In musical sagebrush circles, Capitol Records's Merle Travis is among the top hands. His disks are consistently good sellers and he has co-authored some of the most popular recent folk-song hits including "Smoke, Smoke, Smoke"; "So Round, So Firm, So Fully Packed" and "No Vacancy." His latest Cap cowboy clicks are "Information Please" and "Devil To Pay," and he has long been a featured rider of the ether trails, having turned in sock performances on WSM's "Grand Ol' Opry" and CBS's "Hollywood Barn Dance." Pardner Richard Wiley is Travis's personal manager.
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!

Here's how! Get yourself a good busy location where crowds congregate or pass by and team up a big, sparkling-bright Manley Popcorn Machine with Manley Merchandise (corn, seasoning, salt and bags or boxes) and sell hot, fresh and delicious popcorn with Manley Methods. Everybody likes popcorn—young and old alike—and they'll pour a merry cascade of nickels and dimes into your cash box. These coins make dollars mighty fast and your bank balance will zoom—gaining you all the luxuries you've always wanted—and building you a substantial future.

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 booklet, "How To Make Big Profits From Popcorn." No obligation! Mail the coupon today!

**3 M$ THAT MEAN MONEY FOR YOU**

**METHODS** Manley has compiled a booklet explaining how to operate a successful popcorn business and included many proven, sales-building practices accumulated during twenty-five years of acknowledged leadership. Ask for free copy. Use the handy coupon and make more money with Manley.

**MERCHANTISE** It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and you'll make more money with Manley.

**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.

---

**Manley, Inc.**
1920 Wyandotte St., Kansas City 8, Missouri

Without obligation please send me a copy of your booklet "How To Make Big Profits From Popcorn."

<table>
<thead>
<tr>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY</td>
</tr>
<tr>
<td>ZONE</td>
</tr>
<tr>
<td>STATE</td>
</tr>
</tbody>
</table>

---

www.americanradiohistory.com
EX-KMPC'ERS BLOW WHISTLE

Agents See Hypo In Percentage Deals for Acts

NEW YORK, Feb. 28.—The current cafe showbiz slump thrudout the country can be ended off by cooperation between ops and booking people according to one 10 percent, he answer, the agent insists, is that percentage deals will ease clubs' 10ords and give acts a mark to shoot for. Another agent claims the only salvation is for the ops to stop cutting one another's throats and get together in gentlemanly fashion so that each spot can be assured of a portion of the available bill. A bird's eye view is that the biz is only hanging on through a normal recession, cou- pled with inclement weather in the northern areas, and both will disappear. With Jerry Rosen, a percentage deal booster now working on a Maxie See Where Can Nutters on page 39.

Cocktail Units Save Big Ork, Coast Bookers

Name Band Biz Sigs

HOLLYWOOD, Feb. 28.—The lowly cocktail combo has suddenly emerged as the backbone of biz. In some aspects dwarfing attention formerly paid to big bands, and demand- ing full energies of top agency salesmen. Such is the picture on the market. The hustle for salon or club biz for name and semi-name bands is grim, forcing agency men to look hard where the money is. There is no big band biz to speak of in the Pacific Northwest and San Francisco areas having dwindled to nothing. For example, three San Francisco clubs, Fairmount, Palace and Drake, are using local scale outfits, something the town hasn't seen in a decade. Same condition exists in other Coast areas, with the possible (See Combo Rescue on page 19).

Hellinger Pic Preem To Aid Heart Fund

NEW YORK, Feb. 28.—The personalities from the stage, screen and radio will gather at the Capitol Theatre, 15 Second Ave. (3) for the world preem of The Naked City, the late Mark Hellinger's last pic. The three shows will be followed by a 50th anniversary dinner, at which the Hellinger fund is a part.

Richards & Mayflower Hearings

ON THIS PAGE The Billboard reports the situation at Station KMPC, where two ex-staffers allege it exists. It is, perhaps, ironic that a story of this nature is published on the very eve of the Federal Communications Commission (FCC) hearing in Washington on the Mayflower doctrine—the question of whether broadcasters should have the right to editorialize on the air. The question was raised at G. A. Richards, former KMPC and George Lewin, who served as KMPC's chief of staff.

Strike Threat By N. Y. Grips

NEW YORK, Feb. 28.—The threat of a strike by the stagehands is outgrowing a larger shadow on the New York legal horizon. The latest negotiation session yesterday (27) produced only a wage offer by the League of New York Theatrical Employees before a date pre- viously refused by the grips' contract committee. However, the League said it had submitted to the dechands' membership and this will not have any effect on the League's offer at a union meeting with a recommendation by the union's negotiating committee (See Billboard, Feb. 19) at a union meeting, to conduct a thorough investigation of the situation.

