL NOVELTY CO.
CARL F. TRIPPE
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NEED MONEY?
To beat the high cost of living? Then operate spare or full time these machines chosen by all successful operators!
Victor Model K, porcelain globe.
Lots of 24—\$12.25 Ea.
Less than 24—\$12.95 Ea.
Victor Model V. (as shown), globe.
Lots of 24—\$11.75 Ea.
Less than 24—\$12.50 Ea.
Immediate Shipment.
* Send for free descriptive leaflet and list of **WHOLESALE** suppliers of vending products!
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6924-26 W. Roosevelt Oak Park, Illinois

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, Balls and Jumping Beans.
BECKER VENDING SER. BRILLION, WIS.

Autocoin Readies Expansion Of Coin Laundries in Hawaii

HONOLULU, March 27.—Improved Launderette and individually operated Bendix washing service was announced this week by Stanley Davis and Carl Vogelsang, owner of Autocoin, Inc., and holders of the Hawaiian franchise from Telecoin, as they revealed plans to have 500 Bendix units in operation within the next six months.

Plans for improved service will include a soap vending machine that will vend their Launderette soap in 5-cent packages in three types—for undies, average wash and for extra dirty wash. A powdered bleach and powdered blueing for vending machines is planned in addition to "Tele-Juice," which will allow the customers to select one of six iced fruit juices for 10 cents.

Maui Next

In announcing their plan for expansion the men said they planned to provide Autocoin service to Maui, another island in the Hawaiian group. Both men are particularly interested in having ex-G.I.'s start Launderettes and operate them under Autocoin supervision.

Their nine-man service department will be at the disposal of the present Launderettes and independently operated Bendix Autocoin units as well as the units located on Hawaii and the new units to be set up on Maui.

Citing an instance of the problems encountered by their service department and their attempt to cope with every situation, Davis told about the red soil characteristic of Hawaii. Some months ago they attended the Bendix convention on the mainland and took a pound of this soil with them to have it analyzed to see if a

soap could be developed that would remove the red stain from clothes.

Autocoin has experienced little trouble in the use of the coin boxes. However, what trouble they have encountered stems from ingenious minds. One young resident at a "Y" dormitory drilled a hole in his quarter, tied a thread thru the hole and enjoyed the use of the Autocoin Bendix many, many times in this manner before the machine jammed and his ruse was discovered. The house mother tacked this evidence on the bulletin board as a warning to others.

Siros Appoints Midwest Distrib

HOUSTON, March 27. — Siros Manufacturing Company here, manufacturer of the Brush Up shoeshine machine, has appointed the Unique Company, La Crosse, Wis., distributor in Wisconsin, Minnesota and Iowa, according to an announcement this week by Bill Siros, president. Distributor firm is owned by A. M. Hemleben and managed by Jim Papay.

Siros states that the new model shoeshiner is being produced at the rate of 100 machines per week and will have its production schedule doubled within 30 days.

Rialto Has Popcorn Vender

WILMINGTON, Del., March 27.—The C. & E. Vending Company, Wilmington, has installed a new popcorn machine in the Rialto Theater here, C. & E. officials have announced.

Styled TO CAPTURE ANY LOCATION . . . Engineered for Easy, Low-Cost Servicing

THE *Keeney* ELECTRIC CIGARETTE VENDOR



- ★ SENSATIONAL
- ★ EASY TO SERVICE
- ★ STREAMLINED BEAUTY
- ★ YEARS AHEAD OF ALL OTHERS

JUST OFF THE PRESS—

New circular giving full details is yours for the asking—Write

J. H. *Keeney* & CO., INC.
"THE HOUSE THAT JACK BUILT"
2400 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

AFTER CONCLUSIVE TESTS THE NEW ROBOT SHINE BOY

TO BE KNOWN AS

"IMPERIAL SHOE SHINER"

patent applied for

IS NOW READY FOR LIMITED DELIVERY

YES! these features are incorporated in "IMPERIAL SHOE SHINER"

- ★ All Aluminum cabinet, rust proof
- ★ Lite up features, illuminating foot brushes and plastic display sign
- ★ Heavy duty 1/4 H.P. motor
- ★ Special features for application of Wax and Polish
- ★ Specially built Brushes and heavy duty 1-Min. Timer
- ★ Modernistic design, 4-tone contrast colors
- ★ Weight: less than 90 pounds
- ★ Motor cannot be burned out by jamming brushes
- ★ Brushes will give over 3,000 shines without servicing
- ★ Minimum of service required
- ★ Machines available for polishing

NEUTRAL • TAN • or BLACK

APPLIES Wax & Creme GIVES a Very High Shine EVERY TIME

OPERATORS' PRICE
\$249⁵⁰
F.O.B. MIAMI, FLA.



48"
↑
S
I
Z
E
↓

← 20" →

National Distributor

SOUTHERN COIN-O-MAT DISTRIBUTING COMPANY

943 N. W. SEVENTH AVENUE

MIAMI 36, FLORIDA

PHONE 3-6908

Tremendous Earning Power
Distributors' Franchises Available

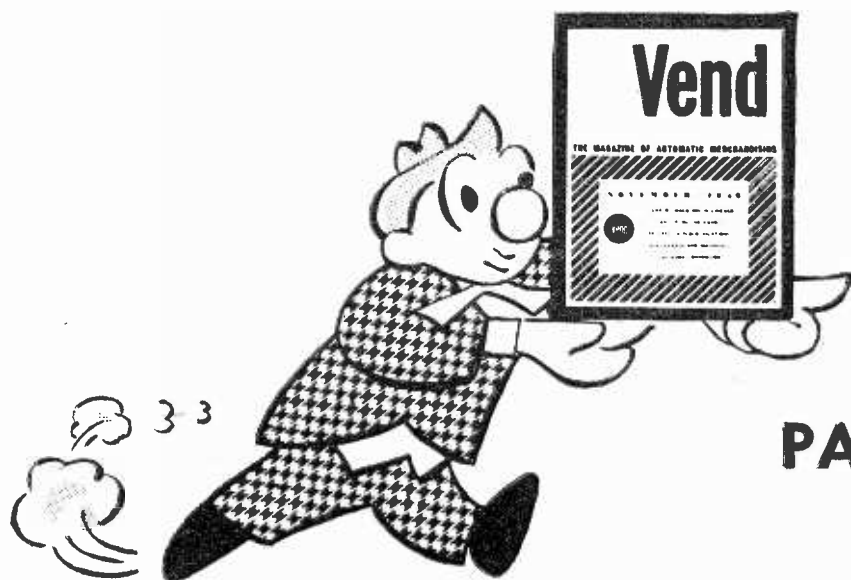
WRITE, WIRE OR PHONE
while your territory is still open

Vend

For

April

OUT THIS WEEK



Here's Added Proof That
SELF INSURANCE
Is Practical . . .

A story . . . based on ten years' experience . . . of how a Southern cigarette machine operator has made the "penny a day" self-insurance plan work far better than paying high premiums for low protection policies. This plan, fully outlined and illustrated with charts and graphs, may be the answer to your own insurance problems. Read all about it in April Vend.

PAY NO COMMISSIONS?
IT CAN BE DONE

FARGO, North Dakota, the smallest city yet surveyed by Vend, reveals some interesting facts about operating in a small town. You will be fascinated by the story of an operator who has been so successful in selling the value of automatic merchandising to locations that he *pays no commissions.*

RADIO STATIONS
CAN BE TOP LOCATIONS

Venders serving a maximum of 200 people daily can be profitable for both the location owner and operator . . . under certain conditions. Here is an idea-packed story about venders in the ABC studios in Hollywood that may help you open up new avenues of revenue that before were thought unimportant. Read it in April Vend.

FROM 10 TO 135 CANDY MACHINES
IN ONE YEAR

Reading like an Horatio Alger story is the history of a one-year-old Candy Vending Machine Operation in highly competitive Chicago. From 10 machines to 135 selling one million bars in their first year in business, how they did and the reasons for their phenomenal success make interesting reading in April Vend.

SCALES:

LONG TERM INVESTMENT

A highly successful scale operator passes on his proven formulas for success to Vend's readers. If you are operating scales or plan to in the future, don't miss reading this story in April Vend.

START MY SUBSCRIPTION WITH
 THE APRIL ISSUE OF VEND

YEAR, \$3 — 2 YEARS, \$5

Bill me later.
 To have my subscription extended 2 extra months I am enclosing payment in full.

NAME

COMPANY POSITION

ADDRESS

CITY ZONE NO. STATE

MAIL TO **VEND** 2160 PATTERSON ST., CINCINNATI 22, OHIO

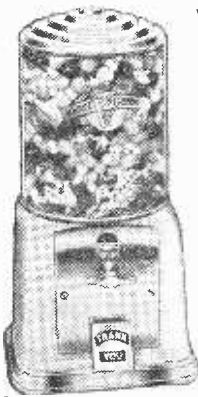


EXTRA!

HOW TO SET UP
STOCK CONTROL

With prices of supplies fluctuating from day to day, stock control becomes more important than ever for vending machine operators. As an added feature this month Vend presents this article that takes you thru the steps of setting up a basic stock control with the least amount of effort. Don't miss it.

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.

FOR BIG PENNY PLAY, ORDER TODAY!

Groetchen's New CAMERA CHIEF \$19.95 Ea. Including 3 Sets of 9 Pictures Each.

Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 38-lb. ctns. 30¢ lb.
M & M's, 25-lb. ctns. 42¢ lb.

5/8" BUBBLE BALL GUM
25c lb. 500 Lb. Lots
26¢ lb.—Less than 500 lbs.
FULL CASH WITH ORDER

5/8" RAIN-BLO 28c lb.
Packed in 25 lb. cartons

Rainbow Peanuts, 40-lb. ctns. 25¢ lb.
Boston Baked Beans, 40-lb. ctns. 25¢ lb.

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

Send Money in Full and Save C.O.D. Charges.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

Cig Venders Help Vet Get Education

BOSTON, March 27.—A novel idea in cigarette vending operations is being carried on by Mansfield B. Patterson, a young navy veteran, who has a route of cigarette vending machines concealed in end tables, which he services in Somerville, Medford and Arlington homes.

The end tables come in seven different styles, all basically the same. Vending unit holds a carton and a half of cigarettes. Patterson, who is studying law at Boston University, is financing his education by operating the machines.

He said he first heard of the unique machines when a student at Bates College in Maine. Patterson purchased several of the machines in Maine and has them all out in homes. The end table has room for books, flowers, ash trays, etc. Patterson charges no fee for placing the tables and figures on replenishing the cigarette supply once a week at least.

First Launder-Ease Store Opens; Plan To Have 300 This Year

NEW YORK, March 27.—Promotion by the Launder-Ease Sales Corporation, organized last December to establish self-service laundry stores using the F. L. Jacobs Launderall automatic washer, has resulted in the opening of five Launder-Ease stores to date, according to A. L. Hansen, president. Forty more are expected to be in operation by the middle of June. More than 350 inquiries have been received from prospective store operators.

When the firm was organized (*The Billboard*, December 13), it announced as its goal the establishment of 300 stores in 1948.

At present, Launder-Ease has representatives covering the East with sales offices in New York, Boston, Detroit, St. Louis and Washington. An office in the South will be opened soon.

Operators planning to open Launder-Ease stores are provided with complete store layouts, varying with the number of automatic washers to be used. The diagrams have been pretested and provide for recreational attractions and soft-drink vending facilities. Elaborating on the services offered operators by the Launder-Ease Sales Corporation, Hansen stated:

"The organization also acts as a purchasing agent for the Launderall automatic washing machine, gas or oil fired water heaters, extractors and dryers. In addition, we are in a position to supply detergent, paper bags, tickets and all equipment necessary for complete operation. This equipment, of course, is supplied at a discount from the retail price. A complete equipment service course, directed by factory trained personnel, is also offered.

Patron Injured by Vender

HARTFORD, Conn., March 27.—A local woman, Mrs. Rena Allen, has filed a suit for \$5,000 damages because a cigarette machine allegedly toppled over and fell on her foot while she was simply standing in front of the vending device. A patron in a downtown restaurant, she claims, jolted the machine and caused it to strike her left ankle, inflicting injuries that confined her to bed for five weeks. The woman's suit names the owner of the restaurant, as well as the machine's operator. She contends both are guilty of negligent location of the machine.

New Plant Purchased By Chase Candy Co.

ST. LOUIS, March 27.—Chase Candy Company here has purchased the O'Brien of California, Inc., candy plant in San Jose, Calif., Chase president, W. A. Yantis, announced recently. Purchase raises to five the number of Chase plants.

Firm employs about 1,500 persons in its other four factories, the total sales volume of which is said to exceed \$21,000,000 annually.

The San Jose plant was established in 1868 by Maurice O'Brien and has been producing candy under the O'Brien trade-mark. It employs about 150 persons and has maintained an average annual gross sale of \$2,000,000 during the last three years. Chase Candy has purchased all of the issued common stock of O'Brien from the O'Brien family and associates.

FOR SALE 50 Used "POP CORN SEZ" HOT POPCORN VENDORS

These machines have been thoroughly reconditioned and are like new.

\$165 each

DWIGHT HAMLIN CO.
5958 Baum Blvd. Pittsburgh 6, Pa.

"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

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 ●

APRIL SPECIALS

NEW

10c Pop Corn Vendors	Ea. \$225.00
5c Silver King Hot Nut Vendors	9.95
1c Gottlieb Grippers	29.50
5c Candy Bar Vendors, 140-Bar Capacity	34.50
1c Columbus Ball Gum Vendors	11.00
Silver Kings, Nut or Ball Gum	13.95
(Write for Quantity Prices)	
Groetchen Camera Chief	19.95
Penny-Nickel Coin Weighing Scales	8.00
Victor Model V	2.50
Ball Bubble Gum (Any Quantity)	35c lb.

USED

9-Col. National Cigarette Vendors	\$75.00
Asco Hot Nut Vendors	20.00
1c A. B. T. Challengers (1947 Model)	32.50
1c Master Vendors	7.50
1/3 Deposit with order, bal. C. O. D.	

CAMEO VENDING SERVICE
482 W. 42nd St., New York 18, N. Y.
Phone: LOnacre 3-1334

CHARMS

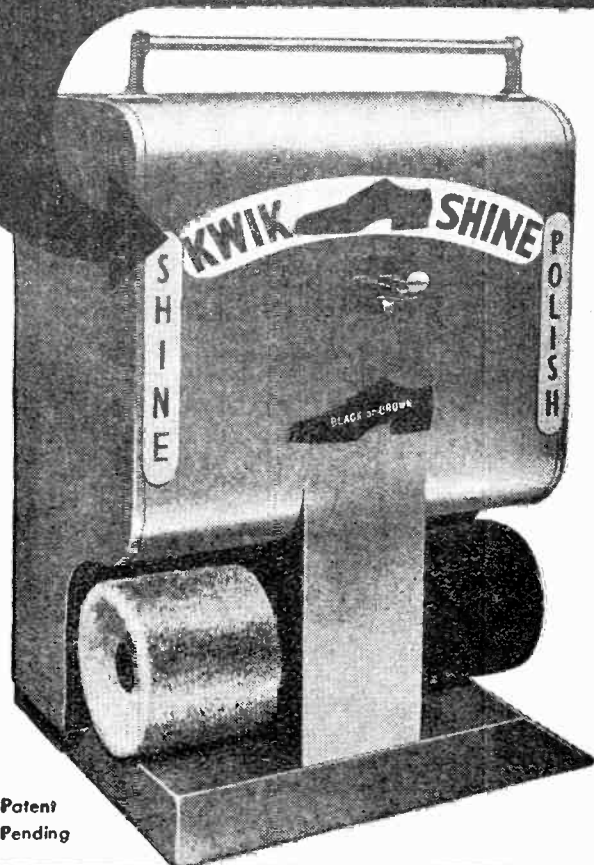
... that are different.

Blade Knife. Per Gross	\$1.10
Gold Plated Charms. Per Gross	2.25
Metal Crucifix. Per Gross	1.60

Skulls, Marbles, Guns, etc.
All items will fit any Vending Machine.
Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS
We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.

Something **NEW**
has been added!



Patent Pending

a **NEW NAME** for a
GREAT PROFIT MAKER

Kwik-Shine

automatic coin-operated shoe shine machine

NOW IMPROVED
with the new exclusive
PRESSURE-APPLICATOR
for polish

- Cuts service time in half!
- Provides 50% better shine

This new, improved KWIK SHOE SHINE machine can be regulated for one to two minute operation... can be equipped with either 5 or 10 cent slots.

At one-machine locations, neutral color polish can be used for shining black or brown shoes. At larger locations, machines can be placed in pairs, one equipped with brown polish; the other equipped with black polish.

IMMEDIATE DELIVERY

Write, wire or phone **NOW!**

... at **NEW** and **LOWER PRICES** with greater-than-ever profits for distributors and operators.

Distributors wanted everywhere!

KWIK SHOE SHINE CO.

GEORGE G. RUDORF, Owner
(Former owner of Ace Shoe Shine Company of California)
3214 Broadway, Dept. E — Phone 6-3369
Sacramento 17, California



Candy Report Reveals Bars Best Sellers

Survey Covers 10 Cities

NEW YORK, March 27.—Candy goods, by type, leading in sales in the nation's 10 major cities thru the week ending March 1 were reported last week. Of the 10 cities, only three listed bar goods in the "fair selling" category. They were Philadelphia, Seattle and San Francisco. Remainder pegged bars as best sellers. They were New York (also listed gum), Boston, Washington, Cleveland (also hard candy), Chicago, St. Louis (also hard candy), and Dallas (also bulk goods).

Three cities not listing bar goods as leading items, came up with bulk candy and gum (Philadelphia); brittles and hard candy (San Francisco), and bulk candy (Seattle).

In the "slow moving" category several cities listed following: Hard candy (New York), mints (Dallas, Seattle), gum (San Francisco), fancy packages (Chicago, St. Louis, San Francisco).

Mull Spending Of Ind. 3-Cent Cig Tax Return

INDIANAPOLIS, March 27.—Indiana's new 3-cent-a-pack cigarette tax has piled up \$8,500,000 for the State treasury, but so far the State doesn't know whether it can spend the money.

Attorney General Cleon H. Foust said last week he will rule soon on the question whether the 1947 General Assembly appropriated the tax yield or must appropriate it in 1949.

The law provides money from the tax must be used for "general education, general and mental health and other general welfare programs as the governor may direct."

Governor Gates has asked Foust to determine whether the State budget and finance committees may allot the cigarette tax money. If it can be used without additional action by the General Assembly, it probably would be put to use at once for improvement and extension of State mental institutions.

DuGRENIER PLANT

(Continued from page 93)
the plant under the name of Arthur H. DuGrenier, Inc. This was the original name of the business, since its organization in 1928 and until the sale to AMI. The sale to AMI did not involve control of cigarette and gum machine patents, which were retained by the original owners.

The purchase price involved in the negotiations completed Thursday (25), while not revealed, will be set aside to go toward satisfying the claims of creditors, it was learned. Under terms of the purchase the new owners are not responsible for any obligations incurred by AMI during its operation of the enterprise.

Officers of the corporation are Francis DuGrenier, president; Blanche Bouchard, treasurer, and Huber C. Compton, secretary and director.

CHICAGO, March 27. — Cook Chocolate Company here recently introduced a new chocolate almond bar, Almond Prevue, in the 10-cent field. Bar is segmented into six squares, and packed in a box with a transparent window in its face.

Md. Drink-o-Mat Holds Showing

SALISBURY, Md., March 27.—Maryland Drink-o-Mat Corporation, recently appointed franchise distributor of the Drink-o-Mat cup vender in Maryland and Delaware, introduced the drink machine to prospective operators at a two-day showing ending Saturday (27). Showing, the first in the area, was held at the Emerson Hotel, Baltimore.

Principals of the new distributing firm, located here, are Lee Insley, H. L. Purnell Jr. and N. R. Wooten.

NEW GROETCHEN PENNY WINNER! CAMERA CHIEF

Child inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.



IN STOCK IMMEDIATE DELIVERY ORDER TODAY! Write for Quantity Prices.

\$19.95

Each set of 9 pictures each.

Factory Distributor.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELQW 3-7744-5

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel—	\$4.50
Weight 35 Lbs.	
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.35
1/3 Deposit, Balance O. O. D. Fast Delivery.	

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

YES, IT IS NEW PUNCH-A-BALL GUM BOARD

1¢, 2¢ and 5¢ PLAY
Salesmen, Operators, Jobbers, write for Circular and Photo just off the Press.

JAMES CANTE

Manufacturer
809 Montgomery St., Jersey City 6, N. J.

WANTED

Late or new Pin Tables, Vest Pockets, Metal Typers, or best cash offer for 85 Adams 1¢ Gum Machines, Model "G.V." brand new, in original factory crates, never opened. Best vendor today—overestimated our market. Adams Gum, 49¢ box 100 pieces.

FLOYD

513 TAYLOR ANDERSON, S. C.

IMMEDIATE MONEY FOR YOU!

Reap Profits — AT OUR RISK
Our Vending Machines MUST PAY OFF — within 6 weeks — or you get a full refund.
Write for full details about our inexpensive Model V-Globe Type Vending Machine
L. M. BECKER VENDING SERVICE
BRILLION, WISCONSIN

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

Candy Bar Output Lags 3% Behind '47 Totals

WASHINGTON, March 27.—According to figures released this week by the Department of Commerce's bureau of the census, poundage production of candy bar goods continues in a downward trend while packaged items gain. Bars showed a 3 per cent

drop for January, compared with the same month in 1947. Packaged goods, however, gained 5 per cent in January, this year, over a like month in 1947. Bulk goods poundage took a 20 per cent drop for a similar period.

Over-all candy manufacturers' sales during January this year, amounting to \$65,420,000 were a 16 per cent drop from December, 1947, business.

Sales in the West South Central area (including Arkansas, Louisiana, Oklahoma and Texas) increased by 46 per cent January, 1948, over the same 1947 month. Ohio-Indiana region chalked up the largest decline; 30 per cent.

N. E. Vender Ops Told Buyers Are Asking Top Bars

(Continued from page 93)

war, it received a substantial impetus during the war because of the heavy consumption by armed forces and the use of sweets as energy for war workers.

See Increased Output

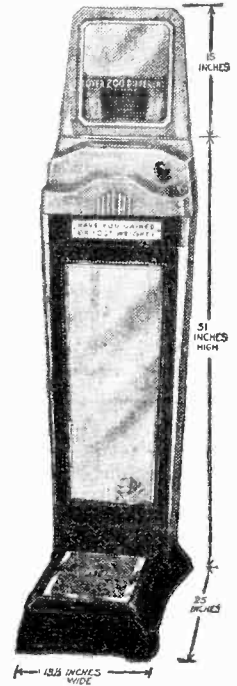
Manufacturers believe that the tremendous volume of sales rolled up by the candy industry in the past can be increased. They intend to do all they can to make the country candy minded.

They feel that the vending machine operation of candy has a bigger future than at any time in history. They point to the industry figures—a volume of \$930,000,000 last year compared to \$658,000,000 back in 1944.

As to the supply situation, Robert

H. W. Welch Jr., vice-president of James O. Welch Company, with factories in Cambridge, Mass., and Los Angeles, one of the leaders in candy bars, points out to operators that an increase in world production of cocoa beans is needed to ease the situation. He said that experiments in cocoa growing are under way in Liberia, and that the American chocolate industry is conducting extensive research in South America and in the Pacific islands.

Chocolate supply is the principal problem confronting the industry today, but operators can take hope from the fact that the candy industry is trying to do something about it.



199% PROFIT

Not a Novelty
But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign

Depth, 25 In. Sign, 15 In.

Net Weight 185 Lbs.

Shipping Weight 245 Lbs.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 2770.

Cable Address: WATLINGITE, Chicago.

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.

TOP QUALITY

5/8 BUBBLE GUM

Only 30c Per Pound

Full cash with order. Freight paid to your door on orders 100 lbs. or more.

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

ROY TORR LANSDOWNE PENNA.

METAL PLATED CHARMS

In bright gold and silver finish

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

SAMUEL EPPY & CO., INC.

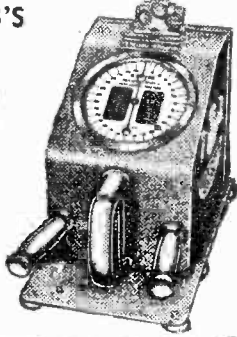
WORLD'S LARGEST
CHARM MANUFACTURER

113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

CLOSING OUT!

GOTTLIEB'S GRIP SCALES

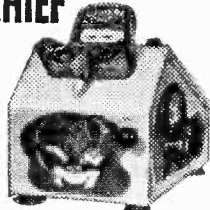
BRAND
NEW!
Orig. Price \$39.50



SPECIAL
\$20.00
EA.

NEW GROETCHEN PENNY WINNER! CAMERA CHIEF

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.



\$19.95
Ea.

Including 3 Sets of 9
Pictures Each.

Additional Film, Ea. 35¢

WRITE FOR SPECIAL PRICE
In Lots of 10 and Lots of 25

New Mercury ATHLETIC SCALE

Standard 15-Play. List Price . . . \$195.00

SHIPMAN ART SHOW, 5c WRITE FOR PRICE

We Are Taking Orders For SCIENTIFIC POKERINOS

Standard Model \$195.00
Deluxe Model 225.00

WRITE FOR DETAILS ABOUT NEW SCIENTIFIC PITCH 'EM AND BAT 'EM Better Than Batting Practice

Write for Complete List of New and Used
Arcade Equipment, New and Used Pin
Games for Arcades.

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

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.

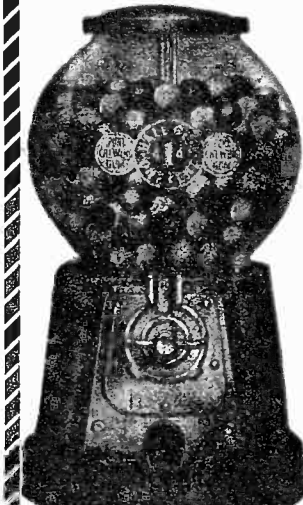
A Product of
VICTOR
VENDING CORP.
5711 Grand Ave.
Chicago 39



NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS!

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

AN ADVANCE MACHINE TO SUIT YOUR NEEDS!



ADVANCE MODEL D

BULK VENDORS	
Advance #11, 2-11	\$12.60 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
Advance Electric	
Shocker, 2-11	18.75
Bingo	32.50
New Model Kicker & Catcher	37.50
New Challenger	\$45.00
Mutual Card Vendor	11.90
With 1000 Cards	27.50
Best Hand	50.00
Bouncer	40.00

MACHINES, SUPPLIES AND ACCESSORIES
1645 BEDFORD AVE.,
BROOKLYN 25, N. Y.

J. SCHOENBACH

**TWO STEADY
MONEY MAKERS**

The New
**RCA COIN-OPERATED
RADIO**
Built to stand up in all locations.

NEW POOL TABLES
5c or 10c
Coin Operated
Available in many sizes
Write Today for Information,
Terms and Prices!

**The VENDING
MACHINE CO.**
FAYETTEVILLE NORTH CAROLINA
U.S.A.



VICTOR'S MODEL V

The Operator's Choice Is Model V, as it correctly vends ALL BULK WDS. Chams, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5711 Grand Ave.
Chicago 39

ALL VICTOR PRODUCTS

Recommended and financed on **Torr Time Payment Plan**
16 weekly payments—Write for details.

ROY TORR
Lansdowne, Pa.

General Vending Producing Three New Bottle Venders

CHICAGO, March 27. — General Vending Machine Corporation here, with the recent introduction of three "mass market" bottle venders, brings to five the number of models being manufactured, E. A. Terhune, firm official, stated this week.

New venders are the Midget, Leader and the Chieftain, which is a two-flavor machine. Two other models announced in August, 1947, are the single-flavor Master and the dual-flavor Jumbo machines.

The Midget model, standing 49 inches high, 16 1/4 inches wide and 27 1/2 inches deep, is mechanically operated and is aimed at "offices and other locations of light traffic." Vender holds a total of 2 1/2 cases of seven-ounce bottles (1 1/2 cases on

the conveyor plus one case in pre-cooling) and weighs 245 pounds. Like the other four General machines, the Midget features dry refrigeration and "elevator" action in dispensing bottles. This elevator conveyor rotates (automatically in the larger models and by means of a handle on the manual Midget unit) when a coin is deposited, until a bottle is in the delivery position. Bottle then falls onto a hinged platform which is slightly depressed under the bottle's weight, which action opens a microswitch which breaks the vending cycle. All machines vend various sizes of bottles ranging from the 6 to the 12-ounce type. Fiberglass insulation is used in all machines.

Smallest Vender

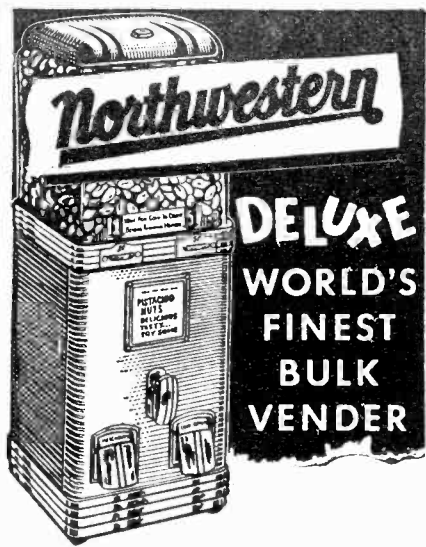
Midget model, which is the smallest vender of its type on the market, Terhune claims, embodies a "safety clutch" in its delivery handle. This eliminates possibility of damage should the lever be forced without insertion of a coin or if a bent coin becomes lodged in the chute. The clutch permits the handle to slip after a certain pressure is applied, thus leaving the mechanism unaffected. This machine is manufactured for General by the Firecraft Corporation, Chicago.

New General Leader model, 65 1/2 inches high, 29 1/2 inches wide and 19 inches deep, weighs 370 pounds and holds five cases (3 1/2 in conveyor and 1 1/2 in pre-cooler) of seven-ounce bottles. Chieftain model (dual flavor) is same height, 35 1/2 inches wide and 28 1/2 inches deep. Total capacity, nine cases (seven cases in conveyor and two in pre-cool). Machine weighs 580 pounds. It can be used as a large capacity single-flavor machine; when used as a two-flavor unit a different size bottle can be used in each of the two conveyors. These two models are produced for General by Stecco Steel Company, Michigan City, Ind.