Showbiz Taxes In Jan. Slump

WASHINGTON, Feb. 28.—The entertainment world got off to a poor start in Jan., 1948, while the levy on ad- missions to theaters and cabarets was off 13 per cent. Biggest de- crease in dollars came in the live music collections, which were some $65,- 000,000 below receipts for January, 1947.

The general slump pattern was fol- lowed by collections on radio and phonograph sets and parts, cigarettes and coin machines.

Doggone!

COLUMBUS, S. C., Feb. 28.—Jim Swain, young manager of the Columbus Theatre here, has a new gimmick for keeping the house seat bottoms clean: it's a dog, named Juicy Fruit. Every morning, Juicy Fruit roves thru the rows of seats, biting the parked chewing gum off the seats and dropping it on the floor to be swept up. Dog hasn't learned to push a broom yet.
MILLI, Feb. 28.—A threatening letter purporting to be written by the Ku Klux Klan and received by the Little Rumanian Cafe has been investigated this week-end by the Federal Bureau of Investigation (FBI). After the fire, Philip Fleishman, owners of the cafe, wrote to the FBI, stating that an American Jewish Congress (AJC) dinner and show would go as scheduled Sunday.

The letter, postmarked Miami Beach, Florida, February 23, was received Wednesday (24). It was addressed by hand, with three letters or the Pickens. In block letters around the pic was written: "They raise their children like themselves. Three Jews Communists—see how they want equal rights."

The letter, which was written on blue paper, had the Klan's "K.K.K." printed on the top, in large type. Part of the letter was delivered with a photostat of which was shown to The Billboard, followed: "If you allow those (etc., etc., etc.) to hold their luncheon for the civil rights drive in your—joint next Sunday, you will be out of business. The letter ran on in this vilifying way, and ended: "...K.K.K. We still live."

Miss Showbiz Tax Debated
JACKSON, Miss., Feb. 28.—House Ways and Means Committee has defeated a State proposal for a 1 per cent tax on admissions to all amusements.

Don't Fool With Phil: The Moral Of Spitalny's Charmed Life With Charm Wax; Whizbang Exploiting

NEW YORK, Feb. 28.—Unique in record business annals is the saga of Phil Spitalny, Hour of Charm master, who started out recording for one of the war-charms industries (Vintage), then launched his own platter, issuing his own waxings exclusively. Long known in music circles as a gent with a great disdain for orthodox operation, Spitalny's operation includes procedures which would give veteran disk makers a severe case of the screaming meemies, platter platter, the type of cracked and the effect of the opera on Spitalny's old Columbia items is just as good.

Unhappy with his Columbia set-up on a number of counts and dissatisfied with the experience with Vogue, Spitalny last fall took some 60 fem music masters into the WOR recording studios and in a two-day session cut six sides for an album of Christmas carols. Not counting the cost of arrangements, studio time, etc., the session created an initial out for the Charm Record Company of slightly better than $10,000. Pressing arrangements at 19 cents per package (57 cents for the three disks) were made with the Clark plant in Harrison, N.J. (See DON'T FOOL on page 14)

To be a possibility of an exodus, but the move is definitely being welcomed by the public who have been denied ample space shows for a long time because of the high transport costs to the West.

In This Issue

American Flick Times 115
Bing Crosby's Nowhere 78
Busby's 69
Central
Chow 40:51
Closest Ad 82:05
Columbia Mvs 09:26
Contemporary Press 50:16
Equity and Exports 54:56
Final Call, Birth Memoirs 48
General Outlook 48
Honor Roll of Hits 43:45
Letter from A 56:44
Mordaunt's 54:46
Merchants 15:50
Music 15:30
Music as a Witness 34:55
Music Fades 111:15
Music Personality Charts 24:50
Night Club 46:30
Packets and Pools 52:55
Piano for Pizzazz 54:14
Radio 5:14
Reports 28:15
Reviews: Lead 44:56
Radio Comments 28:11
Religious 111:14
Sightings 15:13
Tales from the 120-Page 28:40
Theater 28:56
War 28:15
World of Sound 54:13
Wright Bros 111:14
Yesteryear 28:55
Youmans Estate Wins Record Suit Against Pub

Several Top Tunes Involved

NEW YORK, Feb. 28.—Probably one of the biggest money suits involving any given publisher or composerfacin$200,000 was won by the estate of Vincent Youmans, Inc., against Miller Music branch of 1936 Lowe's Yonkers publisher group this week. The suit involved Youmans by the estate of the late renowned ASCAP composer to publisher-performance monies received by Miller from ASCAP since 1936. New York State Supreme Court Justice Irving Levey upheld plaintiff's

How They Age!

Melissa Ann Montgomery, daughter of thrush Dinah Shore and the late Warren Montgomery is going to age rapidly if press agents and reporters aren't a little too far beyond the caption material for Dinah's front cover photo (The Billboard, Feb. 20). The George Evans office, Dinah's flackery, added a month of Maryland time, to allow for the gap between time they were supplying copy and date of death. The Billboard writer, in shaping up the Evans's material had to say it was "February," added another month. So the cover caption read Melissa was "fourteen" old. Actually little Miss Montgomery will be just two months old March 4.

Richards's Accuser Gets a New Jo

HOLLYWOOD, Feb. 28.—Cle Roberts, former director of KMPC, states that KMPC's women moves to KFWB Monday (1) to talk over the 6 p.m. Monday thru Frida (2) thru 7 p.m. thru Melody Lane. Roberts is one of a group of persons who made available to The Billboard documentary material charging KMPC Prexy G. F. Richards with demanding that new be slanted.

Roberts's exit from KMPC Feb 1965 kicked off a series of dismisal of all, allowing the group to have their duties being C. E. (Jumpin' John) McSweeney, as room manager, and Maurice Sterrell, news editor.

Film Yearbook Out

NEW YORK, Feb. 28.—The '47-'48 edition of the Allied Non-Theatrical Film Association yearbook and audio visual directory was published last week. Book contains lists of 1000 film libraries, producers and organizations financing such films, as well as special film library and non-theatrical film industry leaders.

The Billboard

The World's Foremost Amusement Trade Journal

Founded 1894 by W. H. Donaldson

Publishers

R. G. Silver, John J. David

E. W. Evans, Vice-Press

Lawrence W. Gatto, Sec'y

Editors

Joseph C. Guild, Editor in Chief

C. E. Schenck, Copy Editor

William J. Binger, Art Editor

Managers and Divisions

W. D. Littell, General Manager (Dealers Division) 112 West 56th St.

M. L. Becker, General Manager, Division 400 East 34th St.

Phone: CENTRAL 9824

San Al bert, General Manager, Division 400 East 34th St.

F. B. Ziegler, General Manager, Division 415 West 57th St.

C. J. Latcha, Advertising Manager

H. R. C. Schenck, Circulation Manager

Cincinnati, Ohio

Phone: Dial 6150

Selling Plant 6150

155 Fullerton St., Cincinnati, Ohio

Phone: Dial 2470

1113 25th Street, San Francisco, Calif.

Phone: Central 1316

Summarizing: Sixty Years Field, Billboard 626, 56th St.

1113 25th Street, San Francisco, Calif.

Phone: Dial 2470

Dial 6510

Selling Plant 6150

President

Ken Stenard

Secretary

Melissa Ann Montgomery, daughter of thrush Dinah Shore and the late Warren Montgomery is going to age rapidly if press agents and reporters aren't a little too far beyond the caption material for Dinah's front cover photo (The Billboard, Feb. 20). The George Evans office, Dinah's flackery, added a month of Maryland time, to allow for the gap between time they were supplying copy and date of death. The Billboard writer, in shaping up the Evans's material had to say it was "February," added another month. So the cover caption read Melissa was "fourteen" old. Actually little Miss Montgomery will be just two months old March 4.

Richards's Accuser Gets a New Jo

HOLLYWOOD, Feb. 28.—Cle Roberts, former director of KMPC, states that KMPC's women moves to KFWB Monday (1) to talk over the 6 p.m. Monday thru Frida (2) thru 7 p.m. thru Melody Lane. Roberts is one of a group of persons who made available to The Billboard documentary material charging KMPC Prexy G. F. Richards with demanding that new be slanted.

Roberts's exit from KMPC Feb 1965 kicked off a series of dismisal of all, allowing the group to have their duties being C. E. (Jumpin' John) McSweeney, as room manager, and Maurice Sterrell, news editor.

Film Yearbook Out

NEW YORK, Feb. 28.—The '47-'48 edition of the Allied Non-Theatrical Film Association yearbook and audio visual directory was published last week. Book contains lists of 1000 film libraries, producers and organizations financing such films, as well as special film library and non-theatrical film industry leaders.
**Radio Soap Stars Facing Cuts**

**Thomas, Brice, Skelton and Durante Off?**

NEW YORK, Feb. 28.—Four top shows were reported facing cancellation this week. They are Fannie Brice (General Foods) on Columbia Broadcasting System (CBS) and Jimmy Durante (Reelx) and Red Skelton (Chadwick) on National Broadcasting Company (NBC).