One Moving Part

Terhune stated all models utilized only one moving part in the conveyor and feature waist-high delivery. In the dual-flavor Chieftain loading is made by pulling out the conveyors, which are mounted on telescopic slides and can be drawn out like the drawer of a filing cabinet. This model, while having two flavor selection buttons, has only one coin mechanism.

Firm's Jumbo and Master machines, produced by Benson Manufacturing Company, Kansas City, Mo., are designed for larger locations of the industrial or similar installation. They also embody the type of "unitized" sub-assemblies used in the three smaller vender models. These sub-assemblies, in the event repair is necessary, may be replaced with a new unit while the other unit is being checked.



DELUXE WORLD'S FINEST BULK VENDER

PRICES

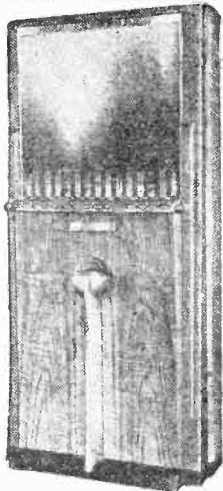
Less than 25	\$27.00
Less than 100	26.75
100 or more	26.25

Rake Coin Machine Exchange

605 Spring Garden St. Philadelphia 23, Pa.
Lombard 3-2676

CIGARETTE MACHINES

Uneeda Model E, 12 Cols., 300 Pack Cap.	\$ 60.00
Uneeda Model E, 8 Cols., 240 Pack Cap.	57.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe Royal, 10 Cols., 400 Pack Cap.	100.00
Rowe, 6 Cols., 150 Pack Capacity	32.50
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
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
Stewart-McGuire, 8 Cols.	35.00
Lehigh PX, 10 Columns	150.00
NEW Uneeda, 8 Columns, 510 Pack Capacity	159.50
NEW DuGrenier Challenger, 7 Columns	100.00



SPECIAL \$85.00
Uneeda Model 500, 15 Cols., 425 Pack Cap.

CANDY MACHINES

Stoner Candy, 8 Cols., 165 Cap.	\$125.00
National 9-18, 9 Columns	110.00
Rowe Candy, 8 Columns	100.00
DuGrenier Candyman	67.50

10c CIGAR MACHINES

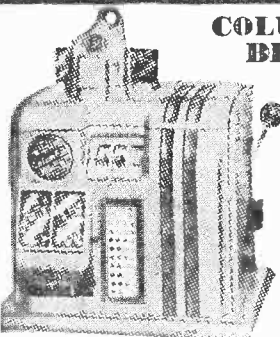
7 Column, Capacity 175	\$32.50
Single Column, Capacity 50	\$22.50

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



COLUMBIA BELLS

Twin Jackpot 1948 Models
List Price, \$145.00
\$99.50 Ea.
While They Last.
Changeable to 1c, 5c, 10c, 25c Play.

LARGE DE LUXE MODEL \$159.50

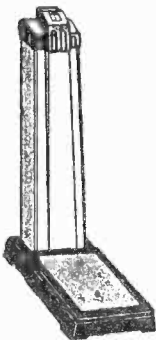
Hamilton Scales

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.



BAT-A-BALL JR.

BRAND NEW

A real money making Counter Game at a fraction of its original cost. This game is just in time with the coming baseball season.

Original Price, \$79.50 with Stand

WHILE THEY LAST

\$14.95

Stand \$3.00 additional

1/3 Deposit on All Orders.

BRAND NEW

IMPS

\$10.00

EA.

In Case Lots of 6

Less Than 6

\$12.50 EA.

1c or 5c Cig. or Fruit Reels

NEW

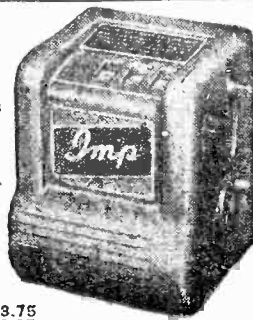
IMPROVED

1948 IMPS

\$14.50 EA.

5 or More, \$13.75

12 or More, 12.95



Write for Catalog on Bulk Vendors, Games, etc.

New Eng. Tobacco Men Pick '48 Officers

BOSTON, March 27.—Members of the New England division of the National Association of Retail Tobacco Distributors (NARTD) elected officers for the coming year as follows: President, Richard C. Pinney, Worcester; Herbert Flashman, Quincy, secretary; Henry Sterling, Boston, treasurer, and Clarence D. Hunter, Boston, chairman of the board of directors.

Over 500 members attended the eighth annual dinner and dance of the association at Hotel Statler here last week. Prior to the dinner a reception was held for the newly elected officers chosen at a business meeting during the afternoon.

Atlas

5c BANTAM TRAY VENDOR

IMMEDIATE DELIVERY

Vends Almonds, Nuts, Candy, Pistachios.

Write for Circular. Jobber Inquiries Invited

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1920

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

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MEIrose 5-7757
Mechanical Manufacturing Laboratories

PARKWAY MACHINE CORPORATION
DEPT. B. 623 W. NORTH AVE. • MADISON 1447 • BALTIMORE, MD.

Ops Eye Expanding Hotel Tele

Unveil New Seeburg Music System Next Week; Ops To See Select-o-Matic Units

Offers 14 Hours Continuous Music Without Repetition

(Continued from page 4)

selections without touching a record. Both 10 and 12-inch disks can be handled in any sequence. The mechanism plays both sides of the record without turning it. Tone-arm, which moves along a carriage rail, has a needle on both sides.

Two Models

Seeburg is now in production with two models of the Select-o-Matic, an all-metal cabinet model for industrial installations and a second model in a blond wood cabinet for hotels, clubs and better restaurants. Mechanism will also be sold without amplifying equipment so that plants which already have wired music systems can hook the Select-o-Matic up to their present amplification and speaker system.

Complete industrial model, with metal cabinet, amplifier, mike for paging and built-in AM-FM radio

Atlas Music Company, Chicago distributor for Seeburg, will hold its showing of the new Select-o-Matic equipment in the North Ballroom, Stevens Hotel, Chicago, April 3-6. The ballroom will be open from 10 a.m. until 10 p.m. daily.

will sell for approximately \$2,200. Select-o-Matic, without amplification and other equipment, will sell for approximately \$1,125.

Both units contain a 24-hour timer for pre-selection and automatic playing of musical programs. Each record rests vertically in its own compartment, and compartments are filled by merely inserting the disk. Below the compartment for each record is an individual control switch with four different positions — off, play "A" side only, play "B" side only or play both sides. Changing cycle from one "A" side to another "A" side is nine seconds.

Pre-Determine Schedule

By setting the record switches and timer in advance, locations can have any number of musical selections played automatically at any pre-

Add Nine More Tradio Distribs

ASBURY PARK, N. J., March 27.—Tradio, Inc., manufacturer of coin-operated radio and television equipment, has added nine distributors to its national sales network, according to Harry J. Rockafeller, sales manager.

They are the Milshane Company, Ardmore, Okla.; Harvard Television Company, Cambridge, Mass.; R & M Sales, Cranbrook, B. C.; F. E. Downs, New Orleans; Tradio, of Philadelphia; Frank P. Samieri, Phoenix, Ariz.; Angott Sales, Detroit; Brewer Sales Associates, Waterville, Me., and Tradio of Cuba, Havana.

determined time schedule. Thus, for example, an industrial plant can pre-set the installation to provide a 15-minute musical program at 8 a.m., a half-hour program at noon and another 15-minute program in the afternoon. (See Seeburg's on page 107)

Modified Teen-Age Curfew Plus Warm Weather Ups Juke Return

CHICAGO, March 27. — With the recent modification of Chicago's teen-age curfew, local juke box operators who experienced drop-offs in juvenile locations early last month (*The Billboard*, February 14), report play in such spots has increased. While this may be attributed in part to the warm weather, it is believed that the curfew case-up has been responsible for a good share of the hypoed play.

As originally enforced, city's curfew called for 18-year-olds down to be off the streets by 10 p.m.; modified version lowers the age to 16 and extends the curfew to 10:30 p.m. on five

nights of the week and 11:00 p.m. on Saturdays. An 11:30 p.m. curfew was asked for Saturdays, but this was overruled in favor of the earlier limit.

Bob Gnarrow, ABC Music Service, reports that "play in the usual teen-age location, such as drug, snack school-store and ice cream parlor stops, is back to normal." Routemen who had previously told of a 15, 20 and high as 50 per cent play drop in some kid stops (average decline was 15 per cent) now bring in reports of a complete play recovery.

Floyd Pedone, Little Amusement, (See Modified Teen-Age, page 104)

Pocket-Size Juke

COLUMBUS, O., March 27.—A novel scale model of the Seeburg Symphonola, No. 148, accurate in every detail and scaled down to one inch for each foot, is being used by operators in this area to promote new locations. The miniature juke box has been developed by the Shaffer Music Company, Seeburg distributors in Central and Southeastern Ohio, West Virginia and Western Virginia.

The pocket-size juke, a replica of the Seeburg machine even as to color and finish, is made of heavy material and can double as a unique paperweight.

New York Sets Pace as Other Cities Watch

Rental System Preferred

By Is Horowitz

NEW YORK, March 27.—Coin machine operators here and in the Midwest are viewing with interest the steadily increasing number of local hotels which are installing television in specified number of rooms, and adding from \$1 to \$3 per day to the price of the room for the use of the sets. In a switch on coin-operated radio operations, Guest Radio & Television, Inc., an operating firm, is actually in control of the non-coin operated tele sets installed in the hotels, while the latter act as the agent for the operator, and collect a location commission.

Latest installation to be set is the Taft Hotel here. According to Charles E. Rivolta, vice-president of the National Service Sales Corporation (which controls Guest), 132 rooms at the Taft will be wired for television, and between 85 and 100 portable tele sets will be placed on location. Mounted on wheels, the sets can be moved to any one of the 132 wired rooms where a patron has requested the set.

Two types of receiving sets will be used in the Taft. One features a 7-inch screen while the other has a (See New York on page 105)

FILBEN TO INTRO \$595 JUKE

Mobile Comm. Delays Juke Tavern Okay

10c Play in Other Spots

MOBILE, March 27.—While the city commission here has delayed issuing permits which would allow juke boxes in taverns, hotels or other spots where beer is sold, over 300 music machines are on non-beer locations and 95 per cent of those machines are operating on a 10-cent, three-for-a-quarter play.

At the present time two of the three commissioners here are opposed to permitting juke boxes in the locations where beer is sold. While operators and locations are in contact with the commissioners, observers believe it will be weeks, or maybe never before the present city administration changes its mind.

According to Charles L. Fox, of the Fox Amusement Company, one of the largest music machine operators in the area, the 10-cent, three-for-a-quarter play has been in effect here for several years, with the play holding up "wonderfully well" since its inception. The 300 machines are on locations in Mobile and the county.

Large Screen Tele In Philly Showing

PHILADELPHIA, March 27. — Lynn Television Company here unveiled its new giant-size television receiver, featuring a 9 by 12-foot screen, before 350 guests at the Bellevue-Stratford Hotel last week. Known as Magnavision, the set is based on a new principle of television projection. Utilizing a five-inch tube upon which the image is measured in millimeters, the light intensity is so increased by the reduction and circuit refinements that, with a series of lenses, the projected image is similar to a motion picture projection.

The demonstration of the public location receiver was held for a select audience of motion picture, hotel and radio representatives.

E. B. Stern, Hot Springs Operator, Dies in Dallas

DALLAS, March 27. — Edwin B. Stern, music machine operator, well known thruout the Southwest, died here Saturday night (20) while on a visit from his home in Hot Springs.

Stern had been in the music business in Shreveport, La., prior to becoming associated with the J. P. Seeburg Corporation in 1930. He was with the Seeburg firm until 1942.

Prod. Work Gets Under Way

Maestro '48 will include 30 record selector, ultra modern cabinet designing

CHICAGO, March 27. — National Filben Corporation this week announced its new entry in the music machine field, the Maestro '48, which will list at \$595. f.o.b. factory. Maestro, ultra-modern in design, with a piano-finish walnut cabinet and polished aluminum trim, is scheduled to go into mass production the first week in April according to William A. Rabkin, president of the Filben Corporation.

Including many new and other time-tested Filben features, the Maestro will have a plastic panel that includes animated rainbow-hued lights, and the Filben 30-record selector, with changing time of less than 6 seconds per record.

Adaptable Unit

New unit is adaptable with 20, 24 or 30 record wall boxes, and can be used with a two or three wire installation in conjunction with an adapter unit. Too, five additional auxiliary

(See Filben to Intro on page 104)

Ops OK Mirrored Cabinets; New Look Is Instrumental In Holding Many Locations

West Coast Firms Now Building Vending, Music Units

By Sam Abbott

LOS ANGELES, March 27.—The mirrored music cabinet, a West Coast first, continues to be in demand and many operators have credited it with holding their locations as well as getting new ones. Practically every operator in this section is using them but few realize that mirrored jobs came about strictly by accident.

The first user of them was Rodney Pantages, who in early 1942 had been forced by the lack of materials to switch from the manufacture of "Choice by Voice" equipment to operating them. A new spot, Sky Room, the cocktail lounge of Melody Lane, at Western and Wilshire Boulevard, was then being built at a cost of \$100,000. Pantages was asked to consult the architect and contractor and advise how much space would be needed to house his music unit. When he saw the elaborate plans for the room, he didn't want to put in standard equipment. After studying the situation, he returned to his office and had the sign painter at the Pantages Theater make rough sketches. The drawings were followed, with the result that music operators in the section began talking and praising the installation. The unit was permanent.

See Potential

Operators saw the potentialities of the mirror set-up and began making them in portable units for their own spots. In a matter of months the demand had spread to proportions that made the manufacture of these units necessary. Today they are made in California from San Francisco to Santa Ana and east to Sacramento. The production lines not only include mirrors for juke boxes but those for cigarette machines with animated designs.

Among firms that are making the various units are Solotone Corporation; Scotto Music Company, Sacramento; E. T. Mape Distributing Company, here and San Francisco; Bard Music Company; Universal Music Company and Dick Gallagher, both in Santa Ana, and Audio Specialties in San Francisco.

Nelson, Pioneer

One of the first to use mirrors in this locality was Nels Nelson, now with M. S. Wolf Distributing Company but then with E. T. Mape Music Company. Nelson employed the reflectors to solve the problem of getting music into a spot that was designed in such a fashion that an ordinary music box could not be used. Nelson put mirrors around a square post in the center of the floor. He later used mirrors to place a unit in a narrow hall at another location. Both units employed selectors in the cabinet and hideaway mechanisms.

Jack Dolan, who later had Coin Craft, made his first box in the shop of the Osborn Music Company on West Pico. He used a Wurlitzer accumulator. When he went into the business of making these cabinets, he equipped them merely with selector and speaker.

Another operator early in the swim was Bob Bard, who made his first cabinet in 1943 and put it on his route. His work along this line was interrupted by the war. Upon his discharge from the army, Bard began the manufacture of these cabinets in lieu of returning to music operation. Early last year he began to experiment with mirrors for cigarette machines and is now manufacturing them in quantity. However, at the present time production is slack, for his plant is converting to issue a self-contained unit that will slip right on a cigarette vender. Because of the simplicity of installation, Bard says the demand for these machines will be increased.

In the Sacramento area, Scotto Music is most active in building these

units. These include space for mechanisms and the only factor the company must know in supplying the cabinets is the number of selections the operator wants to use. Once this is known, the cabinet is on its way to the distributor or operator. D. B. Scotto, owner of the plant, is a former music operator and entered this field after seeing its potentialities. The sales are handled by Vic Periera. Scotto cabinets will accommodate any of the standard mechanisms that operators may have.

Scotto has a number of mirror designs but is equipped to turn out custom work. The designs are sand-blasted deep into the glass. Because an artist is on the staff, Scotto can turn out any design requested. Only recently an order was received along with the picture the purchaser wanted on the mirror. The firm accepted the order and the challenge and went to work, turning out a mirrored picture of the Lord. The job was not to be used on a music unit. But it shows the range in designs that can be delivered by this and other firms.

Makes Mirror-Tone

Solotone Corporation added mirrors to its products and turned out the Mirror-Tone. Realizing this was a West Coast first, Solotone used the catch-phrase, "California Has Done It Again!" on its brochure covers. This company's machine has these features: Welded steel fireproof construction, serviced from the front, uses 5, 10 and 25-cent coins, 30-wire selector—24 button, rigid door for glass protection, can be used with any hideaway mechanism, installation by plugging in, Glow-Lite corners that will not break, shrink or burn. The unit size is 42 inches wide, 14 inches deep and 76 inches high.

Ray Powers, local manager of the E. T. Mape Distributing Company, said that the units are being manufactured in San Francisco but a large number are being assembled here. As to popularity of mirror jobs generally, Powers pointed out that it is rare for a jobber to get a unit for resale. Mape calls his cabinet Mirro-Matic. It features top speaker directional baffle, personalized location advertising, wide choice of mirror designs, chrome selection plate at finger tip level, single coin drop, nickel or dime play optional, new materials in smart design and front door accessibility. The specifications of the cabinet are 78 inches high, 42 inches wide and 18 inches deep. Mirro-Matic is available as a complete unit or the cabinet only.

Sawaya in S. F.

Joseph Sawaya has had his Audio Specialties firm going in San Francisco for well over a year now and is building cabinets also for wired music. A former operator, Sawaya does the work of building the units himself and his finished product virtually amounts to a custom-built affair.

Pantages' firm, Maestro Music, is featuring mirrors for wired music systems. The cabinets are 86 inches high, 36 inches wide and 10½ inches deep. An assortment of attractive mirrors is available, along with space for inserting the name of the spot. In addition to the cabinets, the firm is offering the studio control panel and electronic equipment.

The personal touch that mirrored jobs give spots has been given much credit for holding a location.

Park Meters for Ill. Suburb

MAYWOOD, Ill., March 27.—Parking meters will be placed in operation here April 5, according to municipal officials. Meters will be of the no-handle, coin actuated type. According to town officials: "Experience in other cities thruout the United States has proved that metered parking is a benefit to merchants and shoppers alike thru increased turnover and more equitable use of the limited parking space available."

John Gabel Co. Closes; Early Juke Box Mfr.

Built First Unit in 1906

CHICAGO, March 27.—The John Gabel Manufacturing Company, one of the pioneer firms in the coin-operated music machine field, having manufactured the equipment from 1906 until the start of the recent war, this week closed its plant here. In recent years the firm had confined itself to making parts, and continuous play mechanisms for telephone music systems.

The last juke box built by Gabel was the Kuro, which was turned out prior to the war, but was so modern in design that it still compared favorably with designs of machines introduced in the post-war period. During the war the plant was turned over completely to manufacturing for the armed forces.

Early this year Robert Gabel, president, said he had completed a survey of the coin phonograph field in order to get a clear picture on the needs of the industry as a whole. At that time (January 10) Gabel said that one of the prime needs of the industry was a phonograph that could be sold for between \$500 and \$600.

Filben To Intro \$595 Juke Mach.

(Continued on page 103)
speakers can be used with the new machine.

Another feature of the Maestro is the amplification unit with a maximum 25-watt output, which assures high volume and tonal selection within a location. A high temperature crystal pick-up, with less than 1¼ ounce needle pressure, cuts down surface noises, and promises longer wear and more plays.

List of show dates for the new Maestro has not been completed it was reported.

Filben Corporation also manufactures the Mirrocle music machine, which features the 30-record selector and the chromed steel and mirrored cabinet, and the Filben Stow-a-Way unit.

Modified Teen-Age Curfew and Weather Hikes Juke Play

(Continued on page 103)
who also told of a 50 per cent play drop in kid locations as a result of the curfew, this week stated that with the age and hour changes he now finds play steadier and higher. "There are plenty of children about in the juvenile locations again," he said.

Vince Angeleri, A. A. Swing Time Music Company, came up with the statement that in several locations juke play has now risen to above that experienced before the curfew went into effect. He added that most juvenile spots also show a weekly play rate that hits a constant level. "In addition to the 15 per cent average increase over the last three weeks, play does not fluctuate as it did formerly," Angeleri reported.

Other Chicago operators, who previously told of less play in juvenile spots, also confirmed the statement that platter spinning in such spots was "back to normal" or "on the increase."

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 1/2 deposit with order, balance C. O. D. Can ship any size order same day received.

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292 MADISON MEMPHIS, TENN.
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TOP PRICES PAID
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USED RECORDS

Sell to Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
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USED RECORD EXCHANGE

DICKENS 7060
4142 W. Armitage Chicago 39, Ill.

PHONOGRAPHS
ALL A-1 RECONDITIONED

WURLITZER 950 \$295.00
WURLITZER 780, COLONIAL... 219.50
WURLITZER 500 165.00

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1844

3147 Locust St.
St. Louis 3, Mo. **CALL NOVELTY CO.**

WE BUY USED PHONO RECORDS

MERVIS TRUCKING COMPANY
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

50,000
Used and New Records Wanted at Once
9¢ F. O. B. Boston, Mass.
Also Albums, including Children's Albums.
Write or wire details at once.

WEST RECORD CO.
31 Tremont St. Boston 8, Mass.

New York Is Setting Pace In Expanding Hotel Tele

(Continued from page 103)

10-inch screen. According to present plans the smaller screen set will rent for \$1 a day and the larger for \$2 a day, the rental to be added to the room rental fee. Both sets have three receiving channels. When there are no television programs on the air, FM radio shows can be tuned in. The sets are manufactured by Industrial Television, Inc., of Clifton, N. J. Guest Radio & Television, Inc., also operates approximately 1,500 coin radios in hotels.

Radio Vs. Tele

Answering a question posed by many coin radio operators around the country as to whether television, on either a rental or eventually a coin-operated basis, would affect their operations, Lou Brown, Coradio executive, this week told *The Billboard* that he does not expect serious competition to the coin-operated radio from tele for some time to come. Pointing out that much of the coin radio business is done with ops who service hotels in small towns where no television is now available or is expected in the near future, Brown reported that Coradio, nevertheless, is keeping an eye on the future, and has started experimenting with a coin-operated television set. Brown did not favor the rental plan.

Tradio, a pioneer in the coin-operated radio field, has, within the past few months, made definite inroads in the public location tele field, on both a coin and non-coin operated basis. However the Tradio vision sets are not designed specifically for hotel room use. A console model, which also features radio and a phonograph, could be used, on a non-coin basis, in

hotel lobbies.

The Hotel Roosevelt in New York, which has television sets installed in 40 rooms at the present time, uses a 10-inch screen set, manufactured largely of RCA parts, and operated by Hotelvision, Inc. These sets are not portable, and are built to take 17 channels.

According to Harold Kraus, assistant to the general manager of the Roosevelt, the hotel does not plan to lower its daily rental fee of \$3. Claiming their sets are among the best, the hotel reported that despite what might appear to be an excessive rate, the demand for rooms with television sets is so high the management is planning to have more installed in the near future. Kraus reported this demand runs as high as 90 per cent on the average, and that the figure would be closer to 100 per cent except that some patrons who rent a room for several days may only want the television for part of their stay.

When the Roosevelt first started renting television-installed rooms last December, said Kraus, only about 9 sets a night were in use. However, promotion by placards, etc., within the hotel, plus newspaper publicity and recommendations by satisfied customers have been responsible for boosting the demand to its present high level.

The Roosevelt management has also noted that revenue in general has risen as a result of the tele sets as there has been a greater demand for room service by those patrons occupying the rooms with tele installations.

Hotelvision is now installing sets in 150 rooms at the Hotel New Yorker, and expects to have the sets in opera-

tion shortly. The Park Central and the Waldorf-Astoria have under consideration plans to install television, while the Hotel Pennsylvania has had a number of sets in various rooms for some time.

Hotels in the Chicago area are still watching developments in the television field, and, according to a survey of the major ones in the area, few have plans to install sets in the immediate future. Main drawback at this time, according to the hotel managements, has been the fact that there was only one television station in operation in the city, and the selection of programs was not large enough to warrant the installation of sets.

In this regard, however, the hotels are awaiting developments as WGN-TV prepares to debut early in April. With program competition between WBKB and the new outlet expected to improve the video shows in this area considerably, the hotels may move sooner than is now planned.

Typical of most managements was the report from the Bismarck Hotel: "We are not presently planning to install television sets in the hotel." J. Weber, resident manager of the Edgewater Beach Hotel, reported that while the management was not planning to install sets in the near future, some of the permanent guests had purchased sets for their own use. This practice is acceptable to the hotel, but with several reservations, such as placement of the set within the room and the placement of the antennas.

Other Cities

With television starting to spread its wings across the entire country, reactions to use of sets in hotel rooms is also expected to expand. The Statler chain (which operates the Pennsylvania Hotel in New York, a tele installation) is also interested in the same move in its hotels in other cities, but just when they will expand tele to these other hotels is not known at this time.

Televise Click Tune of Month Party in Philly

PHILADELPHIA, March 27.—The monthly Click-Tune-of-the-Month parties staged at Frank Palumbo's Click nitery by the local music machine operators' association in cooperation with Frank Palumbo, will be a program subject for the city's television audience. On the first Saturday morning of each month, school youngsters crowd into the Click to judge the coming record releases for the month as played on a music machine.

Television Station WCAU-TV, owned and operated by *The Philadelphia Bulletin*, has completed arrangements with Palumbo to televise the platter parties, with the name band leaders appearing as guests. Roy A. Meredith, television producer, has arranged to screen the events and make it a full half-hour tele program. With the music machine the center of attention on the Click stage, the program means a major promotional break for the industry.

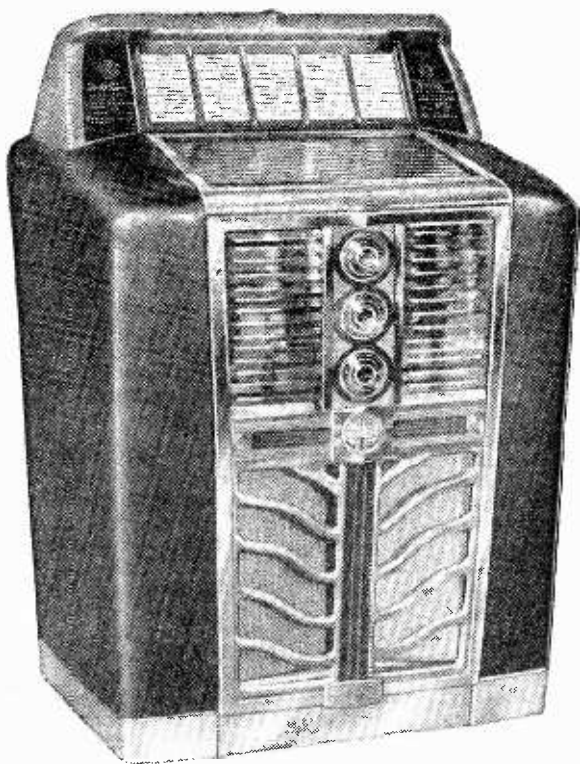
Lynch Firm Readies San Antonio Showing

SAN ANTONIO, March 27.—J. P. Hiegel, assistant manager of the local S. H. Lynch & Company, 241 Broadway, will introduce the new Seeburg Select-o-Matic 200 capacity library machine to the public at a showing to be held in the east wing of the Municipal Auditorium April 1-4. Special showing and party for the press will be held March 31.

More Cash in the Coin Box!

NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:

- plays 40 selections • wide range tone
- aluminum cabinet • adjustable tone arm
- table top service • six hits for two bits



the public prefers
MILLS CONSTELLATION
 the coin box concurs

MILLS INDUSTRIES, INCORPORATED, 4100 Fullerton Avenue, Chicago 39, Illinois

'THE HIGHEST BIDDER'
 TURN YOUR USED RECORDS
 \$5 INTO CASH \$5
 WRITE, CALL OR JUST SHIP TO
NATHAN MUCHNICK
 1251 N. 52nd St., Philadelphia, Pa.
 Phone: GRE 3153
 WILL PICK UP WITHIN 100 MILE RADIUS.

SPECIAL
10 Rock-Ola Phonographs
 1946 Models @ \$375.00 each
 One-third deposit, balance C. O. D.
BIRMINGHAM VENDING CO.
 2117 Third Ave., N. Birmingham 3, Ala.

—SENSATIONAL—
MUSIC BARGAINS
GIVE-AWAY PRICES . . . FIRST COME—FIRST SERVED

—WURLITZER—		—ROCK-OLA—	
8—850	\$200.00	5—Supers	\$100.00
3—950	200.00	1—1422	325.00
4—500	80.00	—SEEBURG—	
5—800	180.00	8—8800	\$100.00
1—600	80.00	2—9800	110.00
1—700	150.00	2—8200	110.00
1—616	50.00	2—146	500.00
3—24 Hideaway	50.00	—AIREON—	
2—24	75.00	19—Aireon 46s	\$125.00
10—Victorys	50.00		
25—1015	525.00		

1/3 DEPOSIT, BALANCE C. O. D.
GREENE AMUSEMENT CO.
 P. O. BOX 52 PHONE 49
 OLIVE HILL, KENTUCKY



TYPICAL COMMENTS ON PACKARD'S NEW "DIRECT" SALES PLAN:

- "Hit of CMI Show"
- "Policy Trend of Industry"
- "Boon to Ops"
- "Capehart Scores Again"
- "A Homer"
- "Sparker to Profits"
- "Best News in 15 Years"
- "Only Deal Today for Ops"

WRITE TODAY
PACKARD MANUFACTURING CORP.
 Indianapolis 7, Indiana

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.

JUKE ROUTE!!!—\$9,000.00—FOR SALE!!!

Best one-man operation in Ohio and can be expanded; nets \$6000.00 a year. Sublease shop, apartment above available to purchaser, and will stay with buyer one month to acquaint same with locations. Will stand closest check-up. Ill health forces sale at once. Contact

CHASE HOCKING
 1542 PARKHILL PL., N. E. PHONE 25252 CANTON, OHIO

AMERICAN FOLK TUNES
Cowboy and Hillbilly Tunes and Tunesters

Stripling on WWVA
 Chuck Stripling, ex-WSM, Nashville, comedian and string instrumentalist, has joined Red Belcher and his Kentucky Ridge Runners on WWVA, Wheeling, W. Va. Jim Whitaker, who works as Cactus Jim, emcee on the *Saturday Night Jamboree Party* on WWVA, has been named Sunday Night City Manager of Wheeling because of the plugging he does for the city on his show. The Wheeling station has also applied for its television station construction, meaning that plenty of the station's folk talent will soon be seen as well as heard.

A hillbilly jamboree will be started soon Saturday afternoons at WINS, Coshocton, O., with the three-hour revue taking place at the local Eagle Hall. Talent will include the Zanesville Golden River Boys, Winn and the Cover Wagon Boys, the Roscoe Ramblers, Newcomerston Buckeye Four, the Oklahoma Ramblers, Herm and His

Farm Boys and the Dixie Harmonaires.
 . . . When WILE, Cambridge, O., goes on the air soon, it will start right off with a hillbilly and Western show. At the present time they have only Dallas Bond and the Musical Farmers, including Buttercup, comedy and banjo; Leonard Patterson, bass; Evelyn Miller, yodeler; Shorty Hackley, guitar; Steve Polasack, accordion; Joe Stillions, fiddle, and Flannels Miller, fiddle.

Folk Show in Akron
 A giant folk show was held at the Armory, Akron, March 28, when Cliff Rodgers, WHKK's folk jockey, emceed a cast including Slim Bryant and His Georgia Wildcats, Lulu Belle and Scotty, Harry Smith and His Gang, Woody Woddell and His Ridin' Rangers, and George Morgan.

The Swan Silvertone Singers, the 11-year-old group of veteran spiritual singers heard on the King label, will appear at the Turner Arena, Washington April 18, and St. Phillip's Church, Pittsburgh, April 19. The group was organized by Claude Jeter, who is managing the singers. . . . Uncle Ervin Victor, veteran folk diskery jockey, is heard on an early morning show daily from WKBW, Buffalo.

The Novel-Aires, formerly known as the original Western-Aires, featuring Terry Tranell, have quit radio and are now working night clubs. The act consists of Yodelin' Jerry Drake, bass; Fiddlin' Flo Dorsey; Gus Fiore on guitar, and features singing and yodeling of Terry Tranell. Act features novelty numbers from classics to corn. The unit spent seven months in the Hawaiian Islands with the E. K. Fernandez Shows. At present they are at the Naughty Nineties, Omaha.

New King Branch
 King Records, Inc. will soon open a branch in Washington at 2600 12th Street, N. E. Gene Allison, branch supervisor, attended the recent opening of the Detroit branch and will attend the opening of the Washington unit. Jack Pierce, office manager of the Los Angeles branch, has been given the office managership of the Atlantic branch, which will service a larger territory than any link in the King chain. District Sales Manager Al Sherman is supervising the Los Angeles branch until a new office manager can be appointed. King has also increased its promotion department by appointing Jack Roseborough, a former King salesman, of San Marcus, Tex., as contact man between disk jockeys and supervising personal appearances. Stan Barclay, former disk jockey of Washington, holds a similar position with the company.

Jack K. Gordon, general manager of Gordon's Entertainment Bureau, Hartford, Conn., booked a stage show, featuring Pee Wee Menard and His Trail Herders, into the Lord Theater, Norwich, Conn., March 27. The agency has started sponsorship of the Menard unit on a weekly radio show, Saturdays, 6:30-7 a.m., over WCCC, Hartford.

West Coast
 Texas Rangers, Western octet, inked by Columbia Pictures for a feature film in Texas *Sandman*, starring the Hoosier Hot Shots. Rangers, currently being seen in Gene Autry's first Columbia film, *The Last Round-Up*, have been featured on many radio web shows, including Gene Autry's *Melody Ranch*, Old Gold's *Circle G Ranch* and the Camel Caravan. Rangers platter for Columbia Records.

Because of the increase in demand for records of the Homeland Harmony Quartet (WAGA, Atlanta), following the sales of the group's *Gospel Boogie*, the quartet's waxing of *The Burning of the Winecoff* has been re-issued.

Chi. Parts Firm Changes Hands

CHICAGO, March 27.—Coin Machine Service, parts firm here, was purchased by new interests last week, with the new corporate set-up headed by Seymour Golden as president. Harold Pincus was the former owner.

Golden stated that the firm is expanding its parts line and adding a complete line of juke box repair parts, including plastic panels, edgings, etc. Current catalog of pin and bell items will be rounded out with a more comprehensive selection.

Firm will remain in its present quarters at 1547 North Fairfield Avenue.

The disk, written by the group's pianist, Lee Roy Abernathy, to commemorate the Atlanta hotel disaster, was originally issued early in 1947. Several national diskeries are angling for rights to record *The Burning of the Winecoff*, which has been commended by the National Fire Prevention Association for bringing the seriousness of hotel fires to the attention of the nation.

Smiling Bill Water is noting his 17th anniversary in radio. He's heard daily over WHEB, Portsmouth, N. H. He has been heard on three major networks and has written and had copyrighted 33 songs. He plays a bass guitar and harmonica as well as singing cowboy songs and hymns.

According to Nat Vincent, head of Ralph S. Peer's Western department, Ted Daffan has recovered from the accident that nearly cost his life, just before Christmas. The Western clefter-musician was experimenting with phosphorous lights for a Christmas tree when the chemicals exploded, severely burning and lacerating his eyes, face and hands. A long battle thru a series of operations followed in a hospital near his home town in Arlington, Tex. "Both eyes were completely burned over, and the eye specialist took out 37 pieces of glass," he wrote Vincent. "In spite of this, I have recovered completely, have 20-20 eyesight, and one of the finest hand surgeons in America is sure that after a couple of more operations, my hand will be as good as new." The major factor that helped Ted win the battle, he said, was the receipt of 6,000 fan letters from all over the country while hospitalized. "I was really floored," he writes. "Why, that amount of mail would make a movie star envious." Daffan has penned such tunes as *No Letter Today*, *Born To Lose*, *Worried Mind* and *I'm a Fool To Care*.

Spade Cooley is continuing his one-nighter trek thruout the Northwest and West. Last week saw the Western swing crew at Mt. Vernon, Seattle, Olympia, Aberdeen and Spokane, Wash. Cooley is skedded to play Miramar Ballroom, Boise, Idaho, Tuesday (23); Riverside Gardens, Rigby, Idaho (25); Y'Dell Ballroom, Burley, Idaho (26); Pocatello's (Idaho) Teletco (27); Elko (Nev.) Commercial Hotel (28); Ogden (Utah) Berthana (29), and Grand Junction (Colo.) Wise Man's Club (31).

Tex Ritter recently presented his otherwise transcribed program, *The Tex Ritter Show*, live from the stage of the Worth Theater, Fort Worth, for a week. Show was aired daily at 1:45 p.m. over KFJZ (Fort Worth). . . . Fully recovered from his appendectomy, Jimmy Wakely starts work in *Arizona Sunset*, his next starring Monogram Western. . . . KMPC, 50,000-watt Hollywood indie, has started a Monday-thru-Friday remote from the Palace Barn Dance (11-11:30 p.m.). Broadcast features the music of Tex Williams, Tex Ritter and Red Merrell. The three bands rotate nightly.

Seeburg's Select-o-Matics Unveiling Plans Formed

(Continued from page 103)

ernoon without having any operator or attendant. Once timer and switches are set, the mechanism starts and stops, removes and replaces records from the vertical storage position automatically.

Industrial model contains two amplifiers and an AM-FM radio, or the radio can be replaced with a third amplifier. When the radio is used with the system, either 20 or 70 watts of power output can be supplied; without the radio, 40, 90 or 140 watts of power can be obtained. The third amplifier, located at the center, is a dual-line amplifier which permits two additional plants to be served by means of two outgoing telephone lines.

Remote Panel

A remote control panel is provided with both models so that pre-selected records can be canceled or volume can be controlled from the manager's

office or from any other remote point such as a reception room. Microphone, for paging or making announcements, can also be placed at a remote point and cut into the system at will. AM-FM radio can likewise be cut in for special programs.

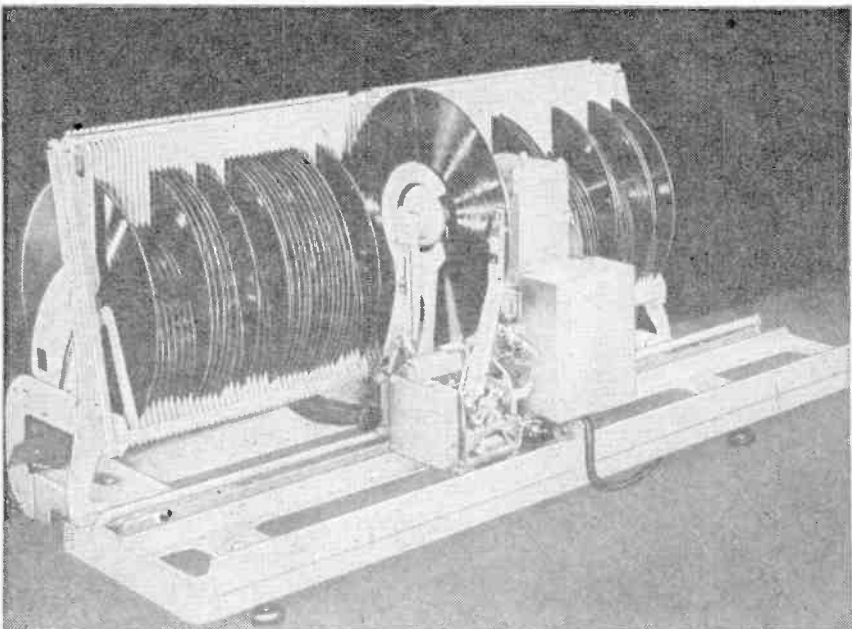
C. T. McKelvey, vice-president and director of sales for Seeburg, expects some music operators will buy the Select-o-Matic to rent or lease to better restaurants, clubs and other locations.

Advertising emphasis, however, will be directed first at the direct-sale market in industrial plants and similar locations. After the Post ad breaks, full pages are scheduled for *Life*, *Fortune*, *Newsweek*, *Business Week*, *Nation's Business*, *Modern Industry and Factory*.

To call attention to the showings scheduled for next week, distributors and the manufacturer are participating. (See *Seeburg Unveils on page 114*)



STANDARD BASIC unit of the Select-o-Matic for use in factories and industrial plants. The panel at the bottom contains amplifiers and an AM-FM radio. A dual-line amplifier located in the center of the unit provides two out-going telephone lines. This makes it possible to install the machine in a downtown office, furnish music, and provide a selective paging system for those in the office and in a plant on the outskirts of the city.



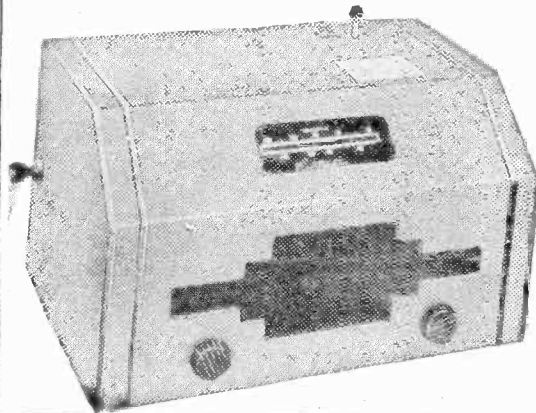
MECHANICAL BRAIN of the Select-o-Matic, this unit moves back and forth along a track running the length of the record library. When a selection is made, the carriage automatically goes to the record, the latter moves on to a vertical turntable, the pick-up arm shifts into position, and the record is played. By using the vertical turntable, both sides of the record can be played without turning. The pick-up arm, which has a double stylus, shifts from one side of the record to the other.



... Bigger Profits!
Smaller Investment!
Lifetime Income!

AMERICA'S BEST BUYS

... in construction, performance and tone quality they are the most outstanding sets on the market today... designed and engineered for coin operation. They're the answer to big repeat profits at very small investment.



Smallest Size Made for Motels, and Booths in Bars, Restaurants, etc.

← Compact Size Made for Hotels, Motels, Hospitals.

CHOICE TERRITORIES STILL AVAILABLE

Operators, write or wire Dept. B-3 for additional literature and nearest distributor.

COLUMBIAN PRODUCTS CO.
321 W. DIVISION ST. CHICAGO 10, ILLINOIS

AMI 40 Selection Wall Box



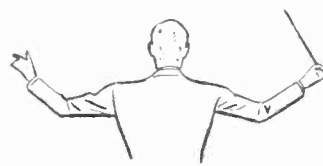
only 3 wires!

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

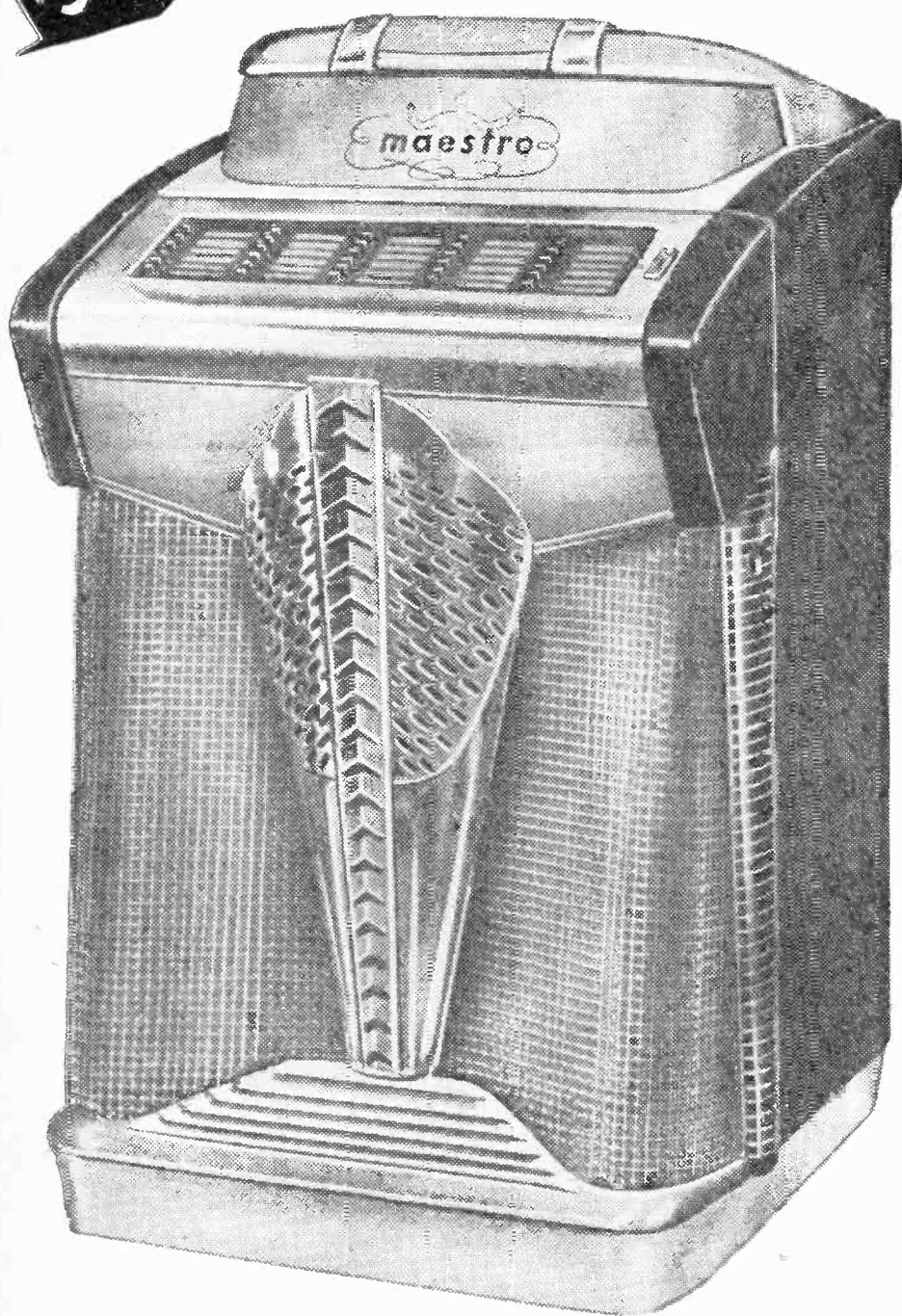
FILBEN

presents the new



maestro

\$595⁰⁰



There's truth and beauty in that statement, because it's the sparkling new FILBEN MAESTRO '48 and we guarantee that it will never stop playing in your location. Who could resist the scintillating beauty of an artistic dream? No one, because it gives you an ultra modern-design, piano-finished true walnut cabinet with a polished aluminum trim and colorful plastic panel that allows a multitude of animated rainbow-hued lights to catch all eyes. Check the famous FILBEN engineering achievements and know why the FILBEN MAESTRO is your best buy for 1948:

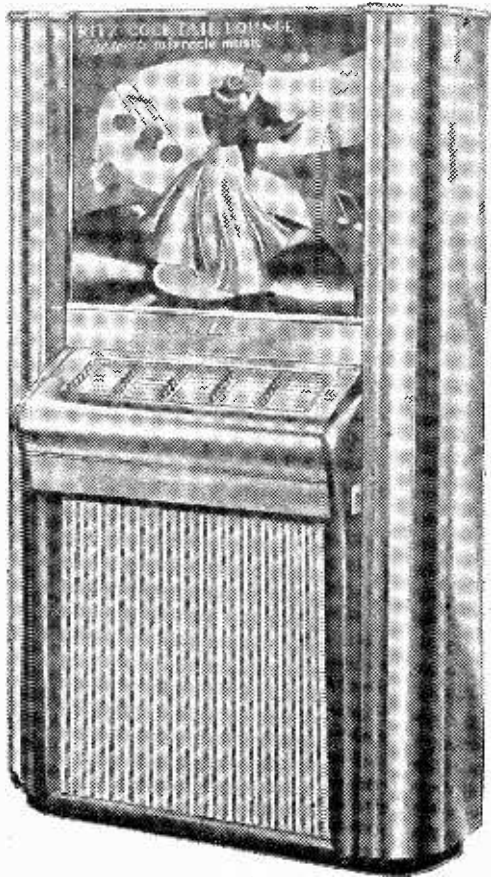
- The only one-sided 30 record selector made, and it's changing time is less than six seconds. That means 30 hits.
- Adaptable with 20-24-30 record wall boxes, and can be used with 2 or 3 wire installation in conjunction with an adapter unit. That means more intake and more coin.
- Five additional auxiliary speakers can be used. That means better and larger sound coverage.
- Amplification unit that has a maximum 25 watt output. That means high volume and tonal selection.
- A high temperature crystal pickup with less than 1¼ ounce needle pressure. That means noiseless surfaces, longer wear, and more plays.
- And only \$595.00, f.o.b. factory. That means the best money making and money saving buy for 1948. Available immediately. Contact your nearest distributor.

NATIONAL FILBEN CORPORATION

1139 SOUTH WABASH, CHICAGO 5, ILLINOIS

Mirrocle Music

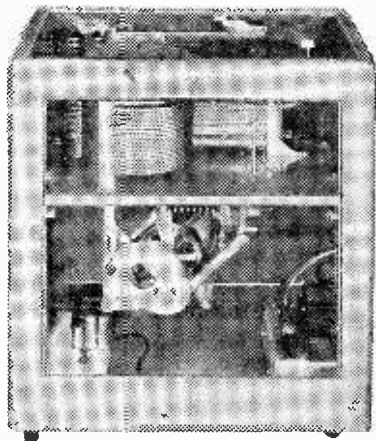
FILBEN



ONLY FILBEN MAKES 30 SELECTION ONE SIDED PLAY MIRROCLE MUSIC. THIS STRONGLY BUILT COMBINATION CHROMED STEEL AND MIRRORED CABINET HAS THE MOST EYE APPEALING BEAUTY, AND IS ALSO MOST PRACTICAL. IT IS ALSO AVAILABLE WITH 20 AND 24 SELECTOR PANELS ALLOWING THE UTILIZATION OF YOUR OLD BUT SERVICEABLE ELECTRIC SELECTION PHONOGRAPH MECHANISMS. THAT MEANS YOU CAN SAVE MONEY YEARLY. THIS BEAUTIFUL FILBEN MIRROCLE MUSIC CABINET—72" HIGH — 42" WIDE — 18" DEEP — WITH INTERCHANGEABLE MIRRORED PANELS IS THE ANSWER TO YOUR PROBLEM OF YEARLY CHANGES AT LOW COST.



Remote control and record cancellation at your fingertips. Furnished as standard equipment with all FILBEN STOW-A-WAY units. Also available as an accessory for the new Filben Maestro '48. A small, compact construction that let's you control the play.



FILBEN STOW-A-WAY

Many, Many Years of Reliable, Trouble-Free Operation
★ CABINET SIZE: 36" High—32" Wide—31" Deep.

Filben Maestro and Filben Mirrocle Music presented by

CEE GEE MUSIC DISTRIBUTORS, INC.
734 North Gay Street
Baltimore, Maryland

ROANOKE VENDING MACHINE CO.
13 South Jefferson Street
Roanoke, Virginia

COIN MACHINE DISTRIBUTING CO.
500 North Craig Street
Pittsburgh, Pennsylvania

CLIFF WILSON DISTRIBUTING CO.
313 Monroe Street
Little Rock, Arkansas

CLIFF WILSON DISTRIBUTING CO.
1121 South Main Street
Tulsa, Oklahoma

CO-OPERATIVE DISTRIBUTING CO.
234 West Jefferson Street
Louisville, Kentucky

SHAYNE-DIXIE MUSIC CO.
701 North Miami Avenue
Miami, Florida

E. T. MAPE DISTRIBUTING CO.
284 Turk Street
San Francisco, California

MAPORT DISTRIBUTING CO.
Portland, Oregon

E. T. MAPE DISTRIBUTING CO.
San Antonio, Texas

GREAT LAKES PHONOGRAPH DISTR.
3449 Gratiot Avenue
Detroit, Michigan

HALIFAX COIN MACHINE EXCHANGE
283 1/2 Oxford Street
Halifax, Nova Scotia, Canada

BLACKWELL DISTRIBUTING CO.
585 Milwaukee Street
Denver, Colorado

MIDWEST COIN MACHINE CORP.
773-777 University Avenue
St. Paul 4, Minnesota

JACK NELSON CO.
2320 Milwaukee Avenue
Chicago, Illinois

UNITED COIN MACHINE CO.
6304 West Greenfield Avenue
Milwaukee 14, Wisconsin

E. T. MAPE DISTRIBUTING CO.
1701 West Pico Boulevard
Los Angeles, California

E. T. MAPE DISTRIBUTING CO.
21 North Aurora Street
Stockton, California

E. T. MAPE DISTRIBUTING CO.
Houston, Texas

E. T. MAPE DISTRIBUTING CO.
Dallas, Texas

New York:

Nat Cohn, president of Modern Music Sales, continues to expand his business interests. Last week he announced the formation of the Click Publishing Company as a subsidiary of his manufacturing firm, Gem Records, Inc. First tunes off the presses are *Sinbad the Samba* and *Manana Rhumba*, two originals by Gem's Dolph Traymon. Cohn also said that his showroom on wheels is forwarding orders for equipment to Modern's coin row headquarters. The truck, stocked with coin machines distributed by Modern, is visiting ops in up-State New York.

Lou Forman, Videograph exec. reports that the firm has started deliveries on its 15-inch bar model television unit. Final assembly of the low-priced, direct-view set was held up by a cabinet shortage. But now, with a sufficient quantity of the cabinets on hand, Videograph can start filling its back orders. Set also is being plugged for home use.

Buffalo Pool, Edelman Amusement Devices' coin-operated pool-type game, is being viewed by New York ops at the newly opened showrooms of Blendow & Meyers, Inc. In to see Al Blendow last week was Isidor Edeleman, of the Detroit manufacturing firm. . . . Sol Tabb, of Hysol Music Company, is vacationing in Florida.

The Million Dollar Playland Arcade, on Seventh Avenue, is dismantling its penny pitch table. The game was judged a gambling device in the courts last week. . . . Dorothy Wolk, secretarial assistant at the Automatic Music Operators' Association headquarters, is an expert bowler. With an average score of 170, she finds female competition too easy. She has proved a valuable member of her team, otherwise composed of men, in tournament play.

Mac Pollay and Nat Goros have given up their attempt to break into the manufacturing field and have returned to their individual businesses. Their firm, Dynamic Devices, Inc., has been dissolved with a marshal's sale held last week to satisfy creditors' claims. But the boys aren't too downhearted and chalk up the whole venture to experience. Pollay is devoting full time to his repair firm, United Phonograph Service, and Goros is concentrating on his music machine route.

A. L. Hansen, president of the Launder-Ease Sales Corporation, is stepping up his drive to attract new operators of self-service laundries using the Launderall automatic washer. The firm's campaign is being plugged by large display ads in daily newspapers. Meanwhile, the F. L. Jacobs Company, manufacturer of the Launderall, has announced the appointment of T. A. O'Loughlin & Company as franchise distributor for the washer in Newark, N. J. The new outlet is at 33-90 Washington Street.

Ben Horowitz, of Albena Sales, continues to ring up those foreign orders. Horowitz, who has concentrated a good part of his efforts on the export market, reports that his latest shipment, a sizable order of music machine parts and tubes, is now on the way to Japan. . . . Sam Sacks, Acme Sales prexy, is pleased at the reception the Ace shoeshine machine is getting. He has one on test location.

As sure an indication of spring as last week's balmy weather in New York are the signs advertising the opening of the Ringling Circus at Madison Square Garden April 7. Many of the posters are decorating windows on coin row. . . . Ed Ballin, of Model Vending, Philadelphia, was a visitor to the avenue last week and dropped in to see Marvin Heisman at his newly opened jobbing firm, King Amusement Company.

(See New York on page 112)

COINMEN YOU KNOW**Detroit:**

Albert A. Weidman and Reynolds St. Onge, of Detroit, and Otto Sachse, of Pontiac, are incorporating the Merchandise Vending Equipment Company and the Merchandise Vending Service Company, with capitalizations of \$5,100 and \$60,000 respectively. Eldred Mudge has joined the U. S. Postage Stamp Machine Sales as a partner, according to Fred Mitchell, company founder. Company's offices, formerly in the Dime Bank Building, have been moved to the Northwest section at 14540 Grand River Avenue.

Austin Chavis and George F. Taylor are establishing the Chavis & Taylor Automatic Self Service Laundries at 3237 Harrison Avenue in the west side suburb of Inkster. . . . Dr. Martin P. Freese has moved offices of the Continental Vending Machine Company, manufacturing a new type of confection vender, to 6519 Grand River Avenue. He reports sample production of the new models now under way, with national distribution to follow shortly.

George Hellmuth, of Training Devices, reports full-scale production on the new quizzer being brought out by the company is set for late spring. . . . John W. Drury is marketing the coin package filler, designed to solve the coin-counting problems for operators, thru his newly-established firm here. Product is the result of some 15 years of experimentation. . . . Bert H. Schlain, Detroit manager for Universal Match Company, has announced the engagement of his daughter who will be married in August.

Los Angeles:

Jean and Dolores Minthorne and Mike Hobart, all of Minthorne Music Company, are back from Chicago where they made a tour of inspection of the Seeburg factory. . . . C. C. Weidman, of Weidman Vending Distributors, Detroit, visiting his friend Bill Happel, of Badger Sales Company. Also visiting Happel is Herman Paster, head of Paster Distributing Company, Milwaukee.

C. A. Robinson off on a business jaunt to the northwestern part of the State visiting ops and looking after C. A. Robinson Company interests. . . . Among those also making up-State trips are Bob Stark, Ideal Weighing Machine Company; Ray Powers, E. T. Mape Company, and Hal Smoot, Kwik-Kafe of California. . . . R. E. Smith, Automatic Enterprises, is calling on ops in Riverside and San Bernardino areas. . . . Walter Gerke, of Automatic Machines, is on the sick list.

Earl Everett, Seattle Coin Machine Company, Seattle, in town looking after the interests of the Shine Distributing Company, distributors of the Douglass shoeshine machine in Southern California. . . . Recent visitors at Badger Sales Company include V. Peter Romeo, Glendale; Robert Boyd, San Diego; Bill Bradley, Covina; Clyde Denlinger, Balboa; Lloyd Dindinger, Carlsbad; Anton Jeppesen, Rivera; J. W. Nystrom, Bell Gardens.

Cincinnati:

A special meeting of the Automatic Phonograph Owners' Association (APOA) will take place Tuesday afternoon (30) when final plans on the method of voting will be made. The election will take place Tuesday evening, April 13. William Fitzpatrick is chairman of the nominating committee. Benny Stevens has made application for membership in the association. His application will be approved March 30. . . . Morris Kleinman has moved into his new home at 1810 Berkley Avenue, Roselawn.

Indianapolis:

Frank Bannister, head of Bannister & Bannister Distributing Company, was in Chicago several days buying parts and supplies for pinballs. Anna May Bannister is on the sick list. . . . Peter Stone, Indiana Automatic Sales Company, visited operators in Southern Indiana last week. . . . Fred Slough, Plymouth, Ind., operator, was on coin row last week buying new equipment.

Harry Heim, salesman for P. & J. Distributing, is meeting with success in selling the U. S. Candy Vender, and reports good demand in all parts of the State. . . . Fred Miller, Rochester, Ind., operator, was another coin row buyer. . . . Approximately 25 operators attended the good fellowship dinner given by the Indiana Music Operators' Association, Chapter No. 1, Tuesday (23), held at the 40 & 8 Club quarters. Abe Fleig, newly elected president, presided, and Lloyd Anderson, of the Terre Haute chapter, was the guest of honor. Anderson operates the Automatic Distributing Company in Terre Haute. . . . William Bolles, advertising manager, Packard Manufacturing Company, spent last week in Boston.

Houston:

The Weaver & Williams Co., exclusive distributors of Jennings products in the States of Texas and Oklahoma, recently opened sales offices at 3012 McKinney Avenue, Houston. C. M. (Harry) Weaver, of Dallas, and Bill Williams, of Houston, are owners. Williams was in the coin machine business in Houston before the war, served in the army for the duration, and has been in the distributing line of the industry since V Day. Weaver is also well known to Texas coinmen, particular in the North Texas area.