In the case of Miss Brice, her option is up Monday (1) and as of the week-end, Young & Rubicam, the agency involved, had not picked it up. Brown & Williamson, insofar as Skelton is concerned, has a fear of a budget problem, from reports, and while eager to keep him, may be forced to cancel with him unless the new contract expires this year. It was also said that B & W, acting through Sir Georg Borg as a summer replacement and a return to its coupon-type selling. This gimmick, used on Kool and Raleigh cigarettes, was dropped some years ago. S. W. S. might be considered in the near future.

Another reason, Keyes, who has personal management contract with Skelton, is reported to have been submitting him to prospective accounts in recent months.

**Spriters Balk At Certifying**

NEW YORK, Feb. 28.—Radio Writers' Guild (RWG) this week flatly refused a demand by New York and vertiting agencies that the Guild be certified as bargaining agent for writers to NBC's recently introduced commercial programs. The certification demand had been made by the American Association of Advertising Agencies (AAAA) in response to an RWG bid through its basic agreement covering the writers involved.

The AAAA demand is predicated on the Guild's supposed limitations, but the Guild's position is understood to be that such certification is merely a delaying tactic and actually unnecessary. Ground for this claim is that the Guild has recently set a contract with the four major networks and that, therefore, the certification demand isn't required.

**Nets' 47 Income Put at 190 Million**

WASHINGTON, Feb. 28.—Topped by the year's high in December, gross radio income for the four networks was amounted to $190,900,000 in 1947, the Commerce Department estimated this week. December income was estimated at $17,780,000, an increase of some $600,000 over November and about $1,000,000 more than the previous December.

According to Commerce statistics, network income has been headed in income in chain history, being topped only by time sales of $189,000,000 in 1946.

Biggest contributor to the radio kitty last year was the toilet paper groups, which put up some $55,000,000 of the total. Close behind came the food and tobacco categories, who pay in about $22,500,000.
BONANZA OR POORRANG

FM Wonders On Lifting of Petroillo Ban
Tuners Resent the Soapsies

NEW YORK, Feb. 28.—Recent lifting of the ban on network program news over FM outlets by James C. Petroillo, president of the American Federation of Musicians (AFM), may turn out to be far from a bonanza for FM operators. This was predicted by spokesmen for the National Association of Broadcasters (NAB), who learned that station managers are re-ceiving numerous complaints from listeners regarding the program quality of the newly revamped FM station grids. The squawks are to the effect that FM listeners, most of whom have been weaned on good music, find themselves quota and other restrictions on network programing thereby prevented from hearing a wide range of programs. They don't like "stale air" for an FM listener, it is pointed out, a soapsie is still a soapsie.

The complaints from tuners, it is understood, have been directed primarily at those stations whose original programming licenses does not now contain an FM license. Quite a few FM stations are now amending their applications to include an FM license provision.

Leaves a Dilemma

Those who are now establishing duplicating a dilemma. When Petroillo lifted the ban February 1, FM exec hailed the move as a "policy that will benefit all parties, and they are actually sold FM on that basis. They also feel they have an investment in their FM stations. There is the admitted fact that FM audiences are a cut above the general AM audience in intelligence, and are therefore more articulate than the average audience.

Commenting on the dissatisfaction of FM audiences with duplicate programs, one of the station managers who would permit them to vary their schedules and fade ahead business-wise. It seems now, however, that in a large measure duplication has increased the demand for local programming. FM audiences have not only become accustomed to good music and news—this is actually sold FM on that basis. They also feel they have an investment in their FM stations. There is the admitted fact that FM audiences are a cut above the general AM audience in intelligence, and are therefore more articulate than the average audience.

Webs Hamper FM Stations Are Queried

WASHINGTON, Feb. 28.—The policy of networks on FM is in for a test. The Federal Communications Commission (FCC) and FM Association (FMA), Tackling the question from different angles, FCC and FMA this week sent questionnaires designed to bring out whether the chains are hampering FM.

The commission sent letters to the four major FM networks asking various questions on network policy, including: What are the views of each network about whether FM affiliates which carry some AM network programs are required to carry all of the network programing your FM station locally in the public interest. In a query similar to the FCC's chief question Tackling the question from different angles, the FMA asked FMers whether the chains are hampering FM. They also feel they have an investment in their FM stations. There is the admitted fact that FM audiences are a cut above the general AM audience in intelligence, and are therefore more articulate than the average audience.