Jacques Hochman, Southern sales manager for Musicraft Records, spent a few days at Macy's Record Store, Houston, and reported excellent sales of his product from that firm. Hochman said he was calling on all Southern and Southwest Musicraft dealers on this particular business trip.

Bill Siros, president of Siros Manufacturing Company, reports that Carl Honeyman, who represented the Siros firm in five States in the West Coast area last year, has retired from the vending trade. Honeyman is now in the telephone music business in the San Francisco Bay area. The Siros firm will soon be producing its Brush-Up shine machine at the rate of 200 per day, according to its president. Firm's newest distributor is the Unique Company, La Crosse, Wis., for the States of Minnesota, Iowa and Wisconsin.

Philadelphia:

Bill Rodstein, Penny Arcade operator and former president of the Amusement Machine Operators' Association who recently purchased the Copacabana night club in the center of town, will change the name of the room to Big Bill upon re-opening it. . . . Jordan Hoffman, assistant to Larry Goldmeier, head of Poppers Supply Company, popcorn vending concern, underwent an operation at Naval Hospital. He will be out for several weeks, during which time Miles Grace will fill in to handle his chores.

Jack Beresin, head of the Berlo Vending Company, is serving on the committee handling the campaign opening March 29 of the Allied Jewish Appeal drive for 1948. . . . Paul Magill succeeds Al Garfield for the servicing of the vending machines in theaters in Wilmington, Del., territory for the Berlo Vending Company. Garfield was promoted to a district managership for the vending concern in Youngstown, O.

Chicago:

Lindy Force, AMI general sales manager, spent the greater part of last week in Grand Rapids, Mich., where the firm produces its coin phonographs. . . . John Chrest, vice-president of Exhibit Supply, states that requests for the concern's latest five-ball, Banjo, indicate that spring buying of amusement equipment will run high.

Atlas Music Company will show the much heralded new Seeburg equipment at the North Ballroom of the Stevens Hotel here April 3-6, from 10 a.m. to 10 p.m. . . . Recent spot checks by local licensing officials indicate that some operators are lax in affixing their 1948 license stamps. . . . Despite the fact that play on music machines has been nothing to write home about during the winter, local operators are enthusiastic in their comments on how much business has picked up in recent days.

Tom Hungerford, director of public relations for National Automatic Merchandising Association, reports that one of the big surprises at the New York regional meet at the Hotel Commodore was the fact that so many big-time candy supplier firms were more than anxious to show their wares, a drastic change in tactics from a few months ago. If this policy continues there is little doubt that vender operators will get some relief from that price vise they have been saddling for too many months.

William Rabin, president of Filben, spent a few days on the West Coast last week on business, after making a hurried trip to Detroit. . . . Genco is getting ready to deliver its latest five-ball game. . . . General Vending Machine Corporation has three new drink venders. They are the Chieftain, a dual flavor, nine-case capacity job; Leader, which dispenses a single flavor and holds five cases, and finally, Midget, one flavor, two and a half-case capacity. . . . The Office of Defense Transportation (ODT) slapped a 25 per cent cut on freight mileage of non-essentials last week in order to conserve dwindling coal supplies. . . . Altho the coin industry would prefer to see the need for military training or the draft evaporate, coinmen in general believe that coin play will rise rapidly if either precautionary move take place.

Local music operators have some very definite ideas on what should and should not be done to hypo juke play. These range, on the "should" side, from weekly or bi-weekly machine clean-up on regular routeman's visits, to custom disk selection per individual location requirement. Some think the six-for-a-quarter play is the thing, and are converting their equipment to handle such play. On the "should not" side, operators have stated that ignoring location owners' requests for records, letting the juke in a tele-equipped spot slip below top-notch condition, both mechanically and in exterior appearance, and permitting too-loud settings of volume, are all signs of a slipshod operation.

Andy Oomens, heading Walter Oomens Sons, says the abundance of disk labels these days is creating quite a chore for the op who tries to pick hits-to-be in their earliest stages. . . . George Solar, James H. Martin & Company, wax distributor, takes a different tack, however, and contends that such label variety makes for keener competition, which in turn produces better material.

Adolph Raymond, who has the A & M Music Company, has gone in on a partnership purchase of a new speedboat with Tom Viviano, of Forest Music Company. Raymond is currently testing his p-r idea, which he hinted at several weeks back, on his own route, and promises an early report on its value. He says several local operators have contacted him on the type of promotion he is using.

Raymond says he will retain the role of Sphinx until the test is complete.

Swing Time Music Company manager, Vince Angeleri, reports that in almost all instances when firm acquired new tavern locations during recent months the tap owner requested television equipment along with the juke box. Tavern owners appear to consider the video set a standard piece of bar equipment these days," Vince says. He goes on to say that as the company also operates a retail record and radio store, it supplies the tap with a tele outfit, via outright sale. "If we don't sell them the equipment, they'll get it from another source," Vince states.

Dave Simon, who heads Simon Sales, New York, was a visitor last week, and dropped in on Lyn Durant and Billy DeSelm at the United Manufacturing Company headquarters. Also seen at United this week were Wolf Solomon, Central Ohio Coin Machine Exchange, of Columbus, O., and Norwood Veatch, Central Distributors, St. Louis.

Clarence Bayne, United States Vending Corporation (USVC), spent Thursday of last week traveling thru down-State Illinois on firm business. H. T. Roberts, USVC's vice-president and director of sales, says the firm's air-conditioned candy vender is moving right along, and is opening up new types of locations for operators, mostly places where candy machines have never been able to operate because of the heat.

Fred Mann, Aireon regional manager, was in Pittsburgh last week attending the showing held by the Mulligan Distributing Company for the Coronet 400. Fred, who spends most of his time away from Chicago, expected to be back home in time to see his family over the week-end before hitting the road again.

Adding to the tidings of improving business conditions, Wallace Finke, World Wide Distributors, Inc., states that over-all orders continue at an excellent pace with increased activity becoming noticeable in reconditioned consoles. In the new console orders, Wallace says Keeney's Gold Nugget is stepping out ahead. World Wide's mellow-voiced custodian of the switchboard, Patricia Sale, is walking on clouds these days—she says the date is set for her "I Do" with Richard Cooper May 31. Mary Lennon, secretary, timed her return from a Miami vacation by walking back into Chicago's first touch of spring weather. Newest addition to the World Wide staff is Harold Thompson, who hails from Syracuse, N. Y. He has a maroon convertible, which brings to four the number of convertible fans at the firm.

J. H. Keeney & Company, thru John S. Comroe, sales manager of firm's cigarette vender division, reports strong acceptance of the new electric cigarette vender. Comroe, touring the Pacific area, writes about the successful demonstrations of the machine before operator groups in San Francisco and Los Angeles. Before his trip is over, Comroe says, demonstrations will have been made in every important metropolitan area.

L. F. Ellison, national sales director of Holli-Ware Manufacturing Company, makers of the triple-type bulk vender, Sugar Bowl, reports "distributors are hitting high and our factory has been working steadily, with overtime on Saturdays and Sundays to keep orders current." Ellison adds that two of firm's distributors, Fred Schaefer and Carl Amman, are this month's "fair-haired boys"—they pulled in top orders. Holli-Ware is waiting for special dies and moulds for a new 5-cent candy bar vender that will be turned out this summer.

Bally Manufacturing Company greeted a number of visitors last week. Among them were Harry J. Miehle, Williamsport (Pa.) Amusement Company; Virgil Christopher, Chris Novelty Company, Baltimore; Herman Paster, Mayflower Distributing, St. Paul, and Ben Becker, of Ben Becker Sales Corporation, New York. . . . Jimmy Johnson, Glove Distributing, says the new electric coin counter, introduced a few weeks back, is going great.

Atlas Novelty Company should have its new look in office and showroom set-ups complete by end of this week, Harold Schwartz says. Alterations are extensive, and promise visitors a real treat in comfort and eye-appeal. Atlas staffers agree. Harold reports spring buying for coin equipment for resort use has started: "If the first wave of buying continues, resort orders will surpass last year's," he states. Over-all business is on the increase, with the advent of spring-like weather, and phones are ringing more frequently. Firm's Illinois road-traveler, Joe Kline, is on another trip, with assurance of contacting all his friends now that the roads are more driveable.

Clayton Nemeroff, Monarch Coin Machine Company, is another to tell of a pick-up in business. Clayton thinks the order path will rise now that the "hibernation" season is past. Says due to flood waters in this part of the country, coinmen are staying close to headquarters and turning in orders via phone and telegram. Carl Huppert, Monarch bell division head, promises the trade a new idea in coin equipment shortly. Carl is currently testing the unit on location and will break with all the details upon conclusion of test. The bell department, he says, is working at capacity.

Edward Levin, Chicago Coin Machine Company sales manager, says firm's new five-ball, high-score, flipper-action pin game, Trinidad, will be announced this week. . . . Mike Spagnola, Automatic Distributing Company, says shipments of the new 40-selection AMI wall box are due, and first boxes received will be channeled to fill orders now on the books. Phil Weisman, firm head, left Saturday (20) for a one or two-week stay in Miami, where he joined his wife.

Bob Gnarro, ABC Music Service head, reports a casualty "in the line of duty" recently. One of firm's servicemen, Leonard Christensen, managed to find one of few remaining spots of ice the other week and slipped on same after leaving a location. Spent a week recuperating, but due back to work this week. . . . Edward Hanson, Groetchen Tool & Manufacturing Company vice-president, is still enthusing about the reception accorded the Camera Chief.

Jim Gilmore, secretary-manager of the Coin Machine Industries, Inc. (CMI), and Mrs. Gilmore returned Thursday (25) from an 11-day cruise that included Panama, the Canal Zone and Guatemala. The Gilmores, who were accompanied by Dr. and Mrs. M. Schramack on the trip, toured the United Fruit port in Guatemala, and Jim, upon his return, reported that no matter where he travels outside the boundaries of the U. S., it always makes him happier to know that he lives in this country. His greatest interest during the cruise was captured by the Canal Zone.

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FULLY RECONDITIONED PHONOGRAPHS

Top notch musical equipment, fully reconditioned by General's experts and fully guaranteed. Priced for a substantial saving!

Reconditioned ARCADE Equipment

- Ace Bomber \$150.00
- Air Raider . . 69.50
- Anti-Aircraft. 69.50
- Bank Roll, Skee-Roll . 250.00
- Basketball Champ, very clean . . . 395.00
- Panoram . . 295.00
- Photomatic, late 650.00
- Play Golf . . 99.50
- Sky Fighter. 125.00
- Total Roll . 189.50
- Undersea Raider . . 150.00
- Whizz, with base 49.50

ROCK-OLA

- STANDARD . . . \$139.50
- DELUXE 149.50
- MASTER 149.50
- SUPER 149.50
- SPECTRAVOX—PLAYMASTER. 195.00

SEEBURG

- CADET \$249.50
- CROWN 169.50
- ENVOY 249.50
- MAJOR 249.50
- MAYFAIR 99.50
- 8200 249.50

WURLITZER

- 24 VICTORY . . \$ 99.50
- 850 275.00
- 1015 550.00
- 71 COUNTER, WITH STAND. 139.50

PFANSTIEHL
COIN MACHINE NEEDLES
Regular and Special

- 39c Each
- 37c In Lots of 100
- 35c In Lots of 1,000

SPECIAL CLOSE-OUT! AIREON

Brand-new 1947 super deluxe phonographs with Guardian accumulators, latest coin chute and coin reject, plus many other features. Do not confuse with 1946 models!

\$395 Ea.

Terms: 1/3 cash with order, bal. C. O. D.

Established 1925 Growing Steadily Ever Since

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

Lightning Fast \$27.50 (Distributor Discounts)

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.

Northwest Sales Co.
3144 ELLIOTT AVENUE SEATTLE 1, WASH.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.

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

AMERICAN EAGLE

Reconditioned like new. Fruit reels. Token or 25¢ payout. Either 1¢ or 5¢ play. 1¢ or 5¢ Marvel Cig. Reels also.

\$20.50 Each
Special: 5 for \$90.00

LIBERTY FRUIT BELL

Reconditioned Like New FRUIT REELS, 5¢ play, 25¢ or token payout, \$24.50 Each \$22.50—Lots of 3.

NEW LIBERTY . . \$35.00

WRITE—FREE CATALOG

SEND TODAY!

FOR OUR LIST OF **OUTSTANDING EQUIPMENT BUYS!**

RUNYON SALES CO.
123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

Abco NOVELTY Co.

823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS



Weight: 100 lbs. Easily transported in regular passenger car. No truck needed. DIMENSIONS: 72 in. long, 37 in. wide, 36 1/2 in. high.

with **GARDEN STATE RACES**

Electrically Operated Group Game
24 Horses 1 to 24 Players

The horse race game that drew the biggest crowds in a sensationally successful season of heavy play at Palisades Park.

The simplest, trouble-free mechanism—electrically powered coils agitate shuffle board, and horses race true right down the track past obstacles to the finish line—all the appeal of real racing—a game without break-downs, and earnings that are unbelievably great.

Send for Free Booklet Today

For the Biggest Season
You've Ever Known

GARDEN STATE BUILDERS

498 Anderson Avenue
Cliffside Park, New Jersey

Phone: Cliffside 6-2892

**COINMEN
YOU KNOW**

New York:

(Continued from page 110)

Albert I. Gorner, public relations director of the Coin Metered Washing Machine Operators' Association (CMWMOA), says reservations already received for CMWMOA's dinner-dance at the Henry Hudson Hotel April 10 point to a record attendance. New firms recently elected to membership in the association include the Stratton Corporation, Hercules Appliance Corporation and Metered Laundries, Inc.

Leo Knebel, formerly with Videograph, Inc., as chief engineer, and Tony (Rex) Di Renzo, who resigned as coin machine sales manager for Nat Cohn's Modern Music, have joined forces in a new business enterprise. The firm, still unnamed, occupies a store at 674 10th Avenue, and the partners are already hard at work developing a device—to be announced soon—for which they predict a great demand among music ops. Meanwhile, Knebel is supplying to Videograph, on a contract basis, the "brain box" which controls the combination set's timer and change-over from juke to television.

Another sign that spring is here is the hustle and bustle on all three floors of the Mike Munves Building on 34th Street. Cabinet-making and spray departments are working full blast and machines are being rushed to arcades throuout the country in preparation for the outdoor season. Max Munves returned from Florida just in time to pitch in. Among the recent visitors to Munves' place were Art Moskowitz, of Supreme Amusement Company, Bridgeport, Conn.; Helen Fuller, arcade owner of Hampton, Vt.; Sol Gottlieb, of D. Gottlieb & Company, Chicago; Steve Moroney, arcade owner of Glen Echo Park, Md., and Willie Gaynes and Pete and Milt Weisman, of the Steeplechase and Raven Hall arcades.

Al Meyers, partner of Al Blendow in the new firm of Blendow & Meyers, opens his Rockaway Penny Arcade for the season Easter Sunday. . . . As this issue of *The Billboard* goes to press Ben Linn, of the Regal Music Company, was pacing hospital corridors awaiting an heir.

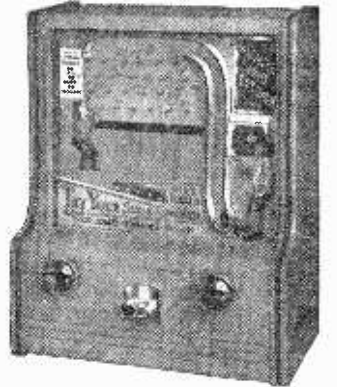
Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York (AAMONY), presided at a meeting of the group in the Manhattan Center Thursday (25), taking the place of Lou Rosenberg, AAMONY president, who was ill. With about 250 ops in attendance, discussion revolved around the current game situation in the city.

Latest addition to the ranks of the coin machine jobbers and distributors' association is the Cameo Vending Service. . . . Out-of-towners in to look over the equipment in the showrooms of Runyon Sales Company, local AMI distributor, last week included Johnny Fuller, of Universal Vendors, Albany, and Nick Gallo, of Local Music, Stamford, Conn.

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 For One Cent **\$37.50** F. O. B. 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

FREE PLAYS

Ready for Location

\$89.50 EACH **\$35.00 EACH**

- 1 Broncho
- 1 Honey
- 1 Crossfire
- 1 Playboy
- 5 Fast Ball
- 2 Step Up
- 6 Superliner
- 2 Suspense

\$69.50 EACH **\$25.00 EACH**

- 1 Havana
- 1 Smoky
- 1 Lightning
- 1 Ballyhoo
- 1 Mystery
- 3 Big Hits
- 1 Big League
- 2 Cantons
- 1 Surf Queen
- 2 Whizz

\$39.50 EACH Each

- 3 Superscore
- 2 Show Girl
- 2 State Fair
- 2 Spellbound
- 3 Dynamite
- 1 Baffle Card
- 2 Amber
- 3 Tom Tom \$150.00
- 1 Williams All Star 325.00
- 3 Bally Special Entry 339.50

1/3 Certified Deposit Required.

H. G. PAYNE CO.

312 Broadway Nashville 3, Tenn.

FIVE BALLS

AMBER	\$ 59.50
ARIZONA	39.50
BAFFLE CARD	59.50
BIG HIT	49.50
BIG LEAGUE	49.50
BRAZIL	39.50
DYNAMITE	59.50
FLAT TOP	29.50
FAST BALL	49.50
GINGER	139.50
HAVANA	79.50
HAWAII	119.50
IDAHO	39.50
KILROY	59.50
MIDWAY	39.50
MYSTERY	89.50
OKLAHOMA	39.50
RIO	69.50
ROCKET	89.50
SHOW GIRL	59.50
SMARTY	49.50
STATE FAIR	69.50
STEP UP	49.50
SUPER SCORE	49.50
SPELLBOUND	39.50
SUPERLINER	49.50
SOUTH SEAS	39.50
SANTA FE	39.50
TORNADO	79.50
TRADE WINDS	39.50
YANKEE DOODLE	29.50

CONSOLES

BOBTAILS	\$ 49.50
BIG GAMES	49.50
BIG TOPS	49.50
JUMBO PARADES	49.50
PACE REELS	49.50
PACE SARATOGA (Comb.)	69.50
SILVER MOONS	49.50
HI HANDS	49.50
BALLY DELUXE DRAW BELLS (Like New)	325.00
KEENEY BONUS BELL	295.00
KEENEY TWIN BONUS	550.00

ROLL DOWNS (FLOOR SAMPLES)

BOX SCORE	\$275.00
BING A ROLL	375.00
TIN PAN ALLEY	275.00

MISCELLANEOUS

BALLY BIG INNING (Used 1 Week)	\$395.00
WHIZZ (New)	59.50
BALLY DEFENDER GUN	89.50
KIRK ASTROLOGY SCALE (5000 Tickets)	79.50
ROCK-OLA LOBOY SCALE	39.50
MILLS SCALE	39.50
WURLITZER P12 PHONO.	49.50
WURLITZER 600 PHONO.	85.00
KICKER & KATCHERS (New)	22.50
WHIRL-A-BALL	19.50
A.B.T. CHALLENGERS	19.50
BALLY BLUE GRASS	39.50

SLOTS
OVER 200 USED MACHINES, ALL MAKES,
\$49.50 UP
1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

Write for Prices on
All New Machines

OHIO SPECIALTY COMPANY, INC.

539 S. 2ND Phone: WAbash 2465 LOUISVILLE 2, KY.

PALISADES IS NOW DELIVERING!
MANHATTAN—BALLERINA—TRIPLE ACTION—CINDERELLA—TENNESSEE—CATALINA

FACTORY BUILT FOR NEW YORK CITY OPERATION
WE HAVE A COMPLETE LIST OF PRE-WAR AND POST-WAR EQUIPMENT, IT IS WELL WORTH NEW YORK CITY OPERATORS' TIME TO VISIT OUR SHOWROOMS.
READY FOR DELIVERY FOR OUR FREE PLAY CUSTOMERS: Williams—Stormy; Exhibit—Build Up; United—Manhattan; Bally—Ballerina; Bally—Eureka; Bally—Gold Cup; Genco—Triple Action; Gottlieb—Cinderella; Chicago Coin—Catalina, and other new games in cases.
IMMEDIATE DELIVERY OF BALLY GOLD CUP.

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.

**U. S. Treasury Cold
To Mehren Plan**

WASHINGTON, March 27.—U. S. Treasury Department "has given a cold reception to the coining of a 7 1/2 and a 12 1/2 cent piece," according to spokesmen here. Idea originated with Edward Mehren, president of the Squirt Company.

Treasury spokesmen indicated that they like its present coinage of nickels, dimes and quarters and do not desire to put out any new "in-between coins."

OPERATORS

Special prices on all slots.
NEW and Factory Reconditioned.

All new and used Counter Games at reduced prices!

ALL LATEST PIN TABLES AVAILABLE

PACKARD PHONOGRAPHS, SPEAKERS, WALLBOXES

U. S. VENDING REFRIGERATED CANDY MACHINES

Now Delivering Exhibit's Sensational BANJO.

Twin Ports Sales Co.

230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So., Minneapolis, Minn.

Veeder-Root Presents Annual Report; Reviews 20-Year Span

HARTFORD, Conn., March 27.—Veeder-Root, Inc., manufacturer of counting devices for vending, music and amusement machines, last week issued its annual report and reviewed its 20 years of corporate existence which showed sweeping growth over the two decades since the company was formed.

The annual report, covering 1947, shows consolidated capital of \$8,672,408, represented by 414,600 shares of outstanding common stock. Graham H. Anthony, chairman of the board, and John H. Chaplin, president, who issued the report, indicated that increases in the firm's business will continue this year. Earnings for 1947, according to the report, were \$1,971,102, an increase of \$256,220 over the 1946 total of \$1,714,882.

Two Old-Line Firms

The Veeder-Root firm stemmed from a 1928 consolidation of two old-line Connecticut firms, the Root Company, of Bristol, which was established in 1866, and the Veeder Company, of Hartford, which was formed in 1895. Expansion over the past 20 years, starting from a factory here, includes the opening of plants in Montreal, Canada, and Croyden, England, in addition to the setting up of representatives in many other foreign countries.

In 1946 Veeder-Root, Inc., acquired the Holo-Krome Screw Corporation as a wholly-owned subsidiary operation.

In 1928, at the time the merger took place, plans area for the firm called for 115,000 square feet of floor space. Since that time, in order to meet the expanding demand for its products thruout the world, Veeder-Root has built four additions to its plant, and the plant capacity now stands at 295,000 square feet.

Employment has kept pace with

Pittsburgh Coronets Damaged in Transit; Use Photos for Show

PITTSBURGH, March 27.—For the third time in the past month, the Mulligan Distributing Company here bumped into trouble with its scheduled showings of the new Aireon Coronet 400.

The two-day showing had finally been set for Monday and Tuesday (22-23) this week, but Monday morning officials of the firm were advised that their shipment of machines had been smashed in a freight wreck.

With Fred Mann, Aireon regional manager, on hand, the operators who had been invited to the show, instead of seeing a working model, were shown photos of the Coronet.

On Thursday (25), Mulligan was advised that a second shipment of equipment had reached Pittsburgh, and would be delivered over the week-end. Telegrams have been sent out reporting that the units will be on display in the firm's showrooms by next Thursday (1).

Philip Morris Dividend

NEW YORK, March 27.—Philip Morris & Company has declared a regular quarterly dividend of 37½ cents per share and an extra dividend of 25 cents per share on its common stock. This was in addition to a 90 cents per share quarterly dividend on firm's \$3.60 preferred stock and a \$1 per share quarterly dividend on its \$4 preferred.

the firm's expansion. During the wartime peak Veeder-Root had 2,000 persons on its pay roll. Today the pay roll includes more than 1,500 persons.

On the financial side of the picture, a comparison with the 1928 consolidated capital reveals the economic growth of the firm. The 1928 figure stood at \$2,287.55, represented by 75,000 shares of common stock outstanding.

Duotone Introducing New Sapphire Needle

NEW YORK, March 27.—Duotone Company, Inc., here, is now in production on a new bent-shank sapphire needle which will retail at 99 cents, according to William A. Boeger, sales manager.

Initial shipments were made last week. The new product will be known as Sapphire 99 and is the lowest priced needle of its type to be manufactured by the firm. The natural sapphire tip and the bent shank is expected to considerably reduce surface noises.

Out Stealing

NASHVILLE, March 27.—The army gets its man—but in this case it was the Salvation Army.

Local police credit the sleuthing of Maj. Railton F. Spake, Salvation Army manager, with the arrest of two men who had been rifling coin machines in this section.

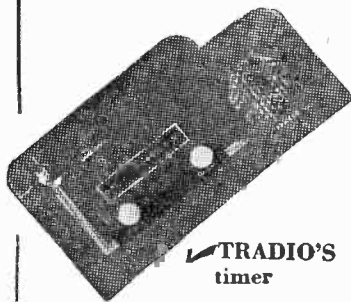
Major Spake agreed the men were suspicious, trailed them, stopped a break-in, held them until police arrived.

The arrest broke up a series of thefts which had police baffled—coin machine operators worried.

These Are The Products... THAT YOU BUILT!

THANKS to you, Mr. Operator, TRADIO stands today at the top of the coin radio field. Your great enthusiasm and vigorous exploitation of the TRADIO line all over the country have been vital factors in the company's development and success. The New TRADIO and TRADIO-ette announced here, are the products of your suggestions and criticisms and typify Tradio's policy of constantly improving its line to give you the fastest possible return on your investment.

MEET THE New TRADIO!



Check These Features:

- ✓ Easy-to-read slide rule dial
- ✓ Easily accessible coin box on side of set
- ✓ Extra strength and rigidity
- ✓ Compact chassis and new face

✓ TRADIO'S exclusive trouble-free timer

✓ New low price of

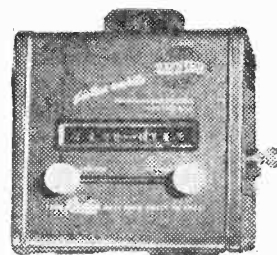
\$49.95

America's pioneer hotel radio comes in hospital and beauty parlor models with monoset attachments.

Have You Met TRADIO-ette?

Check These Features:

- ✓ Tone control
- ✓ TRADIO'S exclusive trouble-free timer
- ✓ Master volume control
- ✓ Easy-to-read slide rule dial
- ✓ Unique loop antenna mounting
- ✓ Three-gang condenser



TRADIO-ette is specifically designed and engineered for booth locations. Operators are realizing big returns from restaurants, taverns, ice cream parlors, etc.

To round out its radio line, TRADIO is now delivering theater-size television for large bars, restaurants and institutions of all kinds. Clear, life-size pictures can be projected to meet any location size requirements up to theater screen proportions. This is another TRADIO first... already on location in New York, New Jersey, Chicago and Los Angeles.

★ AND THIS IS THE FACTORY THAT YOU BUILT!



This is the home of TRADIO. In this modern two-story Asbury Park, New Jersey, plant, the entire TRADIO line is designed, engineered and produced. You are cordially invited to visit with us whenever you're in the neighborhood.

WRITE, WIRE or PHONE for additional information about any or all of TRADIO's radio products.

TRADIO, Inc.

ASBURY PARK, N. J.
Telephone
Asbury Park 2-7447

NEW METAL TYPER MACHINES

REPAIR SERVICE
PARTS AND SUPPLIES

We Rebuild Old Grotchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices

FOR TOPS IN QUALITY
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

Consoles & One Balls

Mills Jumbo Parade, P.O.	\$ 55.00
Jennings Fast Time, F.P.	35.00
Silver Moon, P.O.	50.00
Keeney 4-Way Super Bell, P.O.	
5-5-5-25	200.00
Keeney Super Tracktime, P.O. ..	100.00
Keeney Bonus Super Bell, Comb.	300.00
Bally Deluxe Draw Bell, Comb. . .	300.00
Keeney Twin Super Bonus Bell,	
Comb., 5-10	585.00
Victory, F.P.	25.00
Club Trophy, F.P.	60.00
Turf King, P.O.	65.00
Long Shot, P.O.	55.00
Victory Special, F.P.	200.00
Daily Races, F.P.	200.00

Write or come in and see us for circulars and prices describing the phenomenal Buckley Criss-Cross Slot Machines and Coin Changers, Slot Machine Repair Kits, Coin Stackers and Coin Counters.

1/3 DEPOSIT—BALANCE C. O. D.

INTERSTATE COIN MACHINE CO., INC.

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

WANTED ARCADE MACHINES

LATE MUTOSCOPE
VOICE-O-GRAPH—DRIVEMOBILE
and PHOTOMATIC
CHICAGO COIN

GOALEE and BASKETBALL
And Any Other Late Model Machine
Give All Details As To Price
and Condition in First Letter.

PHIL GOULD

220 East 18th St., Brooklyn, N. Y.

ATTENTION, OPERATORS

FOR FACTORY PRICES ON
SALESBOARDS AND TICKETS
DRIVE INTO

**LOUISVILLE COIN
MACHINE CO.**

330 East Breckinridge Street
LOUISVILLE 3, KY.

Jones Opens New Office in S. F.

SAN FRANCISCO, March 27.—The Jones Distributing Company, more prominently known as the "Jones boys" in the territory comprised of the States of Colorado, Wyoming, Utah, New Mexico, Eastern Montana, Southern Idaho, and Nevada, with central offices in Denver, have opened an office and show room here at 1263 Mission Street.

Firm is exclusive factory representative in the additional territory of Northern California, north of San Luis Obispo; San Bernardino and Inyo counties and the State of Nevada, with the exception of Park County, for J. P. Seeburg Corporation and the Bally Manufacturing Company. Company is not an operator but is engaged only in the distribution of coin-operated equipment.

R. F. Plans Move

R. F. Jones, president of Jones Distributing, is planning to move here from Denver and will set up general headquarters in a building which is being remodeled with a view to establishing complete parts and service facilities.

C. M. McMurdie, formerly of the Denver office, is headquartered here as general manager and director of sales, with Max Peacock, formerly with the Electronic Engineering Company, Oakland, Calif., as service manager. The present sales organization comprises Carl Lawson, of Salt Lake City, and Roger A. Tays and Myrl Park, of San Francisco, the two latter being well known to the trade in Northern California.

McMurdie announced that the sales staff will be expanded along with the firm's pending modernization program.

Diamond Match 1947 Sales Increased 40%

NEW YORK, March 27.—In a recent report to stockholders of the Diamond Match Company, Robert G. Fairburn, firm president, announced total sales in 1947 were \$67,526,338, highest in Diamond's history and 40 per cent above the previous year. Net earnings for 1947 were \$8,323,421, or 87 per cent above 1946 earnings, another all-time high.

Fairburn stated that during the first half of 1947 sales of matches "were greatly retarded by the possible reduction of the federal excise tax. Wholesalers and retailers were reluctant to place matches in inventory and suffer later losses in values in the event of a downward revision of the tax. By July 1 it became clear that no reduction was imminent and sales for the last half of the year were unusually heavy."

New Assets

Current assets of Diamond were reported at the year end as \$27,553,630.25, compared with \$23,068,868.44 for 1946. However, the ratio of current liabilities declined from 10.72 per cent at the close of 1946 to 4.52 per cent at the end of 1947, a decrease attributed largely to bank borrowings of \$4,000,000. Heavy demands were made on the company's cash to finance post-war rehabilitation as well as increases in inventories and accounts receivable incident to expansion sales.

Outstanding capital stock of the company at the close of 1947 was 600,000 shares of preferred stock and 856,000 of common stock. Common stock outstanding on July 1 was raised to 856,000 shares in connection with the B-F-D acquisition June 30, 1947. At December 31, 1947, there were 5,425 holders of preferred and 8,386 holders of the company's common stock.

Gold Star Music

LEBANON, Pa., March 27.—With a juke box to provide the music, and a snack bar and dance floor to round out the set-up, teen-agers here are watching an abandoned church turn into their own recreation center. Making the conversion possible are a retired farm couple, Mr. and Mrs. John F. Harmon. The Harmon, who lost their 23-year-old son in the war, decided to use the war insurance payments and the State veterans' bonus check they received to help out other young people in Lebanon, so they purchased the abandoned church, and are arranging to have it painted. A heating plant will be installed to insure year-round usage. The juke box and other refinements will turn the building into the town's major social center for high school boys and girls.

Cleveland Packaging Exposition To Debut New Ideas, Methods

CLEVELAND, March 27.—American Management Association's (AMA) 17th annual packaging conference and exposition, to be held in Cleveland Auditorium, April 26-30, will stress new uses of packaging materials and include open session discussion of management aspects of packaging by over 2,000 executives and specialists.

Covering new uses of paper, paper-board, glass, metals and wood for packing and packaging, the convention should prove of interest to vendor supply firms, operators and manufacturers. Display space will cover 100,000 square feet occupied by 200 exhibitors.

Meet will also emphasize new warehousing methods, new package machinery, simplified packaging specifications and packing of perishables, according to Edward K. Moss, AMA public relations director.

Tampa Plans Installation of 370 More Parking Meters

TAMPA, March 27.—Mayor Hixon has asked the city board of representatives to authorize the calling of bids for purchase of 370 additional parking meters. Present plans call for installation of the new meters in parts of Tampa and Ybor City.

Meanwhile, Steve Edwards, Quincy, Fla., city manager, has announced that five firms have submitted proposals to the city commission for the installation of parking meters in Quincy. Edwards indicated that the first quantity of parking meters would be on order by April 1, with a total of 430 meters expected to be installed.

Prescott Preps Laundry

PRESCOTT, Ariz., March 27.—This city will soon have its first automatic laundry, according to equipment plans now being completed by Mrs. Grace B. Ritter, who will open the Prescott Bendix Automatic Laundry here. New building which is to house the laundry is of the Quonset type, measures 20 by 48 feet. Mrs. Ritter is the mother of Harold Ritter, manager of the local Station KYCA.

OCEAN CITY, N. J., March 27.—Residents of this nationally known resort city will vote April 20 on a proposed 3-cent cigarette sales tax.

The levy was approved by the New Jersey State Legislature, subject to approval by the voters of Ocean City. A similar tax in neighboring Atlantic City has already resulted in a yield of over \$1,000,000.

Seeburg Unveils Select-o-Matics

(Continued from page 107)
ing in a newspaper campaign which will spot a series of three display ads in a total of 80 metropolitan dailies, before and during the showings.

Preview Equipment

Seeburg distributors have known since last autumn that the factory intended to bring out the industrial-commercial system. They were given a preview of both models at a meeting held here in Chicago March 12-13. Earlier, each distributor had sent his service representatives to factory-sponsored training courses to acquaint service personnel with the mechanism.

Later—probably in May—Seeburg and its distributors will launch promotion for the firm's complete line of record changers. The record changers, which heretofore have been sold only to primary manufacturers of radio-phonograph combinations, will now be handled by Seeburg distributors for replacement use or as independent changers to be played thru any radio set. Turning over the changer line to its distributors, like introducing the Select-o-Matic, will mark another phase of the music diversification program.

Two-Year-Old Lime Cola Co. Files for Reorganization

MONTGOMERY, March 27.—Reorganization proceedings were filed here recently by the two-year-old Lime Cola, Inc., in Federal Court. Bernard Lobman and John F. Britton have been appointed trustees of the concern by Judge C. B. Kennamer.

Lime Cola was incorporated in Alabama in October, 1945. Stock, which was introduced at \$1 per share, rose to as high as \$10 during the first year of operation and a 50 per cent dividend was declared by the company in 1946. Late that same year the firm launched an extensive advertising campaign, and I. Berman was elected president to succeed J. W. Wells, who resigned because of pressure from his lumber holdings. Bob Hope and Bing Crosby were among the firm's stockholders.

Cig Stamp Sales Up in Ohio

COLUMBUS, O., March 27.—Cigarette stamp sales in Ohio last February totaled \$1,253,344, an increase of 11:56 per cent over sales of \$1,119,503 for same month in 1947. Net cigarette stamp sales of \$2,519,471 for the first two months of this year compare with net sales of \$2,258,381 for same two months last year, an increase of \$261,070.

WANT TO BUY BALLY

TRIPLE BELLS
DRAW BELLS, Regular
DRAW BELLS, DeLuxe
VICTORY DERBYS
VICTORY SPECIALS
ENTRIES
Phone for Quick Action or Send List.
EMPIRE COIN MACH. EXCH.
1012 Milwaukee Ave. CHICAGO, ILL.
Phone: Everglade 2600

RECONDITIONED FIVE BALL PIN GAMES

Spellbound .. \$34.50	Show Girl ... \$59.50
Super Score .. 39.50	Kilroy .. 59.50
Super Liner .. 39.50	Dynamite ... 44.50
Play Boy .. 89.50	

Terms: 1/3 Deposit, Balance C. O. D.
St. Louis Novelty Co.
2718 Gravois St. Louis 18, Mo.

Brokerage Firm Lays High Price of Cocoa On British Control

CHICAGO, March 27.—Commodity division of Merrill Lynch, Pierce, Fenner & Beane, brokerage firm, stated last week that the "most important factor in the price of cocoa is Great Britain's virtual control over world supplies."

The British control of close to 60 per cent of the world's cocoa production, and Brazil's control of another 18 to 25 per cent, make for a price impasse that is pegged at a 34-cent increase per wholesale pound over the pre-war level, the firm's report said. It added: "Britain has been paying Gold Coast and Nigerian farmers on the basis of about 12 cents per pound in production areas while in turn selling it to the United States at about 42 cents per pound."

"The difference of approximately 30 cents per pound covers cost of the selling operation and contributions to a fund established for the benefit of farmers and to cushion prices when a downward trend in price occurs," the report stated, and added that, "Brazil and the rest of the cocoa producing world have followed the British price example and are paying them (farmers) on the basis of going prices in the world markets. The United States, as the largest single consumer of cocoa, has borne the brunt of this pricing policy."

Report continued with the statement that consumer demand has not fallen off due to higher retail prices for cocoa, and that demand for cocoa beans by manufacturers "shows no tendency to weaken."

Altho cocoa shipments to the U. S. last year increased, it was not possible to build up a reserve. Present stocks in licensed warehouses are declared to be dangerously low.

Americans Smoke Cigs by Billion

WASHINGTON, March 27.—Cigarette consumption in the United States has increased to a point where Americans are now smoking an average of more than a billion cigarettes per day, according to latest figures released by the Department of Commerce here.

Reasons behind the all-time high as advanced by government experts are the great impetus given during the war when teen-agers and women were employed in well-paying factory jobs and the fact that cigarette manufacturers have aimed many of their latest advertising gimmicks at potential women smokers.

Whereas 35 years ago the factory-made cigarette was virtually shunned by the cigar smoking man and the legions of men who rolled their own, today few individuals would think of the handmade variety and the factory-made cigarette has achieved undreamed of acceptance by both men and women in all walks of life.

Of major importance to the federal government is the fact that cigarettes now account for more than 77 per cent of all tobacco tax revenue, whereas in 1915 cigarettes were responsible for but 10 per cent. One point of stability noted by Treasury Department experts is that people continue to spend money for cigarettes regardless of the fact that economic changes for individuals are constantly taking place. For surveys have proven that people have cut their clothing budgets and gasoline allowances before reducing customary purchases of cigarettes.

Diamond Match Cuts Domino-Sized Pack

NEW YORK, March 27.—The Diamond Match Company has announced the development of a new package for its production of Domino pocket-size matches.

New boxes are slimmer both for the convenience of smokers and also to save space in shipments and warehousing. Actually, the new match box occupies approximately three-fourths as much space as its predecessor, tho containing the same number of matches, as the matches also have been reduced in size. Diamond, however, stresses the fact that the thinner matches are constructed of tougher wood.

One of the features of the new match book is its new, virtually

NCA Slack Packaging Committee in Session With Govt. Officials

WASHINGTON, March 27.—Members of the National Confectioners' Association (NCA) slack packaging committee and representatives of the packaging machine field held an important meeting here with W. E. Braithwaite, of the National Bureau of Standards, and Sumner C. Rowe, of the Food and Drug Administration, at the Bureau of Standards offices to discuss confectionery packaging standards.

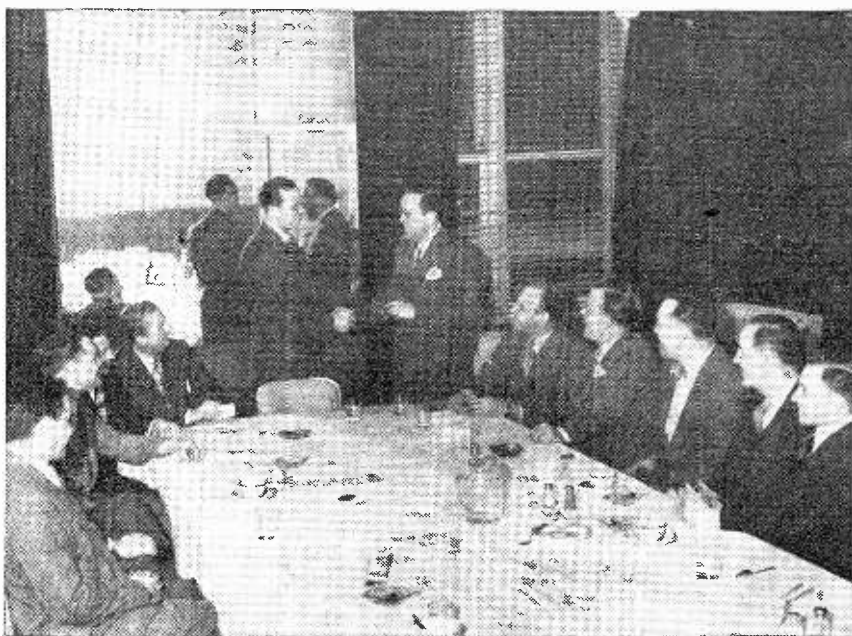
During the meeting Braithwaite, who presided, outlined the functions of the simplified practice division. Rowe emphasized the importance of strict compliance with Section 493 (D) of the Food, Drug and Cosmetic Act, which states that a food shall be termed misbranded "if a container is so made, formed or filled to be misleading." He stated that candy manufacturers "had a responsibility to act immediately and that 'slack packaging' reforms should not be considered a part of a long-range program." Rowe then offered to confer with candymakers with respect to the design of their particular packages, offering such suggestions as seemed appropriate, strictly from his own personal point of view.

Brock, Spokesman

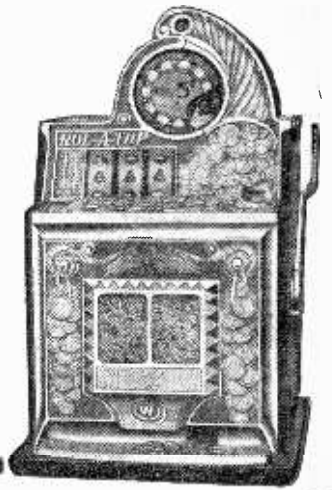
Acting as spokesman for the candy and package machinery manufacturers, during the meeting was William E. Brock Jr., of Brock Candy Company, Chattanooga, who emphasized points stressed in a memorandum previously submitted by Charles Scully, chairman of NCA's slack packaging committee. He also discussed changing costs of ingredients and the difficulties in securing packaging machine parts.

Conferees attending the meeting included Philip P. Gott, NCA president; Robert C. Hill, manager NCA Washington office; Herman L. Heide, Henry Heide, Inc.; Theodore Stempfel, E. J. Brach & Sons; Charles F. Haug, Mason, Au & Magenheimer; Robert H. Reese, H. B. Reese Candy Company; Robert Schnering, Curtiss Candy Company; Edward Westervelt, Packaging Machine Company; Cletus A. Wetli, Hudson Sharp Machine Company; J. P. McCarthy, Lynch Corporation, and M. H. Pendergast, Lynch Corporation.

smooth striking surface, which lasts longer and eliminates the previous rough sandpaper effect.



GRADUATION DAY for candymen in South Bend, Ind. J. C. Claeys Jr., of Claeys' Candy Company, extends thanks to Prof. Brooks Smeaton, Notre Dame marketing instructor, for serving as instructor at the South Bend "Balanced Selling" training classes.



NOW \$150.00
5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

1912-1948

WE'VE ALWAYS SOLD THE BEST ARCADE AND LOCATION EQUIPMENT

including

Athletic — Basketball — Baseball — Fortune Telling — Joy Makers — Hockey — Moving Picture — Panoram — Scales — Skee Ball — Skill Tester — Strength Checker — Card — Stamp — Ball Gum — Peanut — Peanut Hot in Shell — Popcorn — and Other Amusement Machines and Vendors.

ROLL-DOWNS—MERCURY SCALE

Mutoscope PHOTOMATIC, VOICE-GRAPH and Everything Else Manufactured by Mutoscope.

All New EXHIBIT ARCADE MACHINES (the Backbone of the Arcade) at Greatly Reduced Prices.

FREE! 6-Page Illustrated Catalog.

New or Factory Rebuilt Amusement Machines — Any Make or Model — Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N. Y. 1, N. Y. (Bryant 9-6677)

In our ad of March 27 the caption over the following listing was omitted. It is repeated here to eliminate any misunderstanding.

GUNS (SHOOTING GAMES)

\$175.00 EACH

Ace Bomber — Night Bomber — Super Bomber.

\$125.00 EACH

Bally: Defender, Rapid Fire, Sky Battle, Convoy, Torpedo.

Keeney: Air Raider, Submarine.

Seeburg: Chicken Sam, Shoot the Chutes and Conversions.

Muto.: Skyfighter.

Evans: Tommy Gun.

Baker: Sky Pilot.

\$75.00 EACH

Liberator — Periscope — Sky Buster — Radio Rifles.

SPECIAL PRICES

Exhibit 2-Way Pistols \$125.00

Muto. 2-Way Pistols, Bangaway 275.00

Electric Rifle 350.00

MIKE MUNVES CORP.

510 W. 34th St., N. Y. 1, N. Y. Bryant 9-6677.

LATEST COIN MACHINE AND PHONOGRAPH PARTS
LIST NOW READY SEND FOR COPY TODAY
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.

PACE THE BIGGEST

NAME IN BELLS

★ DELUXE CHROME BELLS

1c-5c-10c-25c-50c-1



PACE

MANUFACTURING CO., INC.
2909 INDIANA AVE. CHICAGO, ILL.

SEE

SPEEDWAY'S TELE-JUKE

Speedway Products, Inc.

502 W. 45 Street New York 19, N. Y.
LONgacre 5-0371
Al Bloom, President

YOU'RE VERY SURE OF YOUR MONEY WITH CORADIO

CORADIO
COIN OPERATED RADIO
108 W. 31st St. N. Y. 1, N. Y.

DOUBLE FEATURE

A One Ball Free Play Multiple Game that is "different." Drop slot motor driven shuffle board. New features as shown.

A one operation game.

The first one with a Motor Drive. A newer, nicer, finer paint job. Electrical solenoid Jackpot. You only have to shuffle board once on Motor Drive. On multiple — no shuffle.



A UNIT GUARANTEED

To reduce service to a minimum.

FIRST RACE
SECOND RACE
(First Race Remains Lit 'Til Hit)

STAINLESS SIDE RAILS

FIRST RACE

SECOND RACE

STAINLESS FRONT RAIL

BENT COIN RETURN

FREE PLAY BUTTON

HEAVY FRONT DOOR COIN RETURN

DROP CHUTE

METAL DIAMONDS

You receive every feature that is designated by lines.

Electric Solenoid Jack Pot Stepup
Stainless Front and Side Rails

ONLY BALLY GAMES USED \$189.50

Same Job Two Piece Bally Original Base or Leg Model **\$139.50**

VICTORY'S BEST BET FIRST OUT WITH DROP-SLOT MOTOR-DRIVEN SHUFFLE-BOARD

"BEST BET" is a One Ball Free Play Multiple Conversion which will net you more money than any game on your route.

"BEST BET" has been location tested and proven itself.

ONLY "BEST BET" HAS THESE STAR ATTRactions

- ★ Purse Light Flash—Win Odds Feature
- ★ Show Light Flash—Win Odds Feature
- ★ Extra Light Flash—Special "20" Feature
- ★ Latest Cabinet Design and Paint Job
- ★ Stainless Steel Front and Side Rails
- ★ A.B.C.D. Fan Lite-Up
- ★ Removable Backboard Glass Frame and Back. Easy Accessibility to Bulbs and Those Tight Squeezed Locations
- ★ Instant Action
- ★ Electric Solenoid Jackpot

BALLY'S VICTORY SPECIAL

Motor Drive, Daily Double Percentaged, Mystic Flash same as above, Genuine A.B.C.D., Top Railing Plugged and Painted.

\$294.50



ORIGINAL WITH MOTOR DRIVE

\$239.50

1/3 Deposit

- Whirlaway Daily Double .. \$ 58.50
- Pimlico .. 39.50
- Long Ace .. 49.50
- Best Bet Two-Piece Motor Drive, only .. 79.50
- Super Bonus Bells .. 295.50
- Triple Bells .. 559.50
- Victory Special .. 142.50
- Super Bonus Bells, 2 Ways. 499.50

- Wurlitzer 61 .. \$ 52.50
- Wurlitzer P12 .. 24.50
- Wurlitzer 616 .. 32.50
- Wurlitzer 500 .. 78.50
- Wurlitzer 600 .. 79.50
- Wurlitzer 700 .. 164.50
- Wurlitzer 800 .. 169.50
- Wurlitzer 750 .. 199.50
- Wurlitzer 850 .. 172.50
- Wurlitzer 950 .. 172.50
- Wurlitzer 1015 .. 494.50
- Wurlitzer 1080 .. 499.50

- Rock-Ola '46 .. \$319.50
- Rock-Ola '47 .. 374.50
- Rock-Ola DeLux .. 84.50
- Rock-Ola Standard .. 78.50
- Seeburg '48 .. 399.50
- Seeburg '47 .. 474.50
- Alroon '46 .. 124.50
- 3 Mills Escalator, Extra Bells, Single Cherry Payout, 5¢
- 1 Mills Club Console, 5¢ .. 99.50
- 1 '46 Pace .. 109.50
- 1 '46 Pace .. 99.50

VICTORY SALES CO.

1100 HARFORD AVE. BALTIMORE 2, MD. Phone: Broadway 9222

Record Reviews

(Continued from page 30)

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

TEX BENEKE (Tex Beneke)
(Victor 20-2770)
Saturday Date
Less noticeable Beneke nasality in orkster's chanting of current pop over full bright orking, sans fiddles.
Encore, Cherie
(Garry Stevens)
Stevens romantically warbles pretty ballad. Orking tasty and interesting.

77	78	75	79
79	81	77	79

FREDDY MARTIN
(The Martin Men)
(Victor 20-2769)
The New Look
Pert novelty lyric about long skirt, padded hip femme fashion styles. Martin Men render happy harmony, here.
Jungle Rhumba
(Barclay Allen, piano)
Much disked Afro-Cuban tune competently offered by Martin crew. Flashy Allen 88-ing rates bows.

82	85	80	82
79	83	77	78

KING GUION ORK
(Majestic 1238)
Alcohol Is Poison
The Guion ork debut for label. Undistinguished instrumental with ordinary riffs.
Tell Me a Story
(Jimmy Bunn)
Sweet, slow delivery of current plug. Bunn warbles over rhythm thruout, with ork taking back seat.

52	56	50	50
72	74	70	73

THE HARMONAIRES
(Majestic 1242)
I'll Get Along Somehow
Group styling of ballad a la Charlottees. Strong solo piping here by Dave Newlin.

71	71	67	74
----	----	----	----

Runnin' Wild
Boys run wild in vocal exercises of usual instrumental ditty.

68	70	64	71
----	----	----	----

THE THREE SUNS
(Victor 20-2776)
The Gang That Sang Heart of My Heart
Folksy oldie makes good material for Suns simple style. Pleasant instrumental with danceable beat.
Hindustan
Up-tempo version of oldie bounces right along in typical Suns harmony.

81	79	79	84
72	72	68	75

THE KING COLE TRIO
(Capitol 15054)
Lost April
(Carlyle Hall Ork-King Cole)
Cole wraps his tender tonsils around pretty pio tune with silky sounding results. Melodic ork backing.
Nature Boy
(Frank Devol Ork)
Fragile tone poem by Eden Ahbez set in a pastoral music mood by soft voiced vocal and semiclassical arrangement in a minor key. Spellbinding.

82	82	80	85
90	92	88	90

DANNY KAYE
(Decca 24401)
St. Louis Blues
(Vic Schoen Ork)
Danny sells this one straight with taste and feeling.
Ballin' the Jack
(John Green Ork)
Nostalgic novelty of the '20's revived with gusto.

85	86	82	86
87	89	86	87

POPULAR

GUY LOMBARDO
(Decca 25353)
S-H-I-N-E
(Kennedy Gardner-The Lombardo Trio)
Bouncy reissue is natural for Lombardo's modified danceable crew. Vocal with lyrics sustains ork's happy rhythm.
Corn Silk
(Kennedy Gardner)
Another reissue. Hit ditty of the '30's ambles thru same old Lombardo tricks. Pleasant but ordinary.

77	77	75	80
69	69	67	72

HENRY KING ORK
(Siggys Lane)
(Decca 25356)
Oh, You Beautiful Doll
Old-fashioned vocal, corny band licks lend authenticity to revived hit of the '20's.
Baby Face
Quieter rendition of much-recorded oldie. Dated society style arrangement with muted horns is on the ordinary side.

70	69	67	74
66	67	64	67

CONNIE HAINES (Ray Bloch Ork)
(Signature 15179)
Ok! Baby Dok!
Thrush is coy with novelty pic tune. Mortimer Snerd characters parry remarks for entertaining listening.

70	72	68	70
68	68	65	72

Silly No—Silly Yes
Noisy disk features chirp on samba ditty with the loudest chorus since "Four Leaf."

68	68	65	72
----	----	----	----

THE PHILHARMONICA TRIO
(Capitol 503)

68	68	65	70
----	----	----	----

Adios
Harmonica group kicks around old fave. Fancy trills at a minimum. Rhythm accompaniment okay.

68	68	65	70
----	----	----	----

When I Lose You
Tuneful instrumental on Berlin opus. Builds to a fast tempo from a slow take-off.

68	68	66	69
----	----	----	----

HUM AND STRUM
(Stellar SR-1012)

72	72	70	75
----	----	----	----

Walking My Baby Back Home
Fine harmony on duo vocal of tuneful oldie. Backing adept with organ and strings predominating.

72	72	70	75
----	----	----	----

Baby Face
Lively pace set for "Baby" but waxings of the old bounce item are just too numerous.

63	64	60	64
----	----	----	----

PERRY COMO
(Russ Case Ork)
(Victor 20-2734)

89	89	89	85
----	----	----	----

Laroo Laroo Lilli Bolero
In contrast to Peggy Lee's novelty style waxing of same tune, Como does it straight and sweet as a ballad with gratifying results.

89	89	89	85
----	----	----	----

When Your Hair Has Turned to Silver (I Will Love You Just the Same)
Sentimental setting of a sentimental song. Good for Mother's Day programs.

78	78	75	80
----	----	----	----

NOW MERCURY ATHLETIC SCALES IN

7 DIFFERENT MODELS

A MACHINE FOR ANY LOCATION

ORDER NOW!!

TODAY!!

MODEL	LIST PRICE
STANDARD, 15 PLAYS	\$195.00
DELUXE, 13 PLAYS	129.50
LIFT GRIP ON STAND	120.00
TWIST GRIP ON STAND	111.50
SINGLE GRIP ON STAND	99.50
COUNTER GRIP	69.50
MIDGET COUNTER GRIP	59.50

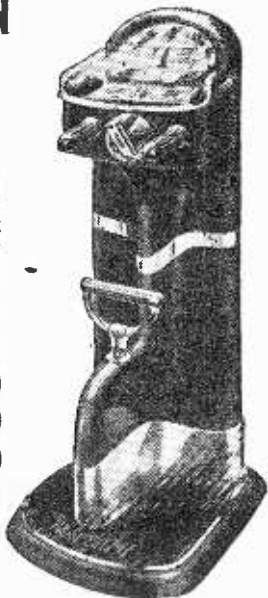
ALL MODELS ARE GREAT MONEY MAKERS!

Terms Arranged to Bona Fide Distributors or Operators as Low as \$20.00 Down.

SEE YOUR DISTRIBUTOR NOW!