New Spot Sought For "Ford Theater"

NEW YORK, Feb. 28.—Althe Ford Motors this week renewed its Sunday afternoon time on the National Broadcasting Company (NBC) for "Ford Theater," both the account and the network are looking around to find a different time spot. Both Columbia Broadcasting System and United Broadcasting Company, according to some, are trying to line up acceptable periods.

Renewal is for 13 weeks, and Ford is reiterating its policy of continuing to sponsor "Ford Theater" as a long-time project. The account wants to shift time not only to improve its rating but also to get away from the Ford Factory outlet, which is to be shown Sunday night program starring Fred Allen, also heard on NBC.

FCC Starts Its Hearings On Ban on Editorializing

WASHINGTON, March 1.—Spokesmen for the major networks were on hand to deliver the formal opening punches against the Federal Communications Commission's action against the Mayflower air editorializing ban as a many-times-deferred hearing on the ruling was slated to get underway today. The hearing, attracting national interest and absorbing the attention of all the FCC commissioners, appears likely to run at intervals for several weeks, with some FCC spokesmen forewarning that it will not reach a wind-up until mid-April.

As the hearing was set to get under way this morning, general belief prevailed before the FCC may seriously consider revision, standing against editorializing on the air. Seen as a likely modification is a rephrasing of the FCC's ruling, that is, designate facsimile broadcasters, and some insiders believe the "FCC may even change the way in letting stations editorialize within restricted limits. An "unlimited" program, regarded as the paramount one before the FCC, will be debated heatedly. It is expected that tens of thousands of man-hours will be consumed in testimony to be poured onto the record before the commissioners sit and take a look at the evidence, both from broadcasters and from organized labor ready to give vigorous opposition to any revision of FCC's original ruling in the case.

In Background

The shadow of current negotiations between broadcasters and the American Federation of Musicians (AFM) over the AM-FM crossover crisis that will hang over the entire hearing. The AM-FM crossover crisis, as it is now generally recognized by the Federal Communications Commission (FCC), is a rejection of the AM-FM crossover crisis, as it is now generally recognized by the Federal Communications Commission (FCC), is a rejection of the FCC's policies against any revision of FCC's original ruling in the case.

AFM in Background

The shadow of current negotiations between broadcasters and the American Federation of Musicians (AFM) over the AM-FM crossover crisis that will hang over the entire hearing. The AM-FM crossover crisis, as it is now generally recognized by the Federal Communications Commission (FCC), is a rejection of the FCC's policies against any revision of FCC's original ruling in the case.

Leading off broadcast ownership's attack on the editorializing ban are officials of American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), National Broadcasting Company (NBC) and Yankee Network. In presenting a united front in favor of editorializing on the air, the networks and others sharply attack the hearing in the FCC. Noting that the FCC can and FMA locals are expected to testify and with the FCC content to stage the proceeding in two or three days' time, a period of several weeks, the hearing is seen likely to become one of the longest on record.

Leading off broadcast ownership's attack on the editorializing ban are officials of American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), National Broadcasting Company (NBC) and Yankee Network. In presenting a united front in favor of editorializing on the air, the networks and others sharply attack the hearing in the FCC. Noting that the FCC can and FMA locals are expected to testify and with the FCC content to stage the proceeding in two or three days' time, a period of several weeks, the hearing is seen likely to become one of the longest on record.

FMA Huddle Friday To Map Expansio

WASHINGTON, Feb. 28.—Excitement has been running high among a group of broadcasters, the American Federation of Musicians (AFM) board of directors, as the scattering of meetings that will be a "map of the future" for the AM-FM crossover crisis.

The agenda for the session includes a discussion of the current subscription legal situation, duplication of web programing in a "network," whether there exists a "network" policy on video-casts of still pictures with music accompaniment, and the board will also discuss the board's position as to the future of outlays and budgeting.

Unions Support Ban

Among those supporting the editorializing ban will be American United Workers, an affiliated union of the American Federation of Labor (AFL). The long list of voices supporting the ruling includes spokesmen for religion, music, advertising, educational, farm and veterans' interests, besides labor and radio ownership. Among these will be representatives American Federation of Musicians (AFM).
AFRA Charges Taft-Hartley
Hamstrings Union Activity

NEW YORK, Feb. 28.—Enactment of the Taft-Hartley labor law has enabled the CGW (Central Garment Workers) (AFRA), declared this week, to engage in a nationwide organization drive. The union is also conducting a campaign to prevent the provisions of the Taft-Hartley act from becoming a reality. The CGW is demanding that the Taft-Hartley act be declared unconstitutional.