Mercury Steel Corporation

3830 HOLBROOK AVE. DETROIT, MICHIGAN



DELUXE MODEL
13 PLAYS

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

POPULAR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
MEL TORME (Musicraft 534) <i>Do It Again</i> Velvet Fog does competent job. Gershwin never suffers for customers. <i>Making Whoopee</i> Crooner a plus for showmanship. Screaming brass provides contrast with Fog's quiet vocal.	80	83	82	75
	79	80	78	80

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TEX FLETCHER (Flint 1781) <i>Cactus Sue</i> Capable crooning on average prairie item. <i>Born to Lose</i> Acceptable version of folk fave. Able guitar work.	66	67	64	68
	67	68	65	69

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
SLEEPY HOLLOW RANCH GANG (Pete Newman) (Majestic 6028) <i>No Reason Left to Care</i> Weak warbling, weaker backing. <i>I Feel Better Since I Got Your Letter</i> Lifeless delivery on weepy Western tune. Instrumentation unsure.	44	42	40	49
	40	39	37	45

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
MERLE TRAVIS (Capitol Americana 40100) <i>When My Baby Double-Talks to Me</i> Personable piping. Lively Western ditty with clever vocal and swingy ork backing. <i>Kentucky Means Paradise</i> Relaxed thrushing on leisurely paced Western.	85	84	82	89
	81	80	79	84

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JACK DAY (Flint 1786) <i>Signed, Sealed, and Delivered</i> Third class treatment of first class "hot" folk pub item. Lackluster vocal. <i>Kentucky Waltz</i> Tired vocal style suits oldie. Leisurely pace packs nostalgic pull...	40	39	37	45
	66	67	62	69

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
EDDIE McMULLEN-THE RAINBOW MOUNTAIN BOYS (Penguin R-503) <i>Don't Wait for Me</i> Quavering chirp on ordinary folk ballad. Weak string backing. <i>Whistling in the Canyon</i> Novelty western ditty has infectious beat but singer lacks strength to put it over. Strings swing nicely.	37	37	32	42
	54	54	50	59

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
LONZO AND OSCAR (Victor 20-2765) <i>Poppin' Bubble Gum</i> Peppy duo sells novelty with commercial appeal. Lum and Abner type patter clicks. Good hot fiddling. <i>Ole Mother Nature</i> Comedy team puts over entertaining bounce-novelty with zip and showmanship. Should add up to yocks and nickles at the jukes.	79	79	75	82
	88	88	86	91

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
CURT BARRETT (The Trailsmen) (Memo 3001) <i>Smoky Moon</i> Cowboy ditty with usual "plodding on horseback" theme. Okay Barrett piping. <i>Bear in Mind</i> Twangy Barrett vocal of up-tempo hill lament. Some good guitar licks here.	65	67	65	62
	67	69	66	67

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

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
"LOST" JOHN MILLER (De Luxe 5041) <i>Little Red Wagon</i> Tuneful dinking of pop western ditty. Guitar work outstanding. <i>Cold 'Tatoe Pie</i> Folksy novelty with "Lost" setting brisk vocal pace. Satisfying string action.	68	68	65	72
	67	67	63	70

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
THE POLKA RASCALS (De Luxe 1151) <i>The Marriage Polka</i> Gay instrumental polka in a minor key. Danceable. <i>Julayda (My Girl Friend)</i> Energetic waxing of current hot polka item about an Old World golddigger. Lively paced.	67	67	65	69
	72	72	70	75

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RILEY SHEPARD (Banner B-559) <i>Conversation With a Mule</i> Shepard philosophically tells tale of farmer talking to mule. Monolog with organ backing. <i>A Deck of Cards</i> Current hot monolog item due to T. Texas Tyler dinking. Shepard version also has homespun appeal. Subdued organ effective under patter.	68	70	70	64
	79	80	83	75

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JOHNNY TYLER (The Riders of the Rio Grande) (Victor 20-2774) <i>Old McDonald's Boogie</i> Bright hillbilly boogie treatment. Tyler tonsils lyric. Strong instrumental aid. <i>Swamp Woman Blues</i> Mournful harmonica steals show. Tyler chants average folk blues in full bluesy tones.	77	78	74	78
	76	76	73	80

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ELTON BRITT (The Skytoppers) (Victor 20-2772) <i>Peace of Mind</i> Sincere, relaxed Britt warbling of pretty ditty. Skytoppers backing aids in framing proper dreamy mood. <i>Born to Lose</i> Hillbilly standard taken slow and easy by Britt, with able instrumental assistance.	81	82	79	83
	77	77	77	77

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JOE ST. CLAIR (Song Plugger 1) <i>Red Long Fingernails</i> Hillbilly ditty reminiscent of Red Silk Stockings tune. Gay, twangy St. Clair chanting, with asides thrown in. <i>It Isn't Worth the Tears</i> Average folk lament. St. Clair piping picks up after dull first chorus effort.	65	64	66	65
	49	50	46	50

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
BOBBY GREGORY AND HIS CACTUS COWBOYS (MGM 10172) <i>Tired Little Dogies</i> Polk jazz with tasty sax and guitar work. Vocal rolls along in same groove. <i>Cowgirl Polka</i> Prairie Polka dolings with Western lyrics set to Polka beat. Good muted trumpet.	79	78	75	84
	73	74	70	76

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
HANK WILLIAMS AND HIS DRIFTING COWBOYS (MGM 10171) <i>I'll Be a Bachelor 'Til I Die</i> Droned folk blues with spry fiddlin'. <i>Honky Tonkin'</i> Nasal-voiced chirp brays bouncy ditty in fine style. Deft ork beat.	70	70	68	72
	73	73	71	75

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

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
DICK REINHART (Columbia 38154) <i>Mean Old Muddy Water</i> Clear, unaffected delivery of pretty folk blues. <i>Hot Rod Baby</i> Adept blues chirping with whistle chorus. Lyrics successfully mix hep cat lingo with Western gab. Jazzy instrumentation.	70	70	68	72
	75	74	72	79

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ROCKY MORGAN'S TRIPLE R BOYS (Modern 20-577) <i>Turn That Gun Around</i> Western novelty a la Pistol Packin' Mama. Instrumental backing good but too loud behind Morgan piping. <i>Hen-Peckin' Mama</i> Instrumental maneuvers again too strong, but flip here has weaker merchandise to begin with.	53	52	50	56
	35	38	31	37

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
KARL AND HARTY (Columbia 38139) <i>Look What Those Blue Eyes Did To Me</i> Beer tavern-type duet on good hill sob tune. <i>Kentucky</i> Boys try here but their own penned ditty is poor effort.	74	73	71	79
	57	59	53	60

FOLK	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
GENE AUTRY (Columbia 38148) <i>Lone Star Moon</i> Autry ambles thru nostalgic Western tune, with restrained yet effective group vocal and orking. <i>Play Fair</i> Cowboy warbles in relaxed fashion. Ditty above average, backing good.	82	82	82	82
	77	78	75	77

RACE	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JOE LUTCHER'S JUMP BAND (Capitol Americana 40101) <i>Hit the Block</i> (William Cooper) City race jukes should go for the "sharp" lyrics. Rocks and rolls along with sax section outstanding. <i>No-Name Boogie</i> (Joe Lutcher) Joe's style is all there. Solid instrumentation with minor harmony reminiscent of Liggins.	72	72	70	75
	74	74	71	78

RACE	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
THE VELVETONES (Super disc 1055) <i>Find My Baby Blues</i> Stock treatment of unexciting blues. <i>Roberta, Get Out of That Bed</i> Boys have fun with this one. Uninhibited chatter and racy lyrics hypo appeal of novelty blues number.	49	49	45	52
	69	69	67	72

RACE	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ANDY KIRK-BEA BOOZE (Decca 48073) <i>Alabama Bound</i> Sloppy orking doesn't help weak material. <i>Doggin' Man Blues</i> Bea Boozie blues chant appeals on tune which builds and tells a story.	48	47	45	52
	67	68	64	70

LATIN-AMERICAN	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JOHNNY LOPEZ-RAFAEL GONZALEZ PENA ORK (Seeco 641) <i>El Gallo Tuerto</i> L-A chanter's strong tonis render fair up-tempo guaracha. Pena ork-aid capable, exhibiting flashy 88-ing. <i>Dos Gardenias</i> Romantic Lopez warbling features otherwise undistinguished dinking of bolero.	71	70	72	72
	61	63	60	61

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

LATIN-AMERICAN	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RAFAEL HERNANDEZ ORK-LAS HERMANAS FELIU (Seeco 642) <i>Tu Lo Sabes</i> Gal's group piping too shrilly. Interesting Hernandez ork arrangement. <i>Tres Hermanitas</i> Gals again come up with shrilly effort, tho thrush solo okay. Orking here weaker than filps.	55	57	58	51
	50	50	52	47

LATIN-AMERICAN	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
DAMIRON Y CHAPU-SEAUX (Armando & His Jack's Band) (Seeco 643) <i>Romance</i> Brassy ork backing for piping of pretty L-A ditty. Some restrained 88-ing, too. <i>El Jarro Pichao</i> Frantic vocal, wild fast-paced ork aid with pronounced beat.	71	73	70	70
	71	70	72	71

LATIN-AMERICAN	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
MYRTA SILVA (Victor 23-0779) <i>El Ole</i> (Hermanos Palau Ork) Silva gal strongly delivers peppy-paced bolero. Palau ork beat aids disk in moving in bright style. <i>Por Un Besito</i> (Julio Gutierrez Ork) Wild guaracha offers thrush chance to display full, competent vocal technique. Ork again merits note.	73	74	71	73
	74	72	76	74

LATIN-AMERICAN	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
PEDRO FLORES GRUPO (Victor 23-0783) <i>Botaron La Pelota</i> (Chago Alvarado) Catchy up-tempo guaracha in capable stop-start mode. <i>Ofrenda</i> (Chago Alvarado-Riverita) Pretty L-A ballad in slow bolero-rumba style, with vocal effort.	70	71	70	68
	71	73	71	69

INTERNATIONAL	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ENZO DI MOLA (Roland Fiore Ork) (De Luxe 7001) <i>Jumba, Jumba, Catari</i> The old-concert standby "Finiculi, Finiculi!" Sung in Italian and English. Inferior quality of record makes it difficult to identify either language. <i>Hallo, Mister John</i> Another English-Italian vocal with supposedly comic lyrics about "a push cart man" set to passages from the William Tell overture.	47	50	43	47
	45	48	43	45

INTERNATIONAL	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
JEFFREY CLAY-DANA DANCE ORK-CARL LADRA, COND. (Dana 2011) <i>The Windshield Wiper Song</i> Mickey mouse bounce ditty. When it comes to Polkas, label ranks with the best but this novelty disk (one of Dana's first pop releases) is just fair. <i>You're Mine</i> Pretty ballad sung straight and sincerely. String ork's unpretentious arrangements score.	69	72	66	70
	72	75	70	72

INTERNATIONAL	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
DANA SERENADERS-MICHEAL CHIMES (Dana 2015) <i>Toolie Oolie Doolie (the Yodel Polka)</i> Late, but one of the best versions of current rave items. Crisp choral work with harmonica backing. <i>Helicopter Polka</i> (Wait Dana Ork) Light and airy instrumental. Sure, danceable beat o melodic theme.	73	74	70	76
	70	70	68	72

(Continued on page 124)

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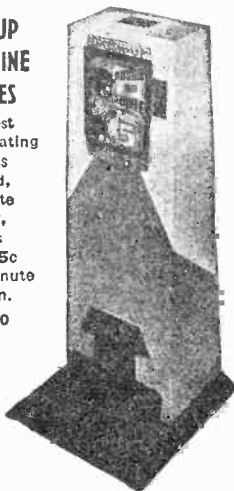
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OPA Ice Cream Rules Dropped

WASHINGTON, March 27.—The National Ice Cream Mix Association here disclosed this week that the requirement of keeping OPA records on ice cream production for three years after the date of ice cream decontrol has been rescinded. The association also released statistics governing total production for 1947 compared with output in 1946 and the 1941-'45 averages.

In pointing out that the requirement for keeping output records until November 9, 1949 (three years after ice cream production was taken off the decontrol list), the mix association listed three categories still required to retain their records. They are parties to pending court suits; recipients or claimants of subsidy, premium or other payments from the government, and sellers of commodities or services to the government under adjustable price schedules.

Figures relating to comparative ice cream production totals were listed as 622,400,000 gallons, 1947; 708,913,000 gallons, 1946, and 437,363,000 gallons during the 1941-'45 span.

In another report released by the mix association, the following five States were listed as the leading ice cream producers: Pennsylvania, 73,740,000 gallons; New York, 63,660,000; California, 47,810,000; Illinois, 38,820,000, and Ohio, 37,780,000.

Candy May Be Luxury Item, Welch States

Reviews Cocoa Situation

BOSTON, March 27.—World cocoa production was a prime topic at the recent meeting of the New England Manufacturers' Association (NEMA). Speeches stressed that one way for the confectionery industry to overcome the present shortage and reduce the "exorbitant price of this essential ingredient" was a realistic effort to increase cocoa production.

Robert H. W. Welch Jr., of James O. Welch Company, Cambridge, Mass., and chairman of the Washington Committee of the National Confectioners' Association (NCA), presented a detailed picture of the current cocoa situation which he obtained during a recent visit to London and Paris. Another principal speaker at the meeting was John K. Kettlewell, director of NCA's Council on Candy, who described the council's activities.

Welch declared the United States bought 335,000 tons of cocoa in 1939 at 4.2 cents, and that the present price of 41 cents per pound is a 1,000 per cent increase. "If this keeps up, candy will move out of the food class and back to the luxury class. People can stop eating candy if it gets too expensive," he said. Welch stated that in London he discovered that British industry feels the same way the confectionery trade in the U. S. does.

Real Shortage

There is an actual, honest-to-goodness world shortage of cocoa," Welch affirmed. "... Our allotment is less than it was in 1939. We are allotted 254,000 tons, and we need considerably more than 275,000 tons. That means that we have been bidding on the New York Cocoa Exchange for a total which is bound to be short ... the price is not a free market price, and the price for the whole world is set entirely fictitiously."

Continuing, Welch stated, "Another difficulty is the Marketing boards in England. The Nigerian Board and the Gold Coast Board have one chairman, holding approximately 50 per cent of the world cocoa supply, which they can sell, or not sell."

"They are paying 13½ cents a pound to producers for cocoa. This is four times the price paid in 1939. But even at this (price), they can land cocoa in New York at 20 cents, but the boards are taking 20 a pound off for payment of future subsidies to producers. They are taking \$4,000,000 a month out of the American market alone."

Welch pointed to those experiments in cocoa growing under way in Liberia, and the American chocolate industry's current research and investigation in the Pacific Islands and South America. He said elimination of the Marketing boards would help the price situation, or an alternative requiring that boards be made to sell cocoa "immediately upon receipt at whatever price it would bring." He added that paying growers more would act as an incentive to increase crops.

A major step in solving the cocoa turmoil would be to eliminate cocoa allocations under the International Economic Food Council (IEFC), Welch stated.

In addition to the price and shortage picture, he declared, another "disturbing factor is the use by the British of thousands of pounds of cocoa butter for internal cooking, because they cannot get vegetable oils."

Tools Incidental To Coin Box Thief

PHILADELPHIA, March 27.—Ralph Seddon was sentenced to a jail term after pleading guilty to a charge of rifling the coin boxes of automatic washing machines in 10 West Philadelphia apartment houses. But when the police introduced a set of burglar tools in evidence, Seddon objected.

"I didn't use the tools on any of the jobs," he told Judge Louis E. Levinthal in Quarter Sessions Court. "I used a key on every one of the machines."

"Then what were you carrying the tools for?" asked the district attorney.

"I just stole them out of that place where I got arrested," said Seddon.

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- 18 FT. TARGETS
- 10 RIFLES
- 1 LARGE COMPRESSOR
- 5,000 CARTRIDGES
- 150,000 PELLETS
- ORIGINAL COST, \$4500.00

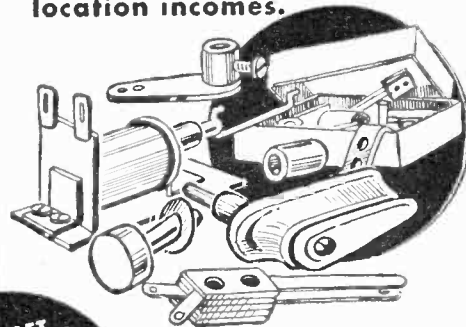
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PUT NEW LIFE TO YOUR EARLIER EXHIBIT GAMES with FLIPPERS

YOU CAN ADD these popular thrillers yourself. EXHIBIT makes this special offer in the interest of EXHIBIT operators to help them build up their location incomes.



EACH SET GIVES AN INDIVIDUAL CONTROLLED FLIPPER FOR EACH SIDE OF GAME.

Exhibit's NEW LIFE FLIPPERS comes to you in a kit, consisting of TWO complete FLIPPERS with installation instructions

Price \$3.95

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EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

FLIPPERS! FLIPPERS! FLIPPERS!

FOR \$10.00 ADDITIONAL WE WILL ADD FLIPPERS TO ALL GAMES LISTED BELOW:

BIG HIT	\$ 30.00	PLAYBOY	\$89.50
CO-ED	120.00	RIO	69.50
CROSSFIRE	99.50	SPELLBOUND	40.00
FIESTA	80.00	SURF QUEENS	25.00
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IMMEDIATE DELIVERY ON GENCO "TRADE WINDS," UNITED "MANHATTAN," GOTTIEB "CINDERELLA," CHI-COIN "CATALINA." WRITE FOR PRICES.

ASK ABOUT OUR TIME PAYMENT PLAN ON ALL NEW OR USED EQUIPMENT, IF LOCATED IN MISSOURI OR SOUTHERN ILLINOIS

Send One-Third Deposit With Order. State Method of Shipment Preferred.

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.

3107-0910 N. W. 5TH ST. PHOENIX 1-2707 / 501 N. LOUISIANA ST. MOBILE

BEST USED MACHINES in the Nation

Every game goes through our production line — fully overhauled mechanically — ALL PARTS FULLY GUARANTEED FOR 90 DAYS — you will say our equipment is the best you ever purchased.

CONSOLES

DeLuxe Draw Bell	\$275.00
Metal Button Draw Bell	225.00
Bonus Super Bell	275.00
Hi Hand	35.00

PINS

Stage Door Canteen	\$29.50
Midget Racer	29.50
Surf Queen	35.00
Super Liner	49.50
Step Up	39.50
Sea Brezce	55.00
Big Hit	25.00
Big League	29.50
Trapeze	110.00
Kilroy	75.00
Spellbound	40.00
Dynamite	55.00
Mystery	75.00
Cross Fire	95.00
Baffle Cards	55.00
Maisie	85.00
Tornado	90.00

Flippers added to any game— \$12.00 extra.

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Total Roll	\$ 59.50
Sportsman's Roll	59.50

MUSIC

Seeburg 8200 Hi Tone	\$ 99.50
Seeburg Regal Lite Up	69.50
Seeburg 8800, Remote	175.00
Seeburg Envoy, Remote	139.50
Seeburg Casino	79.50
Rock-Ola Standard	119.50
Rock-Ola DeLuxe	129.50
Rock-Ola Master	139.50
Rock-Ola Super (1940)	129.50

SPECIAL Like New 1946 ROCK-OLA, \$375.00

Wurlitzer 616	\$ 39.50
Wurlitzer 500	99.50
Wurlitzer 950 E	195.00
Wurlitzer 600 X Victory	99.50
Wurlitzer 600 R	89.50
Wurlitzer 24	99.50
Wurlitzer 750-E	279.50

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

Scott-Crosse Co.
1423 Spring Garden Street
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RIttenhouse 6-7712

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$7.00 PER 1,000Manufactured from Precision Dies from
Finest Quality Aluminum. Standard Thick-
ness. Satin Finish.**TOP QUALITY ONLY—ONE LOW PRICE**

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/3 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

State Tax Calendar**Alabama**April 10: Tobacco wholesalers' and
jobbers' reports due.April 20: Sales tax report and pay-
ment due.April 30: Franchise tax payment
due (last day).**Arizona**April 15: Gross income report and
payment due.**Arkansas**April 20: Gross receipts tax report
and payment due.**California**April 15: Personal income tax re-
turn and first installment due.April 30: Sales tax report and pay-
ment due.**Colorado**April 14: Sales tax report and pay-
ment due.April 15: Denver sales tax report
and payment due. Income tax return
and first installment due.**Connecticut**April 1: Income (franchise) tax re-
turn and payment due.April 20: Sales and use tax return
and payment due.**Delaware**April 30: Income tax return and
first installment due. Information
(annual) return due.**District of Columbia**April 15: Income (franchise) tax re-
turn and first installment due. In-
come tax return and first installment
due. Unincorporated business tax re-
turn and first installment due.**Florida**April 10: Agents' and wholesalers'
cigarette tax report due.**Georgia**April 10: Cigar and cigarette whole-
sale dealers' reports due.**Idaho**April 15: Cigarette wholesalers'
drop shipment reports due.**Illinois**April 15: Cigarette tax return due.
Sales tax report and payment due.**Indiana**April 10: Cigarette distributors' in-
terstate business reports due.April 15: Cigarette distributors'
drop shipment reports due.April 30: Gross income tax report
and payment due.**Iowa**April 20: Sales tax report and pay-
ment due.**Kansas**April 15: Compensating tax report
and payment due. Income tax return
and first installment due.April 20: Sales tax report and pay-
ment due.**Kentucky**April 15: Income tax return and
first installment due.April 20: Cigarette wholesalers' re-
ports due.**Louisiana**

April 1: Soft drinks tax report due.

April 15: Soft drinks tax report due.
Tobacco tax report due.April 20: New Orleans sales and use
tax report and payment due. Sales
and use tax report and payment due.**Maryland**April 15: Income tax return and
first installment due. Sales and use
tax report and payment due.**Massachusetts**April 10: Excise (income) tax re-
turn and first installment due.April 20: Cigarette tax report and
payment due.**Michigan**April 15: Sales tax report and pay-
ment due.April 20: Cigarette report and tax
due.**Minnesota**April 20: Cigarette tax and report
due.**Mississippi**April 15: Manufacturers, distribu-
tors and wholesalers of tobacco re-
ports due. Sales tax report and pay-
ment due.**Missouri**April 1: St. Louis personal property
tax return due (last day).April 15: Retail sales tax report and
payment due.April 30: Soft drinks manufacturers'
report and payment due.**Montana**April 15: Personal income return
and first installment due.**Nebraska**April 10: Cigarette distributors' re-
ports due.**New Jersey**April 15: Financial business tax and
report due. Franchise tax and report
due.**New Mexico**April 1: Income tax information re-
turn due. Merchants' license tax
quarterly installment due.April 15: Income tax report and
first installment due. Occupational
gross income tax report and payment
due.**New York**April 15: Personal income tax re-
turn and first installment due. Un-
incorporated businesses' tax return
and payment due.April 20: New York City sales and
use tax return and payment due.**North Carolina**April 15: Sales tax report and pay-
ment due.**North Dakota**April 10: Cigarette distributors' re-
port due.April 20: Sales tax report and pay-
ment due.**Ohio**April 10: Cigarette wholesalers' re-
port due.April 15: Cigarette use tax and re-
port due.April 30: Toledo employers' with-
holding return and tax due.**Oklahoma**April 10: Cigarette wholesalers' re-
tailers and vending machine owners'
report due.April 15: Sales tax report and pay-
ment due. Tobacco wholesalers' job-
bers' and warehousemen's reports
due.**Oregon**April 15: Personal income tax re-
turn and first installment due.April 30: Withholding tax return
and payment due.**Pennsylvania**April 10: Soft drinks tax report
due.April 15: Employers' return of tax
withheld at the source under Phila-
delphia income tax due. Income tax
return and first installment due. Sec-
ond installment of Scranton income
tax due.**Rhode Island**April 20: Sales and use tax return
and payment due.April 30: Corporations (employing
five or more persons) reports due.**South Dakota**April 15: Occupational retail sales
tax quarterly return and payment
due.**Tennessee**April 20: Sales and use tax report
and payment due.**Washington**April 15: Wholesalers' cigarette
drop shipment report due.**West Virginia**April 15: Cigarette use tax report
and payment due. Sales tax report
and payment due.April 30: Occupational gross in-
come tax quarterly report and pay-
ment due.**Wisconsin**April 10: Cigarette wholesalers' and
manufacturers' report due.**WATCH FOR****GENCO'S****NEWEST
5 BALL GAME****READY FOR DELIVERY****SOON!****GENCO BUILDS GREATER GAMES**
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS**The Winning Console of 1948!****Keeney's GOLD NUGGET****PLAYERS LOVE IT**Offers highest odds on any machine on
standard combination.**OPERATORS LOVE IT**Greatest play-appealing console available
today.**NEW FIVE-BALLS**

Brand New . . . Original Crates . . .

Immediate Delivery

Exhibit Banjo

Williams Tennessee

United Manhattan

Chicago Coin Cata-
lina

Genco Triple Action

Bally Ballerina

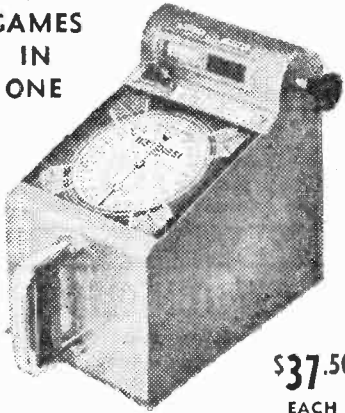
Keeney Cover Girl

(sold out)

Write
TODAY
for
Prices2330 N.
WESTERN AVE.Phone:
CHICAGO 47 EVERGLADE 2300**Coca-Cola To Build Plant**NEW BRITAIN, Conn., March 27.—
Coca-Cola Company here was granted
a special zoning exception last week
to permit construction of a \$600,000
plant. City's Common Council and
board of adjustment okayed the out-
of-bounds industrial construction.

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

2 GAMES IN ONE



\$37.50 EACH

ORDER ONE TODAY USE IT FOR 10 DAYS MONEY BACK IF IT ISN'T THE BEST INVESTMENT YOU HAVE EVER MADE!

BAKER NOVELTY COMPANY
1200 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Pa. Drink Tax Income Under '47 Estimate

Sales Off 45-55 Per Cent

HARRISBURG, Pa., March 27.—Pennsylvania's soft drink tax, passed after heated debate last year, is returning a monthly level of collections over \$25,000,000 less than that estimated by Gov. James H. Duff before its passage. Collections during the first eight months the tax has been in effect were \$9,631,338, almost \$2,000,000 short of original expectations.

Pennsylvania lawmakers were of the opinion that the tax, which is 1 cent on each 12-ounce bottle and a half-cent on each ounce of sirup used in making soft drinks, would return \$35,000,000 in two years. For the first two-year period, based on current receipts, the tax will bring in about \$6,000,000 under that figure.

Seeking out a reason for the lower receipts, State lawmakers said winter weather has held down sales. Soft drink industry spokesmen, however, claim that a drop in sales of from 45 to 55 per cent, compared with last winter, was the result of public resistance to "tax-inflated higher prices." They predicted a total sales loss of about \$20,000,000 for 1947-'48.

Leading Cig Brands Up Sales, Show Drop In Percentage Gains

NEW YORK, March 27.—The top selling cigarette brands made unit sales gains during 1947, a comparison of sales by percentages made by the Standard & Poor's Corporation shows that since 1929 these same leading brands have actually lost 7.8 per cent of their sales to others in the field.

In 1929 Lucky Strike sold 31.1 per cent of all the cigarettes consumed that year, while Camel production was bought by 31.3 per cent of the cigarette smoking public, and Chesterfield's total sales were 23.6 per cent of the whole. In all, these three brands sold 86 per cent of all cigarettes purchased in that year. In 1947 the figures for the big three were Lucky Strike, 30.2 per cent; Camel, 28 per cent, and Chesterfield, 20 per cent, for a total of 78.2 per cent. Old Gold, the only other manufacturer listed for both years in the comparison, dropped from 6.9 per cent in 1929 to 4.3 per cent last year.

Most significant gains were made by the manufacturers of Philip Morris and Raleigh cigarettes. Not mentioned in 1929, these two cigarette brands combined accounted for 13.9 per cent of all sales in 1947, with Philip Morris totaling 7.6 per cent to Raleigh's 6.3 per cent.

Other comparisons of cigarette consumption by percentages during significant years follow:

In 1933, during the height of the depression, Lucky Strike sales totalled with 32.8; Camel, 22.9; Chesterfield, 26.2; Old Gold, 4.7; all others, 13.4. In 1939, the first year of European phase of World War II, Lucky Strike, 22.2; Camel, 24.8; Chesterfield, 19.2; Philip Morris, 5.2; Raleigh, 5.2; Old Gold, 3.3; others, 19.9.

For 1945, final years of World War II, Lucky Strike, 27.1; Camel, 21.8; Chesterfield, 20.3; Philip Morris, 9; Old Gold, 5.4; Raleigh, 4.8; others, 11.6. In 1946, first year of post-war production, Lucky Strike, 30.6; Camel, 26.8; Chesterfield, 19.9; Philip Morris, 8.3; Old Gold, 4.5; Raleigh, 4; others, 5.9.

"PLUS 4" COIN CHUTE COSTS ONLY \$10.00 MORE Than Regular Price of Single Coin Gold Mine

PLAY 5c 10c 15c OR 20c
A GAME WITH ONE COIN CHUTE



GOLD MINE

With the "PLUS 4 COIN CHUTE"

Each additional coin inserted automatically gives player a better chance to win. Here is a 5 ball game that can take in 20c instead of 5c per game!

DISTRIBUTORS! WIRE PHONE or WRITE

SEE YOUR DISTRIBUTOR AT ONCE OR WIRE, PHONE OR WRITE TO

MARVEL Manufacturing Co.

2847 W. FULLERTON AVE. CHICAGO 47, ILL.
PHONE DICKENS 2424

WE WANT TO BUY
BALLY EUREKAS NEW OR USED
BALLY DRAW BELLS
BALLY DE LUXE DRAW BELLS
KEENEY TWIN BONUS SUPER BELLS
JENNINGS STANDARD CHIEFS
MILLS BLACK CHERRIES
MILLS JEWEL BELLS
STATE QUANTITY AND BEST PRICE
WIRE — WRITE — PHONE
GOLDEN GATE NOVELTY CO.
Ph.: Market 1-3967
701 Golden Gate Ave. San Francisco 2, Calif.

PAY OUT OF PLAY With "PRO-SCORE"
See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits.
GEORGE PONSER CO.
158 E. Grand Ave. CHICAGO 11, ILL.
Phone: Superior 4427

DYNAMITE . . . \$ 49.50
AMBER 49.50
HUMPTY DUMPTY 169.50
GUARANTEED READY FOR LOCATION
Central Amusement Co.
1144 Union Ave. Memphis, Tenn.
Ph. 2-6294

You Can MAKE MORE MONEY With ATLAS PERSONAL SERVICE

NEW EQUIPMENT

BANJO	CATALINA
CARIBBEAN	GOLD MINE
CINDERELLA	BALLY GOLD CUP, FP
BALLERINA	BALLY TROPHY, PO

NEW CONSOLES

Jenn. Chal-lenger	\$595.00	Wild Lemon	\$542.50
Ev. Bang		Double Up	\$42.50
Tails	671.50	Triple Bell	895.00

CONSOLE BARGAINS

5c Pace Reels Jr.	\$ 49.50
25c Pace Reels	49.50
Bang Tails	425.00
Track Odds, Daily	
Double, JP	225.00
25c Bonus Super Bell (Fl. Samp.)	450.00
Jennings Silver Moon	59.50
5c Jennings Club Console	79.50
25c Jennings Club Console	89.50
Super Bell 5-5-5-25	125.00
Super Bell 5-5, FP & PO	89.50
5c Big Game	49.50

PHONOGRAPHS

Seeburg Cadet	\$245.00
Wurlitzer 600	195.00
Wurlitzer 616	89.50
Seeburg Royal	110.00
Seeburg Classic	195.00
Seeburg Hi-Tone, R.C.	275.00
Seeburg Concert Grand	175.00
Concert Master, '40	225.00
Seeburg Crown	175.00
Rock-Ola DeLuxe	175.00
Rock-Ola Master, '40	175.00
Mills Throne	145.00
Mills Empress	169.50
SEEBURG LO-TONE	295.00

NEW JENNINGS BELLS*

Standard Chief, 5c	\$269.00
Standard Chief, 10c	279.00
Standard Chief, 25c	289.00
Standard Chief, 50c	399.00
Standard Chief, \$1	599.00
Super DeLuxe Lite Up Chief, 5c	324.00
Super DeLuxe Lite Up Chief, 10c	334.00
Super DeLuxe Lite Up Chief, 25c	344.00
Super DeLuxe Lite Up Chief, 50c	454.00
Standard Club Console	369.00
Super DeLuxe Club Console	424.00

*With Tic-Tac-Toe Reels, Same Prices

SPECIAL! SHOOTING STARS \$69.50 \$74.50
5-Ball Game Ea. Lots of 5 Ea., Single Lots

Excellent Monkey Maker. In Original Cartons.

ATLAS NOVELTY COMPANY
2200 N. WESTERN AVE. PHONE ARMitage 5005 CHICAGO 47
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

We can supply any Bell, Console, Arcade Machine or other equipment—WRITE!
All used equipment is completely re-conditioned and re-finished — GUARANTEED to be perfect!
Terms: 1/3 Dep. Balance C. O. D.



FRIENDLY PERSONAL SERVICE

Launderall To Debut In Worcester; Heavy Promotion Drive Set

WORCESTER, Mass., March 27.—Coin-operated washing machines will be available to operators for setting up routes in apartment buildings, tourist camps, hotels and other locations under a plan announced here.

Walker Electric Company, Launderall distributors, announced the plan simultaneously with a newspaper advertising campaign introducing home installations of coin-operated machines. Both plans revolve around the 25-cent kimeter, coin mechanism for the Launderall, manufactured here by the Product Service Corporation and distributed nationally to all Launderall agencies by the Walker company.

Explaining the set-up for operators to *The Billboard*, Irving R. Walker, company manager, said: "Kimeter-equipped Launderalls will be available to operators at the usual discount. We feel that they represent a good investment, particularly if the operator works on our recommended 30-70 percentage basis with the location owner."

Walker also listed other locations where surveys have shown Launderalls could be profitably installed. They are barber shops, beauty parlors, trailer camps, bowling alleys and factories.

"Factories," he said, "would seem to offer the most attractive locations of all. Here the husband or the working wife could get the washing done while at work and bring it home again at night. Large office buildings, too, are good bets. Next to the home, the place where a person earns his daily bread is the most convenient place to bring the laundry."

Walker thought such locations, particularly the larger establishments, would pay off enough to allow the operator to keep a full-time employee on duty at the machines all day. He also pointed out that barber shops, beauty salons and bowling alleys use a large number of towels. With these people, laundry bills represent a sizable expense. "A coin-operated Launderall would be economical for the location owner and would pay off for the operator," he added.

"Our surveys have shown," Walker declared, "that installation in private homes even would be profitable for operators. But we don't recommend installation in homes where there are less than two adults and two children."

The company's plan for putting coin-operated Launderalls into homes is principally for dealers. It is a program beamed at making sales thru product exposure. Once installed, the argument for outright purchase becomes easier for the dealer and the contract contains a clause which permits the installation costs and coins collected by the kimeter to be applied to the down payment.

Both plans for coin-operated Launderalls were announced in a newspaper advertising campaign which broke this week in newspapers in Worcester, Springfield, Holyoke and Pittsfield. The ad plays up the home installation angle, but contains a panel on the proposition for setting up Launderall routes in apartments and other locations.

Launderall distributors in other parts of the country are conducting or plan to conduct similar advertising programs, Walker said. The campaign here was preceded by a series of feeler ads to test the public reaction to the coin-operated machines in private homes.

CHECK these

THOROUGHLY RECONDITIONED USED CONSOLES

- ★ BALLY DRAW BELLS, 5c \$269.50
 - ★ BALLY DRAW BELLS, 10c or 25c 289.50
 - ★ BALLY DELUXE DRAW BELLS, 5c 299.50
 - ★ BALLY DELUXE DRAW BELLS, 10c or 25c 319.50
 - BALLY TRIPLE BELLS, 5c-10c-25c 569.50
 - MILLS 4-BELLS, 5c-5c-5c-5c. . . 99.50
 - MILLS 4-BELLS, 5c-5c-5c-25c. . 119.50
 - PACE'S SARATOGA, W/R P.O., 5c 59.50
 - PACE'S RACER 159.50
 - JENNINGS' FASTIME, P.O., 5c. . . 59.50
- ★ Also Available with Animal Reels

NEW CONSOLES

- Complete Stock On Hand Ready For Immediate Delivery
- BALLY DOUBLE UP ★ BALLY WILD LEMON
 - BALLY TRIPLE BELL ★ BALLY HI-BOY
 - JENNINGS CHALLENGER
- WRITE FOR PRICES

FRANTZ SCALES

- ARISTO MODEL \$87.50
 - MIRO MODEL 97.50
- Immediate Delivery! We Are Exclusive National Sales Agents For Frantz Scales
- DISTRIBUTORS, ATTENTION!
- Write Us For Exclusive Territories

Brand New — Latest Model CIGARETTE MACHINES

- U-NEED-A MONARCHS (MANUAL)
- 6 COL. 380 PACK CAP. \$149.95
 - 8 COL. 510 PACK CAP. 159.95
 - LIGHT ATTACHMENT OPTIONAL . . . 7.50
 - 25c COIN CHUTE 2.50

VICTOR VENDORS

- VENDS ALL BULK MERCHANDISE
- | MODEL—K | MODEL—V |
|----------------------|----------------------|
| GLOBE TYPE | GLOBE TYPE |
| Special Finish | Standard Finish |
| 1 to 23. Ea. \$12.95 | 1 to 23. Ea. \$12.50 |
| 24 or more | 24 or more |
| Ea. . . . 12.25 | Ea. . . . 11.75 |
- Both the Above Models in Deluxe Cabinet Type, \$2.00 Additional Each.

NO QUESTIONS ASKED YOUR MONEY BACK If Not Completely Satisfied

ATTENTION, operators in our territory: Your credit is good. Buy on our EZ Payment Plan. Come in or write us for full details.

Terms: 1/3 Deposit—Balance Sight Draft. We Are Direct Factory Distributors for BALLY • JENNINGS • U-NEED-A • VICTOR • DAVAL • MIDGET MOVIES • FRANTZ SCALES

J. ROSENFELD CO.
3218 OLIVE STREET, ST. LOUIS 3, MO.
NEWSTEAD 1582

CENTRAL OHIO'S QUALITY BUYS

CONSOLES	ARCADE EQUIPMENT	MUSIC
Draw Bells, Regular . \$239.50 Draw Bells, Red Buttons . 259.50 Wild Lemons, New Ea. 542.50 Double Ups, New Ea. 542.50 Keeney Gold Nuggets, 5c-25c . 800.00 50 5c Jumbo Parades, F.P. . 59.50 6 25c Super Bonus Bells . 575.00 5c Bonus Super Bells 335.00 5c Jumbo Parade, C.P. . 89.50 25 5c Paces Reels, Comb., F.P. Ea. . 49.50 5c Paces Reels, C.P. . 49.50 Price of Keeney Triple Super Bonus, 5c-10c-25c . 895.00 Bally Triple Bells, 5c-10c-25c . 545.00	Batting Practice . \$ 79.50 Sky Fighter . 119.50 Air Raider . 79.50 Tommy Gun, Late . 79.50 Panors . 259.50 Undersea Raiders . 149.50 Lite Leagues . 149.50 Voice Recorder . 69.50 9-Ft. Skee Roll . 79.50 Scientific Baseball . 69.50 Jack Rabbit, New . 300.00 Buckley Diggers . 89.50 Rotary Pushers . 265.00 Pop Up, New . 25.00 Champ Basketball, New . 49.50 Pokerino, Scientific . 199.50 Galee, New . 225.00 Wurl. Skee Rolls, 14-Ft. . 165.00 10 1/2-Ft. Premier Skee Rolls . WRITE	Rock-Ola Standard . \$109.50 Rock-Ola DeLuxe, '39 . 149.50 Rock-Ola Master, '40 . 169.50 Rock-Ola Super . 179.50 Seeburg Hideaway, RC . 249.50 Singing Towers . 89.50 Alreon, Like New . 295.00 AMI Highboy, 40 Selections . 295.00 Wurlitzer 600-R . 99.50 Wurlitzer 500, Victory Cabinet . 145.00 8 Wurl. #125 Wall Boxes, Ea. . 15.00 8 Seeburg Bar Boxes, RC . 35.00 618 Wurlitzers . 88.50

PIN BALLS, \$29.50 Ea.	NEW SLOTS
Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Invasion, Flat Top, Knockout, Topk, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.	Mills Black Cherry . \$248.50 Mills Jewel Bells . 248.00 Mills Golden Falls . 248.50 Mills Vest Pockets . 74.50 Jennings Std. Chief . 269.50 Jennings Club Chief . 324.00 Grotchen Columbia . 175.00 Pacer DeLuxe Chrome . 245.00 \$1.00 Pace DeLuxe

PIN BALLS, \$19.50 Ea.	USED AND FACTORY REBUILT SLOTS
A.B.C. Bowler, Big Chief, Gold Star, Jungle, Legionnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.	5c Blue Fronts . \$ 79.50 10c Blue Fronts . 89.50 25c Blue Fronts . 99.50 5c Brown Fronts . 99.50 10c Brown Fronts . 109.50 50c Chiefs . 249.50 50c Blue Fronts . 249.50 \$1.00 Chief . 475.00

NEW PIN BALLS	COUNTER GAMES	REBUILTS LIKE BRAND NEW
WRITE UNITED — MANHATTAN EXHIBIT — BUILD-UP GENCO — TRIPLE ACTION CHI COIN — CATALINA KEENEY — COVER GIRL WILLIAMS — STORMY BALLY — MELODY	1c Sparks, Check P.O. \$12.50 1c Daval Marvels . 19.50 5c Gushers, New . 29.50 5c Davals, Free Play . 39.50 1c Marvel Pop Up, New . 25.00 1c Target Skills . 22.50 1c Gottlieb Grip Scales . 82.50 1c Daval Buddy, Cigarette . 27.50 5c Jennings Grandstands . 12.50	5c COPPER, GOLD AND BLUE, Hammeroid Finish . \$119.50 10c COPPER, GOLD AND BLUE, Hammeroid Finish . 129.50 25c COPPER, GOLD AND BLUE, Hammeroid Finish . 139.50 (Drill Proof and Knee Action)

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO

COIN MACHINE EXCHANGE

185 East Town St.
Columbus 15, Ohio

PHONES: AD. 7479 - AD. 7993

MAX BROWN'S . . . CLEARANCE SALE!

All Clean — Thoroughly Checked — Ready for Location

Surf Queen \$ 29.50	Big Hit \$ 29.50
Stage Door Canteen . 29.50	Midget Racers 29.50

Hawaii \$139.50	Mystery \$ 69.50
Mexico 119.50	Rio 69.50
Mam'selle 109.50	Havana 69.50
Singapore 159.50	Crossfire 79.50
Humpty Dumpty 159.50	Gold Ball 69.50
Nevada 149.50	Starlite 129.50

1947 Ten Strikes \$89.50

NEW GAMES ON HAND FOR IMMEDIATE DELIVERY

United's MANHATTAN	Williams' TENNESSEE
Exhibit's BANJO	Chicago Coin CATALINA
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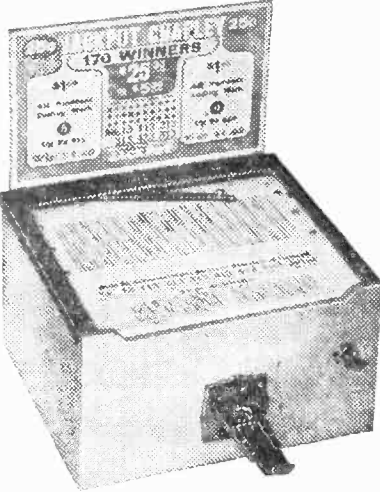
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NEW ONE BALLS

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- JENNINGS LITE-UP CHIEF, JENNINGS STANDARD CHIEF, MILLS JEWEL BELL, MILLS BLACK GOLD, H.L., MILLS MELON BELL, MILLS BLACK CHERRY, COLUMBIA, J.P. \$109.50, VEST POCKETS 65.00, DE L. COLUMBIA \$129.50, MILLS O.T. 115.00

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- DE LUXE \$27.00, MODEL 33 12.80, MODEL 38 14.40, MODEL 40 11.00, 33 BALL GUM 11.55

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- KEEN. GOLD NUG. \$800.00, EVANS RACES 931.00, BAL. TRIPLE BELL 895.00, EV. WINTERBOOK \$28.00, EVANS BANGTAILS 871.50, EV. CASINO BELL 637.50, JENN. CHALLENGER 595.00, BAL. WILD LEMON 542.50, BAL. DOUBLE UP 542.50

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- HONEY \$129.50, TORCHY 129.50, GOLD BALL 129.50, MARJORIE 129.50, LUCKY STAR 124.50, MAISIE 119.50, CYCLONE 119.50, HAVANA, with Motor Unit 119.50, TORNADO 119.50, ROCKET 114.50, CROSSFIRE 109.50, MYSTERY 109.50, RIO 99.50, VANITIES 99.50, KILROY 99.50, BALLYHOO 99.50, PLAY BOY 99.50, SUPER SCORE 84.50, SPELLBOUND 74.50, MISS AMER. 74.50, DYNAMITE 69.50, SMARTY 68.50, SHOW GIRL 69.50, BAFFLE CARD 69.50, STEP UP 69.50, STATE FAIR 69.50, HOLLYWOOD 59.50, SUPERLINER 59.50, FAST BALL 59.50, SEA BREEZE 59.50, SUSPENSE \$ 54.50, MID. RACER. 44.50, CANTEEN 44.50, SURF QUEEN 44.50, BIG LEAGUE 44.50, BIG HIT 44.50, LITE-O-CARD. 29.50, YANK DOODLE 29.50, LAURA 29.50, FLAT TOP 29.50, LIBERTY 29.50, SKY CHIEF 29.50, BIG PARADE 29.50, AIR CIRCUS 29.50, KNOCK OUT. 29.50, SOUTH SEAS. 29.50, SANTA FE 29.50, BRAZIL 29.50, 5-10-20 29.50, BOSCO 29.50, HI HAT 29.50, PRODUCTION 24.50, SEA HAWK 24.50, JUNGLE 24.50, BOLAWAY 24.50, SHOW BOAT. 24.50, VENUS 24.50, ABC BOWLER 24.50, SEVEN UP 24.50, BOWLING LEAGUE \$149.50

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- JENN. LITE-UP CHIEF, 25c \$235.00, JENN. LITE-UP CHIEF, 10c 225.00, 50c WATLING ROLATOP, 3-5 145.00, MILLS BLACK CHERRY, Orig. 5c 144.50, MILLS BLACK CHERRY, Orig. 10c 149.50, MILLS BLACK CHERRY, Orig. 25c 154.50, 5c MILLS BLUE FRONT, ORIG. 89.50, 5c MILLS BONUS BELL 119.50, 5c MILLS ORIG. CHROME, 2-5 109.50, 10c BROWN FRONTS 109.50, JENN. SILVER CHIEF, 5c or 10c 89.50, JENN. CIGAROLA XV 89.50, GROET. COLUMBIA, J.P. 89.50, 8c MILLS VEST POCKET 44.50

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- CHI. COIN BASKETBALL CHAMP \$379.50, WMS. ALL-STARS 339.50, HARVARD METAL TYPER 219.50, DRIVEMOBILE 189.50, FOOTBALL, IDEAL 189.50, GENCO TOTAL ROLL 189.50, 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, 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. 189.50, 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. 64.50, '41 DERBY 59.50

CONSOLES

- KEEN. TRIPLE BONUS, 5-10-25c \$675.00, 5-25 TWO-WAY BONUS SUPER 565.00, BALLY TRIPLE BELL 565.00, 5c KEEN. BONUS SUPER BELL 345.00, DE LUXE DRAW BELL 325.00, TRACK ODDS, Late Model 279.50, DRAW BELL, Regular 245.00, 4-WAY SUPER BELL, 5-5-5-25c 189.50, MILLS 3-BELLS 159.50, 2-WAY SUPER BELL, 5-5c 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. 89.50, 5c PACE SARATOGA SR., P.O. 69.50, BALLY BIG TOP, P.O. or F.P. 69.50, MILLS JUMBO, LATE HEAD 69.50, PACE REELS-CHR. RAIL 69.50, JENN. FAST TIME, P.O. 59.50

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Record Reviews

(Continued from page 117)

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

INTERNATIONAL				
SIX FAT DUTCHMEN (Victor 25-1110) <i>Kalle Pe Polka</i> Typical gay polka rendition of typical polka ditty. Not outstanding.	70	70	67	72
<i>Suitor's Waltz</i> Bright waltz delivery with martial flavor, featuring accordion, tuba.	68	66	68	69
WALTER SOLEK ORK (Harmonia 1174) <i>My Girl Friend Julayda</i> Current hot item in the polka field. Leader's nasal vocal matches ork's enthusiastic beat. Lively and entertaining.	81	80	77	87
<i>The Coalminer's Polka</i> Instrumental with hep ad-lib type folk shouts. Tempo set for dancing.	70	70	68	72

HOT JAZZ				
THE THELONIOUS MONK TRIO (Blue Note 543) <i>Well You Needn't</i> Interesting bop stuff by the granddaddy of the bopsters.	56	64	61	44
THE THELONIOUS MONK QUINTET <i>'Round About Midnight</i> Pretty Monk work which may have come off better if the tootlers worked together.	61	66	63	53

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

HOT JAZZ				
IKE QUEBEC QUINTET (Blue Note 544 (10")) <i>Blue Harlem, Parts I & II</i> Moody blues item previously out on 12-inch side should do some juke biz in this 10-inch version—particularly Part I which is immersed in a blue mood set by Tiny Grimes' soulful guitar picking.	71	73	71	69

CLASSICAL				
THE PHILADELPHIA ORK-EUGENE OR-MANDY, DIR. (10") <i>Glinka: Russian and Ludmilla—Overture</i> (Columbia 19010-D) Standard concert hall intro and filler music is given a bright reading. Should serve as retail catalog item.	70	70	70	NS
ERIC COATES-LONDON SYMPHONY ORK (10") (Columbia 17514-D) <i>Coates: Dancing Nights Valse</i> Melodic piece by the cleffer of "Sleepy Lagoon" borders on the popular but is classically conceived.	75	78	72	NS

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 31)

The "Pick" Song
Korn Kobblers (Paw's Word) Celebrity 2009
MGM 21
Be a Clown . . . J. Garland-G. Kelly . . . MGM 30097
Love of My Life . . . J. Garland . . . MGM 30098
Mack the Black . . . J. Garland . . . MGM 30099
Nina . . . G. Kelly . . . MGM 30099
Pirate Ballet . . . MGM Studio Ork . . . MGM 30097
You Can Do No Wrong . . . J. Garland . . . MGM 30098
The Story of Sorrento
B. Crosby (Laroo, Laroo) Decca 24404
Time and Time Again (Nunca Sabras)
R. Case Ork (Crying for) Victor 20-2778
Toolie, Oolie, Doolie
J. Denis (Helen Polka) London 201
Two of a Kind
N. Lawrence (Lou'slana Voodoo) Alpha 1002
Walking My Baby Back Home
Hum and Strum (Baby Face) Stellar SR-1012

Wagon Wheels
The Sunset Trio (A Little) Capitol 15060
We Just Couldn't Say Goodbye
Andrews Sisters (The Bride) Decca 24406
We Just Couldn't Say Goodbye
S. Fields (What Do) Musicraft 553
What Do I Have To Do (To Make You Love Me)?
V. Monroe (A Little) Victor 20-2811
What Do I Have To Do (To Make You Love Me)
S. Fields (We Just) Musicraft 553
What Do I Have To Do (To Make You Love Me)
D. Haymes (A Little) Decca 24405
Xochimilco (Would You Do It Again)
E. Madriguera (Jingullil Jongolo) Decca 24407
Yearning Just for You
The Four Musettes (Daddy Surprise) Musicraft 555
You Can't Be True, Dear
K. Griffin (The Cuckoo) Rondo R-128
You Can't Be True, Dear
V. Lynn (Once Upon) London 202
You Can't Be True, Dear
J. Wayne (Doodle Doo) Rondo R-228
You'll Never Break My Heart Again
B. Carter Ork (Baby, You're) Reina 101

CLASSIC & SEMI-CLASSICAL

A Robeson Recital of Popular Favorites Album (4-10")
P. Robeson-E. Balaban, Dir. Columbia MM-732
I Still Suits Me
It Ain't Necessarily So
Ma Curly-Headed Baby
Mah Lindy Lou
O! Man River
Sylvia
The House I Live In
Wagon Wheels
All of a Sudden My Heart Sings
K. Grayson (Jealousy) MGM 30073
J. S. Bach: Concerto in C-Major for 2 Harpsichords & Strings Album (3-12")
The Manuel and Williamson Harpsichord Ensemble. . . Musicraft M52
J. S. Bach: Two Choral Preludes (12")
The First Piano Quartet (Paganini-Liszt: La) Victor 12-0206
Grieg: Peer Gynt Suite No. 1, Op. 46 Album (2-12")
The Philadelphia Ork-E. Ormandy, Dir. Columbia MX-291
Intermezzo
J. Fuchs (Lotus Land) MGM 30063
Jealousy
K. Grayson (All of) MGM 30073
Khatchaturian: Gayne, Ballet Suite: Sabre Dance (12")
Chicago Symphony Ork-A. Rodzinski, Dir. (Khatchaturian: Masquerade) Victor 12-0209
Khatchaturian: Masquerade Suite: Waltz (12")
Chicago Symphony Ork-A. Rodzinski, Dir. (Khatchaturian: Gayne) Victor 12-0209
Kreisler: Caprice Viennois, Op. 2 (12")
Z. Francescatti-A. Balsam (Kreisler: Recitative) Columbia 72516-D
Kreisler: Recitative and Scherzo-Caprice, Op. 6 (12")
Z. Francescatti-A. Balsam (Kreisler: Caprice) Columbia 72516-D
Lotus Land
J. Fuchs (Intermezzo) MGM 30063
Mompou: Jeunes Filles Au Jardin (From "Scenes D'Enfants")
G. Novaes (Phillipp: Fuex-Follets) Columbia 17522-D
Mozart: Quartet No. 14 in G-Major, K. 387 (Hadyn Set, No. 1) Album (4-12")
Griller String Quartet. . . Decca London EDA 48
Paderewski: Minuet in G, Op. 14, No. 1 (12")
The First Piano Quartet (Rachmaninoff: Prelude) Victor 12-0207
Paganini-Liszt: La Campanella (12")
The First Piano Quartet (J. S. Bach: Two) Victor 12-0206
Phillipp: Feux-Follets (Will-of-the-Wisp) G. Novaes (Mompou: Jeunes) Columbia 17522-D
Rachmaninoff: Prelude in C-Sharp Minor (12")
The First Piano Quartet Paderewski: Minuet) Victor 12-0207

RELIGIOUS

Cantorial Jewels Album (3-12")
R. Tucker Columbia F-3
Chimes of Devotion Album
G. H. Shackley . . . Bibletone DC
A Mighty Fortress Is Our God
All Hall the Power of Jesus' Name
Christ, the Lord Is Risen Today
Dear Lord and Father of Mankind
Fairest Lord Jesus
Faith of Our Fathers
In the Cross of Christ I Glory
Jesus, Lover of My Soul
Jesus Savior, Pilot Me
Just As I Am
Lead, Kindly Light
There's a Wideness in God's Mercy
Down on My Knees
The LeFevre Trio-Big J. Waits (There's a) Bibletone 7008
Havoloh (Traditional Prayer for End of the Sabbath)
Columbia 57059-F
I'm Livin' Humble
King Odom Quartet (They Put) Musicraft 554
Ki K'Shimcho (High Holiday Prayer)
Columbia 57060-F
Kidush (Traditional Sanctification of Sabbath)
Columbia 57059-F
There's a Rainbow of Love
The LeFevre Trio-Big J. Waits (Down on) Bibletone 7008
They Put John on the Island
King Odom Quartet (I'm Livin') Musicraft 554
Tzadik Adeshem (Seliechoth Prayer)
Columbia 57059-F
Yehi Rotzon (Prayer-Blessing of the Month)
Columbia 57061-F
Yir'U Einoinu (Evening Prayer)
Columbia 57061-F

INTERNATIONAL

Blond Charlie
L. Duchow Red Raven Ork (Red Raven) Victor 25-1113
Der Rebi Elimelech (A Certain Mr. Wallach)
E. Linden (Of'n Pripetshok) Victor 25-5082
Dove Sta Zara? (Donde Esta Zara?)
G. Granati (Fierenze Sogna) Victor 25-7091
Fierenze Sogna (Florenca Suen) (Dreams of Florence)
G. Granati (Dove Sta) Victor 25-7091
Just Because
The Polkateers (Traffic Jam) Continental C-1228
Lovely Hula Hands
D. McIntire Harmony Hawaiians (May Day) Decca 25340
May Day Is Lei Day in Hawaii
D. McIntire Harmony Hawaiians (Lovely Hula) Decca 25340
Of'n Pripetshok (My Fireplace)
E. Linden (Der Rebi) Victor 25-5082
Red Raven Schottische
L. Duchow Red Raven Ork (Blond Charlie) Victor 25-1113
Traffic Jam
The Polkateers (Just Because) Continental C-1228

HOT JAZZ

Errol Garner Piano Album
E. Garner . . . Mercury A-24
Blue Skies . . . Mercury A-1032
Don't Blame Me . . . Mercury A-1032
For You . . . Mercury A-1034
Full Moon and Empty Arms . . . Mercury A-1033
If I Loved You . . . Mercury A-1034
Memories of You . . . Mercury A-1033
Swedish Pastry
S. Hasselgard All Star Six (Who Sleeps) Capitol 15062
The One I Love Belongs to Somebody Else
S. Vaughan (What a) Musicraft 552
What a Difference a Day Makes
S. Vaughan (The One) Musicraft 552
Who Sleeps
S. Hasselgard All Star Six (Swedish Pastry) Capitol 15062
*Re-issue

FOLK

A Deck of Cards
R. Shepard (Conversation With) Banner B-559
A Wonderful Time Up There (Gospel Boogie)
Cowboy Phil-Golden West Girls (The Silent) Bibletone 8001

(Continued on page 126)

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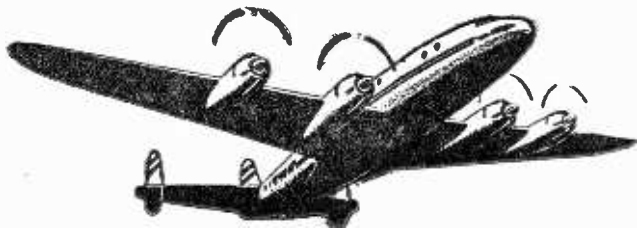
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Circulation Dept., The Billboard

2160 Patterson Street, Cincinnati 22, Ohio

ADVANCE RECORD RELEASES

(Continued from page 124)

FOLK

- Bouquet of Roses**
E. Arnold and His Tennessee Plowboys (Texarkana Baby) Victor 20-2806
- Conversation With a Mule**
R. Shepard (A Deck) Banner B-559
- Cowgirl Polka**
B. Gregory and His Cactus Cowboys (Tired Little) MGM 10172
- Don't Wait for Me**
E. McMullen (Whistling In) Penguin R-503
- Honky Tonkin'**
H. Williams and His Drifting Cowboys (I'll Be) MGM 10171
- I'll Be a Bachelor Till I Die**
H. Williams and His Drifting Cowboys (Honky Tonkin') MGM 10171
- *I'll Get Along Somehow**
E. Tubb (When the) Decca 46092
- I'm Leaving My Troubles Behind**
A. Dexter and His Troopers (Rock and) Columbia 38168
- I'm Writing a Letter to Heaven**
W. Tuttle (Who Do) Capitol Americana 40104
- I've Got a Heart (That's Broken in Two)**
Oklahoma Sweethearts (Sewing Patches) Capitol Americana 40105
- John's Other Wife**
J. Bond (Oklahoma Waltz) Columbia 38160
- Just a Pair of Cowboy Boots**
J. Patton and His Cowboys (When You) Gold Tone 1004-G
- Kentucky Mountain Ballads Album**
Cousin Emmy . . . Decca A-574
Come on All You Virginia Gals . . . Decca 24213
Free Little Bird . . . Decca 24216
I Wish I Was a Single Girl Again . . . Decca 24215
I Wish I Was in Bowling Green . . . Decca 24214
Johnny Booker . . . Decca 24214
Lonesome Road Blues . . . Decca 24215
Lost John . . . Decca 24216
Pretty Little Miss Out in the Garden . . . Decca 24213
- Long Gone Daddy**
J. & L. Short (Tennessee Waltz) Decca 46122
- Maple Sugar Time**
"Cowboy" J. Patton Trio (Will You) Gold Tone 1003-G
- New Cowboy's Yodel Polka**
J. Patton and His Cowboys (The Old) Gold Tone 1001-G
- Oklahoma Waltz**
J. Bond (John's Other) Columbia 38160
- Oklahoma Hills, Jack Guthrie Memorial Album**
J. Guthrie . . . Capitol Americana AD-76
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- Rock and Rye**
A. Detxer and His Troopers (I'm Leaving) Columbia 38168
- Sewing Patches on My Heart**
Oklahoma Sweethearts (I've Got) Capitol Americana 40105
- Tennessee Waltz**
J. & L. Short (Long Gone) Decca 46122
- Texarkana Baby**
E. Arnold and His Tennessee Plowboys (Bouquet of) Victor 20-2806
- The Cradle Song**
J. Patton and His Cowboys (United Nations) Gold Tone 1008-G
- The Old Painted Desert**
J. Patton and His Cowboys (New Cowboy's) Gold Tone 1001-G
- The Silent Giver**
Cowboy Phil-Golden West Girls (A Wonderful) Biblestone 8001
- Tired Little Dogies**
B. Gregory and His Cactus Cowboys (Cowgirl Polka) MGM 10172
- Tryon Street Boogie**
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J. Patton and His Cowboys (Just a) Gold Tone 1004-G
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W. Tuttle (I'm Writing) Capitol Americana 40104
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Duke Groner (Dragging My) Aristocrat 1801
- Dragging My Heart Around**
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- Far Cry**
Buddy Johnson Ork (Lil's Dog) Decca 48076
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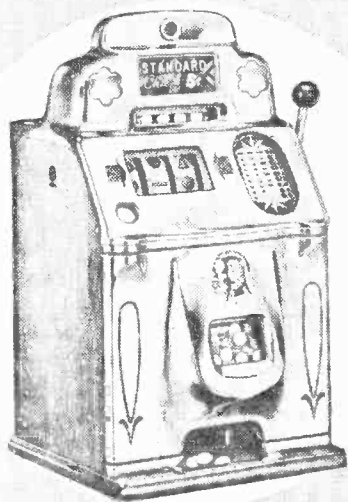
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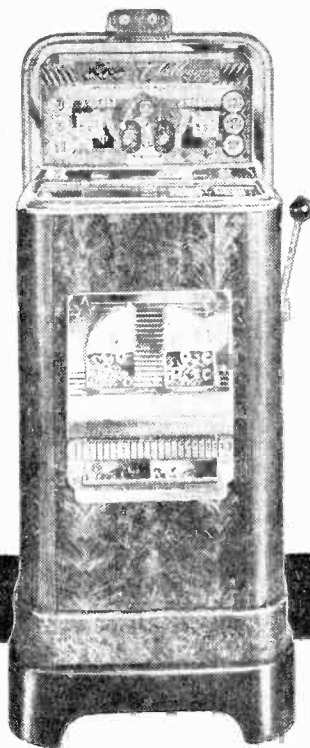
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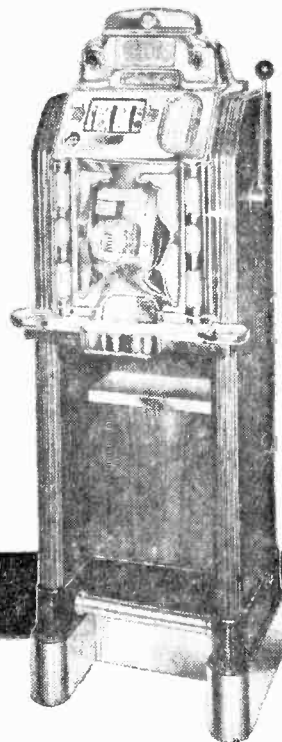