Perl's Civil Rights
Script Deals Await Disentanglement

NEW YORK, Feb. 28.—With east three local cutters interested in buying writer Arnold Perl's two-part NBC treatment of Pearl Harbor, the last minute rush to complete a new draft of the President's Committee on Civil Rights, shelved last week by Mutual Broadcasting System (MBS) President Edward A. Cobak, has indicated his willingness to make modifications in the script. The availability of Perl's draft, however, is still uncertain.

CBS Plans Godfrey
Scouts Vaude Unit

BIRMINGHAM, Feb. 28.—The Columbia Broadcasting System has announced that it will produce and distribute a vaudeville unit to the more than 4,000 stations affiliated with the CBS network. The idea of the vaudeville unit was conceived by the newly appointed vaudeville director, the late Jack Godfrey. The unit will feature vaudeville acts, including comedians, singers, and dancers.

D-CS Agency Bags
New Nestle Account

NEW YORK, Feb. 28.—One of the most important food client accounts to come up in some time has recently been assigned by Clifford & Shefflin (D-CS) to agency this week. The account is the Nestle account, a new product manufactured by Nestle Milk Products, which also makes candy and Nescia. Nestle is a soluble tea, first product of its kind on the market, its use

A Tough Competitor
Hypos Wells' Rate

NEW YORK, Feb. 28.—An unusual instance of a program turning up the heat during the first time slot against tougher competition, Wells, who is able to go head-to-head with such a competitor, has developed a program which is now on the air.

Forrestal Asks
Nets, NAB for 'Censor' Huddle

WASHINGTON, Feb. 28.—The voluntary "censorship" proposal of Defense Secretary James Forrestal was to be heard officially for the first time at a meeting of publishers and broadcasters in the secretary's office yesterday (28), a Forestal told The Billboard this week.

The meeting also heard reports by Nelson Case, newly elected AFRA president, and by the last employment (see story elsewhere in this issue). The members also approved a plan whereby addressograph files would be made available for union election material.

CBS Sets Gottlieb
To Produce 3 Segs

NEW YORK, Feb. 28.—Lester Gottlieb, who this week joined Columbia Broadcasting System's (CBS) program staff, shifting over from Young & Rubicam, has been assigned to take a new program on young people. They are It Pays To Be Ignorant, now on CBS as a co-opper, the new Goodwin Ace show and Styril H. Rich. Gottlieb will also handle talent development and production work, including the job formerly held by Larry Puck.

Borden Splitting
Costs on New Seg?

NEW YORK, Feb. 28.—Time and talent billing will apparently not split when the new Borden show starts in the Columbia Broadcasting System (CBS) April 7. The show, now airing on the Coast with Mark Warner, is heading East for New York origination.

The new cast will include Ed Stat- tery and an orchestra and chorus and Earl Wrightson, Thomas L. Thomas and Mary Montgomery. Frank Hummert will produce and it is understood, collect the talent commis- sions, with the bookings going thru Kenyon & Eckhardt.

HOOPER ELECTS TWO

NEW YORK, Feb. 28.—The board of directors of C. E. Hooper, Inc., this week elected H. Douglas Hadden as chairman of the board and Albert M. Wharfield vice-presi- dent in charge of advertising and agency relations. Wharfield has been placed in executive charge of program Hooperizations and the new U. S. Hooperization.

Hadden will be headquartered in New York.
EX-KMPC'S BLOW WHISTLE

Charge Richards Ordered News Slanted To Promote Own Political Beliefs

Also Claim Smear Orders on Roosevelts, Hughes, Jews, Etc.

NAB Code Okayed, But New Board May Revise Further

WASHINGTON, Feb. 28.—The National Association of Broadcasters (NAB) has adopted code recommended by a special -re-styling committee headed by NAB President Justin Miller. It will be less than a third its original length by the time it is submitted by the committee members a month from now. The new code, which now is prefaces by a brief and highly general preamble approved by the board this week in Hot Springs, Va., is being given a critical test of its worth at the May convention. However, NA

Railroads Mull Network Show With B and I

NEW YORK, Feb. 28.—Associate of American Railroads (AAR) this week was reported again considering entry into network radio. A number of conferences have taken place recently between the AAR and its agency, Benzon 

Hooper Lits Ban or New Orleans Rating

NEW YORK, Feb. 28.—C. F. Hooper, Inc., this week reversed its ban on New Orleans radio station, WRNO, it was announced today by the American Radio History Committee. WRNO has been raised against the station and its employees by the NAB since President Justin Miller has been known to have been against broadcasting in radio stations from the critical bars aimed at its members. 

NAB To Meet in Chi

WASHINGTON, Feb. 28.—National Association of Broadcasters (NAB) will resume its annual convention in Chicago in 1949 as the result of resolutions adopted by the NAB board in Hot Springs, Va., this week. The 1949 convention will be held at the Stevens Hotel and will feature an all-day program on radio station, including a prominent feature on the "Artificial Inductive" figures.

bellow that developed against the original proposed code.
Dear Miss Stafford:

You will be interested to know that in our Continuing Audit of Radio Personalities, a regular ARI nationwide survey, you have the most recent poll.

You have reached a position of public recognition as a radio star by 5% of the radio listeners in the country. Furthermore, among those who have heard you, 60% picked you as one of their favorite performers.

Although several other singers are more widely known, none of those included in this survey has quite the "Enthusiasm Quotient" that you have. The "E.Q." values reported in the Audit are a combination of two measurements:

a. The extent to which a performer has been heard by the listening public, and

b. The degree to which the performer's following is enthusiastic about his or her performance.

Sincerely yours,

[Signature]

Samuel H. Northcross

Audit of Radio Personalities

Female Singers

Chesterfield Supper Club

Tuesdays and Thursdays NBC

Capitol Records

Public Relations: Margaret Ettinger & Company

Direction: General Artists Corp.
The Kinsey Report

Report Unsensored

Reviewed Wednesday, February 25
Aired Wednesdays, 8:30 to 9 p.m. via WMCA, a CBS-owned station, and by WNBC Broadcasting System 0-and-ultras, Chicago, Chicago.

Talent: Written and directed by Jacques Fray; narrated by Frank Smith; producer-director, Jacques Fray.

Not daunted by magnitude or complexity of subject matter, WMBA has again produced another Unsensored Report Unsensored, to one of the country's major problems—housing. Here is the second Unsensored, again devoted to juvenile delinquency, which was most notable for its documentation, establishing a new high mark for public service programming. The series has grown up to the promises of the first show, which was a more less introductory program. WMBA stands a chance to score highly for the second time.

Continuing a style and successful for the juvenile delinquency series, the show uses a combination of narration and tape-recorded interviews primarily and some on-camera interviews. The first show of the new series was powerful documentary broadcasting. After the narrative manner, the second attempt to outline the problem, the show presented reenactments, which seemed familiar and under frightening conditions. One family with an invalid daughter and another with a three-year-old son in a streetcar because they could find no place to live. Others included veterans, welfare recipients, and old men living in a damp, unheated basements; others who had to send children to institutions because they could not otherwise. The film would not allow them to stay in available family homes, and still others shocking cases.

As Many Shows As Needed

With no definite number of shows has been announced. The show has been allowed. The station has already decided to do additional shows. As writer-producer Ben Park has stated in previous presentations and in an interview, the show will continue. The complete treatment of the problem will be made in the series. Subsequent weeks will be in information concerning the complexity of the problem. The problem will be presented to private houses, churches, school, and many executives, governmental agency representatives, social workers, and others to explain what could be done to solve the over-all problem.

No Hint of Obscenity

Judging by the radio fare as a whole, it can be stated that as presented by WMCA and the program director, there is no objection. The station has been criticized and has all the kids could have listened to it with profit and with never an obscene illustration.

It's interesting to note that the National Broadcasting Company (NBC) has been receiving a public service program based on the Kinsey report. Contrary to a trade paper story, Kinsey was requested by the NBC to do it—but opposition developed within the week. The program has been rerun on a mature program and nobody got hurt. Participating with Kinsey was J. D. Stone, medical director of the Marriage Consultation Center of the University of Michigan, and Director of the American Association of Marriage Counselors; Dr. E. R. Worley, professor of psychology at New York University, and Dr. R. W. Benne, associate professor of anthropology, Columbia University.

Paul Ackerman

for the program.

Jacques Fray, author of a legal book on the subject, was called to the attention of the use of the English horn on one record and remarked that a critic had said it was "a wind instrument that nobody shows good." Fray started to work with another novel

Network and Local Program Reviews

Three Corner Club

Reviewed February 20
Participation Sponsorship Over WMBA
Newark, New Jersey
50,000 Watts
Independent

Monday thru Saturdays, 9:30-10 a.m. to 11:30 a.m. to 12:30 p.m., producer-director, Barbara Will; emcee John Clarke.

Evidently operating on the thesis that the more the merrier, WINS is airing this morning shied for the maternal members of the family. The program, which makes with child-rearing hints as labor-and-money-saving ideas per household, is aimed at the new rock the pop records sandwiched. To the one more in the proportion of the show appeal, Clarke's fluent, easy-styled made it a pleasant and informative.