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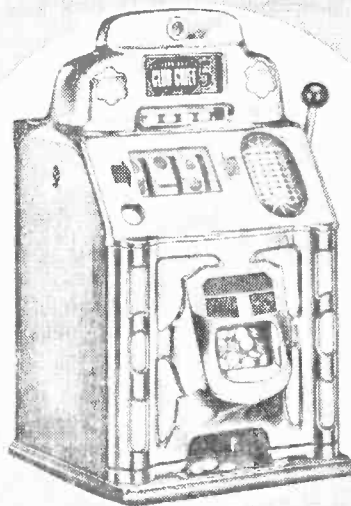


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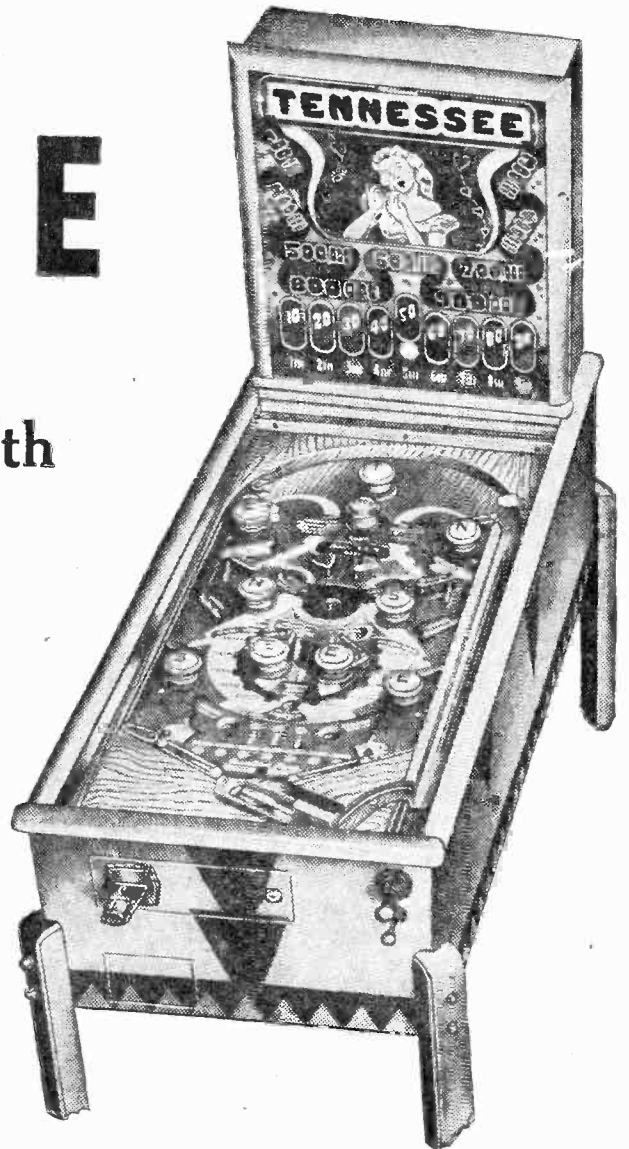
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<table border="0"> <tr><td>FLYING TRAPEZE</td><td>\$139.50</td></tr> <tr><td>GOLD BALL</td><td>99.50</td></tr> <tr><td>FLAMINGO</td><td>99.50</td></tr> <tr><td>LUCKY STAR</td><td>98.50</td></tr> <tr><td>HONEY</td><td>89.50</td></tr> <tr><td>TORCHY</td><td>84.50</td></tr> <tr><td>BALLYHOO</td><td>72.50</td></tr> <tr><td>ROCKET</td><td>69.50</td></tr> <tr><td>CAROUSEL</td><td>69.50</td></tr> <tr><td>BAFFLE CARD</td><td>64.50</td></tr> <tr><td>KILROY</td><td>59.50</td></tr> <tr><td>MYSTERY</td><td>59.50</td></tr> </table>	FLYING TRAPEZE	\$139.50	GOLD BALL	99.50	FLAMINGO	99.50	LUCKY STAR	98.50	HONEY	89.50	TORCHY	84.50	BALLYHOO	72.50	ROCKET	69.50	CAROUSEL	69.50	BAFFLE CARD	64.50	KILROY	59.50	MYSTERY	59.50	<table border="0"> <tr><td>AMBER</td><td>\$59.50</td></tr> <tr><td>MISS AMERICA</td><td>59.50</td></tr> <tr><td>STEP UP</td><td>59.50</td></tr> <tr><td>TORNADO</td><td>59.50</td></tr> <tr><td>DYNAMITE</td><td>59.50</td></tr> <tr><td>SHOW GIRL</td><td>59.50</td></tr> <tr><td>NUDGY</td><td>59.50</td></tr> <tr><td>SHOW GIRL</td><td>54.50</td></tr> <tr><td>VANITIES</td><td>54.50</td></tr> <tr><td>SMARTY</td><td>49.50</td></tr> <tr><td>SUPERLINER</td><td>49.50</td></tr> <tr><td>SUPERSCORE</td><td>49.50</td></tr> </table>	AMBER	\$59.50	MISS AMERICA	59.50	STEP UP	59.50	TORNADO	59.50	DYNAMITE	59.50	SHOW GIRL	59.50	NUDGY	59.50	SHOW GIRL	54.50	VANITIES	54.50	SMARTY	49.50	SUPERLINER	49.50	SUPERSCORE	49.50
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TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.
ALL ITEMS OFFERED SUBJECT TO PRIOR SALE

SHAFFER MUSIC COMPANY
606 South High St. Columbus 15, Ohio
PHONE: MAIN 5563

AUTOMATIC COIN

America's Bell Machine Center

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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 \$19.95
All Slots.....

TERMS: 1/3 Dep., Balance C. O. D.
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

GUARANTEED SLOTS
Reconditioned—Refinished—Repainted

Mills Brown Front, 5¢	\$ 89.50
Mills Brown Front, 10¢	94.50
Mills Brown Front, 25¢	99.50
Mills Bonus Bell, 5¢	119.50
Mills Bonus Bell, 10¢	124.50
Mills Bonus Bell, 25¢	129.50
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
Bally Draw Bell, Metal Buttons	229.50
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5¢ or 25¢	89.50
Buckley Track Odds (Without Daily Double Feature)	250.00
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
Rebuilt Seeburg Shoot the Bear	124.50
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

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ALL PHONES: CAPITOL 8244
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- ★ HIGH SCORE
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- BUILD-UP POCKETS
- ★ FREE PLAY LANES

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CHICAGO COIN MACHINE COMPANY

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MEMBER

LOOK . . .

- Mills Brown Fronts, 5¢ \$88.00
- Mills Brown Fronts, 10¢ 85.00
- Mills Brown Fronts, 25¢ 99.00
- 5¢ Mills Blue Fronts 85.00
- New Mills Q.T. 115.00
- New Black Cherry Bells Write
- New Jewel Bells Write

Write for Price List on New Pin Games. Order your Mills Slot Parts from us. 1/3 Deposit, Balance C. O. D.

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3924 W. Chicago Ave. Chicago, Illinois
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FOR SALE

10 Bally Double Up Machines, used only one week. Double Up, \$370.00. Straight Draw Bells, \$230.00. 11 Straight Bally Draw Bells, all in excellent working condition, \$230.00; just off location. Write or Phone At. 1206.

BROWN MUSIC CO.

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BEN RODINS IS
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NOW** →

**UNITED'S
CARIBBEAN**
CONTACT US FOR PRICES
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SUSPENSE \$49.50	BONANZA \$142.50
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SUPERLINER \$59.50	TREASURE CHEST \$160.00
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MANY OTHERS TO CHOOSE FROM
1/3 DEPOSIT WITH ORDER . . .
BALANCE C. O. D.



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- 3—1015 Wurlitzer \$480.00
Very clean with stepper.
- 1—950 Wurlitzer 175.00
Clean and overhauled.
- CONSOLES-ONE BALLS**
- 5—Keeney Bonus Bells, 5¢ \$275.00
Perfect mechanically, clean.
- 5—Del. Draw Bells 275.00
Perfect condition throughout.
- 5—Draw Bells, red buttons 225.00
Reconditioned and good.
- 4—Victory Specials 169.50
Good appearance and running perfect.
- 2—Special Entrys 339.50
Almost like new.

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1137 Osage Ave. Kansas City, Kans.

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Who can repair Phonographs, Pin Ball, Console and Slot Machines. Steady work, good salary.

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GIVE TO THE DAMON RUNYON CANCER FUND

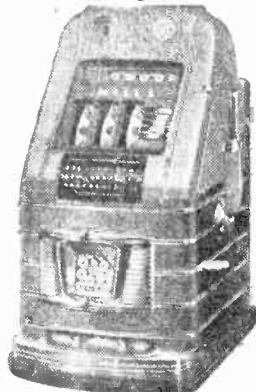
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 5 BALL GAME
 READY FOR DELIVERY
 SOON!

GENCO BUILDS GREATER GAMES
 7621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

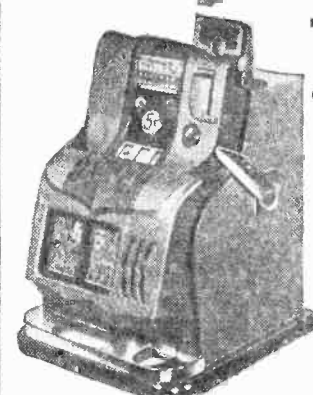
MILLS LATEST MACHINES



GOLDEN FALLS
 You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



JEWEL BELL
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

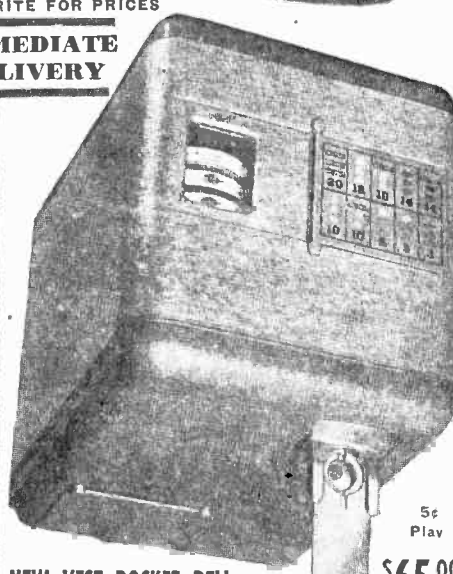


MILLS Q T
 A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER. **\$65.00** 1/3 Deposit

SICKING, INC. Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO



ACTIVE
 RECONDITIONED GAMES
 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

BAFFLE CARD	\$44.50	RANGER	\$99.50
BIG HIT	24.50	ROCKET	64.50
DYNAMITE	44.50	SHOWGIRL	49.50
FIESTA	54.50	STAGE DOOR CANTEEN	24.50
HAVANA	54.50	SUPERLINER	34.50
LUCKY STAR	99.50	SUPER SCORE	44.50
KILROY	49.50	SEA BREEZE	34.50
MISS AMERICA	44.50	SPELLBOUND	39.50
MAISIE	69.50	SURF QUEEN	24.50
MIDGET RACES	24.50	SUSPENSE	29.50
RIO	54.50	TORNADO	74.50

GOTTLIEB DAILY RACES\$185.00

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495

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1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS

WHILE THEY LAST!

WURLITZER, 1100	FEW WEEKS ON LOCATION	\$799.00
1947 WURLITZER, 1015, LIKE NEW		499.00
1946 WURLITZER, 1422, LIKE NEW		329.00
SEEBURG LOTONE, PROFESSIONALLY REBUILT		269.50

WIRE ORDER IMMEDIATELY

OTHER BARGAINS

COMPLETE, IN WORKING ORDER, BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
950-850-800	Hitone, RC	Commando
780	Hitone, ES	Super & Master
500	Commander, Cadet,	DeLuxe
600	Envoy, Major, etc.	Standard
24 Victory	Classic, Vogue	Twin Twelve
616, Ill.	Plaza	5-Wire Cellar Job
616, Plain	Regal	Rock-Ola Spectrovox, rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console
61	Casino	
Cellar Unit	Royal	
	Rex 30-Wire Cellar Job	

Above Phonographs Rebuilt UNCONDITIONALLY GUARANTEED

\$35 ADDITIONAL PER MACHINE

WALL BOXES Seeburg: 5-20-1Z, \$3.95; WS-2Z Wireless, \$19.50; DS-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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BRANCHES BUFFALO ROCHESTER

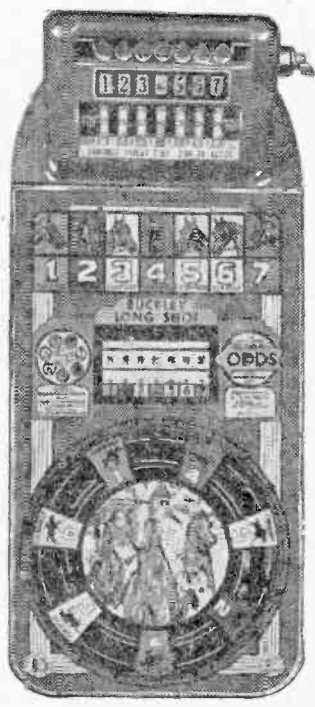
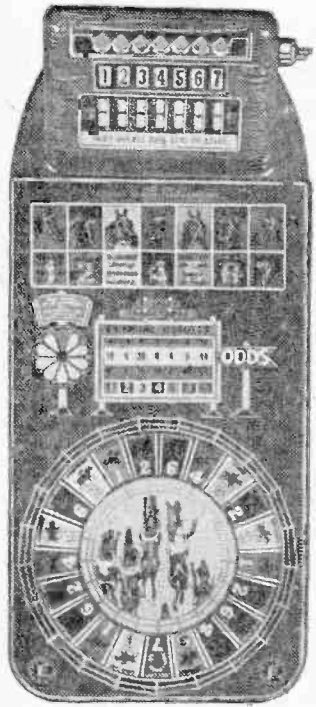


Loaded with Incentive! Mills Black Gold Bell, featuring the hand load Jackpot, is a favorite club machine

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

*Try it BEFORE
You BUY IT!*



TRACK ODDS

Illustration above shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration above shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.

CRISS CROSS BELLE

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts. CRISS CROSS is designed for clubs preferring liberal payout machines.

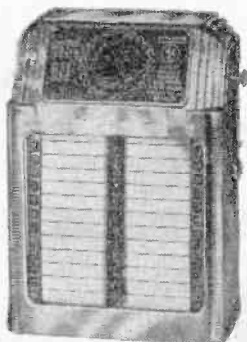


SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds, Parlay Long Shot and Criss Cross Belle will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds, Parlay Long Shot or Criss Cross Belle will be placed and we will recommend the model for your particular location.



First practical and profitable music box at the **LOWEST PRICE!** This Buckley Chrome Wall and Bar Box is available in 20, 24 or 32 record selections.



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PHONES: VAN BUREN 6636-5637-6638-6533

Cinderella

The Game with
the
Gottlieb
Magic
Touch!

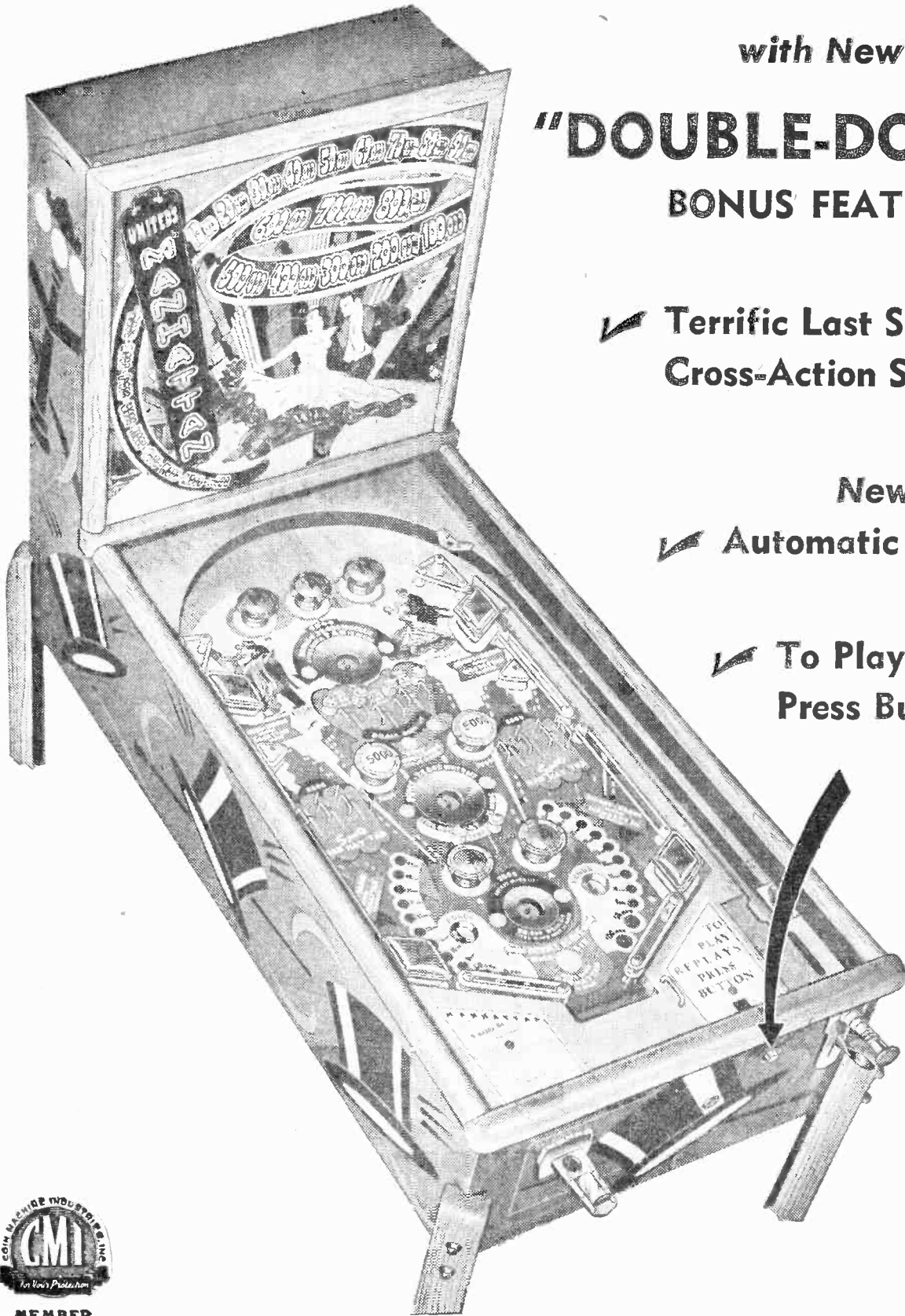


The Original **FLIPPER BUMPERS**
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 KICKER POCKETS!
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✓ Terrific Last Second
Cross-Action Suspense

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✓ Automatic Shuffle

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FIVE-BALL
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UNITED MANUFACTURING COMPANY

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CHICAGO 40, ILLINOIS

TWO GREAT PERFORMERS

Anita O'Day

and

Aireon's Coronet



Rhythmic ANITA O'DAY picks a *double-winner* . . . her best-selling Signature Record release, "Bootwhip" . . . played on the new Aireon CORONET!

*The World's Finest Phonograph Equipment...at the World's Lowest Prices

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MANUFACTURING CORPORATION

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Precision Operation
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*Play Appeal

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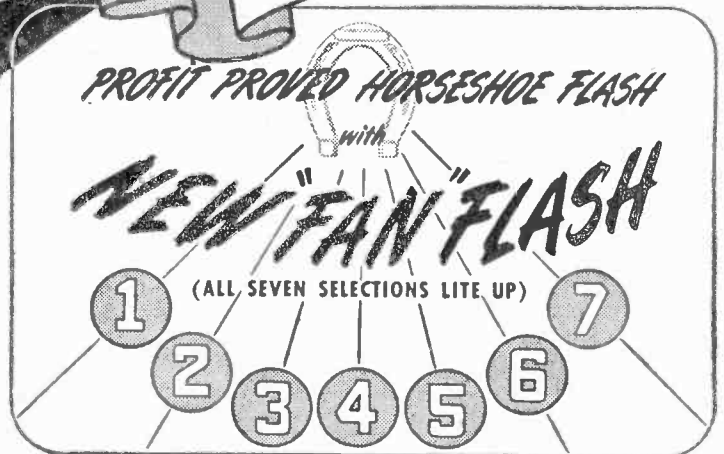
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NEW Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC



Operators hail the new FAN FLASH as the strongest EXTRA-NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.



BALLERINA

NEWEST BALLY 5-BALL NOVELTY HIT

Kicker-Bumpers

CONTROLLED BY PLAYER

New Double Bonus

7 WAYS TO SET UP BONUS—5,000 AND 25,000

Last Ball Suspense

INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

5 Kick-out Holes
3 Saucer Holes
High Scores

Guaranteed
Mechanically Right

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER



Bally

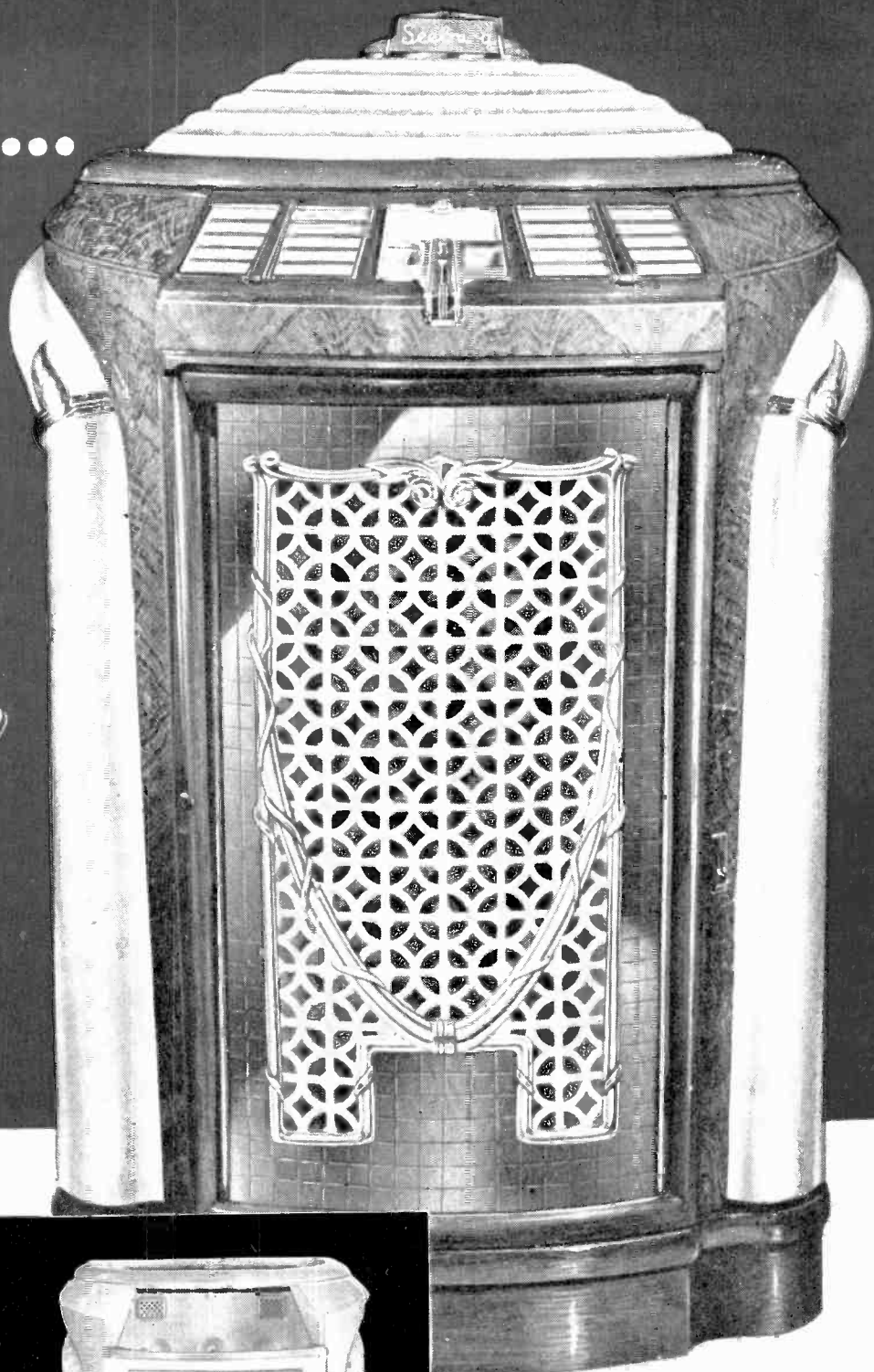
MANUFACTURING COMPANY

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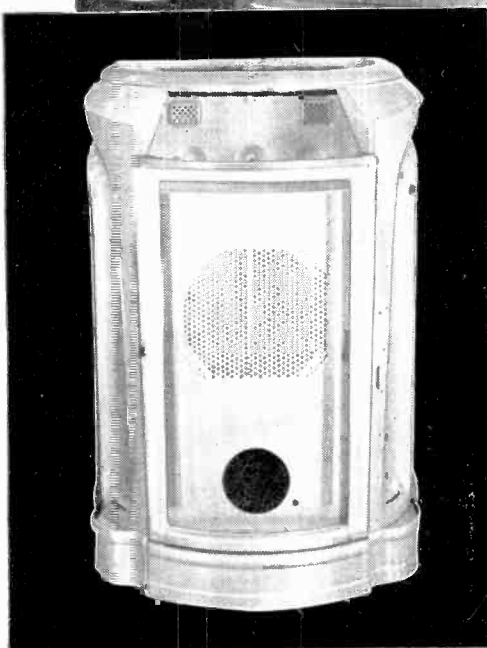
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MOST COMPLETE
MUSIC SYSTEMS
WITH THE**

Symphonola



**ONLY THE "148" SYMPHONOLA
GIVES YOU ALL THESE ADVANTAGES**

- **All-Aluminum Cabinet.** Danger of warping and shrinking eliminated. Perfect alignment of all parts is assured.
- **Scientific Sound Distribution**—no blare near the phonograph, no fadeaway in far corners. Multiple amplifiers make possible separate control of phonograph speaker and remote speakers.
- **Remote Control.** Music at a finger's tip with Wireless or 3-Wire Wallomatics. No knobs to turn — no "blind" listening to pre-arranged programs. All 20 selections visible.
- **Animation**—the door and dome of the Symphonola send forth ever-changing patterns of soft, subtle colors.
- **Convenience Features** include angle title panel with all selections visible . . . push-a-tune selection . . . single coin chute that accepts nickels, dimes and quarters.
- **Dependability.** The time-proved Seeburg mechanism has stood the test of operation under the most severe conditions. Service is reduced to a minimum.



The all-aluminum cabinet has the same rich walnut burl finish that has always characterized the Symphonola.

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

**SEE YOUR
SEEBURG DISTRIBUTOR
FOR A DEMONSTRATION**

OPERATORS SAY WURLITZER 1100s

...pay far greater profits than any other phonographs on their routes!



Cliff Irwin, Manager, Irwin & Oringer,
Wurlitzer Music Merchants,
Port Huron, Mich.

Like Irwin & Oringer, hundreds of Wurlitzer Music Merchants have pulled up their collections by trading in their old phonographs that took in so *little*—cost so *much* for service that they ate up their profits.

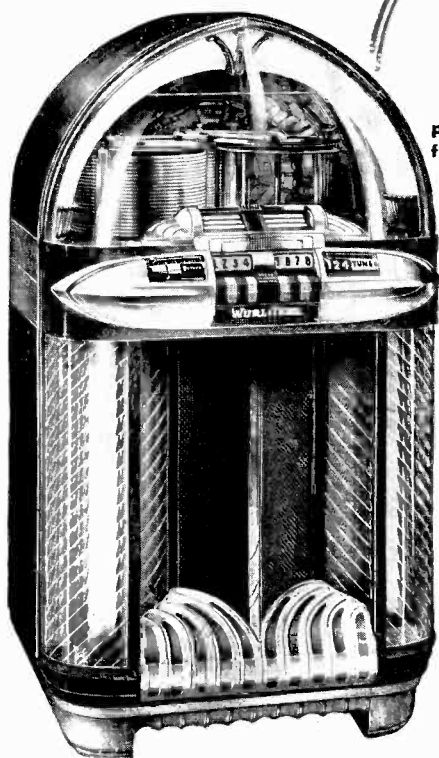
Now, with the Wurlitzer 1100, outstanding profit producer of all time, in their top spots, and a better paying phonograph in every location, their business is on a more profitable basis.

When buying 1100s, you can figure much less depreciation. Also, make a mental deduction of \$300 from the original price. That is what you should *save* in four years—besides vastly greater earning power. Thanks to the Zenith Cobra Tone Arm, records last up to ten times longer. Also, mechanical and electrical units can be removed from two to one hundred times faster. The Rudolph Wurlitzer Company, North Tonawanda, New York.

"We are operating several Wurlitzer 1100s with a very noticeable increase in take. One phonograph shows 23,476 plays on the original Zenith Cobra Tone Arm cartridge and it's still producing perfect tone quality. Records play up to 2,000 times without noticeable impairment of tone. This assures location satisfaction—maximum operating economy and greater profits for us."

Clifford Irwin

Model 1100



ZENITH Cobra Tone Arm
Wurlitzer is the only phonograph equipped with the famous Zenith Cobra Tone Arm. Records played a thousand times sound just as they did the first time.

Ask your Wurlitzer Distributor about the

GENEROUS TRADE-IN ALLOWANCES

on your old phonographs
EASY TERMS on NEW WURLITZERS