Highlights: The first time a producer-director, producer-producer Barbara Will at.parently dug up, Clarke also received a letter from a newspaper column on the proceedings of one of less "young." WINS has made special tie-ups with several publications, obtaining permission to use the recent notice on the editorial matter. This review boasting no offspring, cannot pass in the first place the new matron, but the manner of presentation, least, seemed to be the sort which captivate the ear of the condescending parents.

Besides the pop waxers droppp into the mood as the "horrible" dramas to record for the older kids in it, comprising of a novelty record, Spike Jones and his "pop" program. The show is a sponsored on a participatory basis, with National Songs taking a part in the program, while one Pepsi-Cola jingle enlivens the show itself.

Sam Chase.

Aunt Mary

Reviewed February 23

ALBERS MILLING COMPANY

The New Albers Company & Company
R. F. Mamen

Via NBC, Western Network

MTWTF, 3-30 to 4-3.55 GST

Estimated Talent Cost: $1,500; program cost $2,500

By Stan Crane, Leigh and Virginia Crosby; associate

Jack Moyles, Cast, Jane Morgan, Fire

of the show is currently under the supervision of Pat McGee

ham, Jane Webb.

Current Hoopfering of the Program

The program was sponsored by

United States Department of Agriculture

Current Hoopfering of show preceding

The current hoopfering of the show following Current Hoopfering of shows on opposi

ABC: Sustaining

CBS: Arthur Godfrey &

ki

Long Island's Radio Voice, Aunt Mary is under the new sponsorship of Albers Milling Company, a division of the Carnahan Company. Attesting to its appeal is the recent acquisition of the National Broadcasting Company (NBC) marking the first time the skesh has won a professional honor. With the acquisition of rights to a daytime serial.

Aunt Mary is no worse nor better than any serial. This apparently does not detract from listener appeal, since the station's boast of "hearts and flowers" dialogue. Episode caught deals of the day, and, in particular, in which Aunt Mary's son is about to be tried on charges of assault. Accusation: In the case of another man's house, the author of Aunt Mary, grown bitter with age and now in retirement. Scene shifts from Mary's house to a court, then back to Mary at her house.

(See Aunt Mary on page 12)
NBC Will Drop Pix Output To Work Thru Fairbanks

NEW YORK, Feb. 28.—The National Broadcasting Company (NBC) notified its family of stations in January of its direct film production plans for 1948. NBC, relative to the production of newscasts, will, of course, be very competitive, and will very definitely maintain control over the newscast material being prepared. Other NBC shows will be presented through the agency of Paramount, which handles the film department for NBC and the film will be available to Fairbanks.

Filming Video 1-Hour Show Costs $1,400

NEW YORK, Feb. 28.—Cost of filming a video show by the first intermediate kinescope system for later rebroadcast was revealed last week as running about $1,400 for a one-hour show, including one print. The Paramount system, which was like the Eastman method, transcribes sight and sound simultaneously, costs $30 cents per minute of negative, or $240 for a minute, which requires 90 feet. The show must be planned and produced in the normal way. The Kaiser-Frazer Original American Hour, thus would cost $1,080 for the 30 minutes of negative. An additional $6 cents per foot for each print would bring the total cost for a single print to $1,524 for each additional print.

Two demonstrations of the method were made by Paramount this week for executives of DuMont and the National Broadcasting Company. Kaiser-Frazer, which airs over the four-station DuMont hook-up, is expected eager for early expansion of its show by means of kinescope films to cities not yet on the coaxial cable. Paramount is known to have some programs already on order from clients, and currently is negotiating with several others to film similar shows. None, however, has yet been signed for broadcast on non-nationwide stations.

CBS Denies Deal

NEW YORK, Feb. 28.—Published reports that Columbia Broadcasting System (CBS) was attempting to buy Paramount Pictures’ stock interest in DuMont were flatly denied this week by Joseph Ream, Columbia's executive vice-president. Ream declared there wasn’t an iota of truth to the yarn, published in The Billboard and in The New York Sun, and on the Coast.

TV Clinics Reach Nationwide Scale

NEW YORK, Feb. 28.—The practice of holding television clinics to educate personnel in the medium’s methods and requirements is reaching a nationwide scale. With such clinics already set or pending in Pittsburgh, Chicago, Omaha and elsewhere, Columbia Broadcast System (CBS) this week completed plans to hold a network clinic in New York. The CBS session will be held March 31, with additional days being held open for individual meetings with local associates. Larry Lowman, CBS-TV veep, will preside. Speakers already announced include Bill Lowman, engineering director; George Moscoso, research director; and video managers of NBC; Mike Garrett, director of tele; Bob Bendick, news and special events director, and others. CBS and NBC affiliates are expected.

Vertical Union Is the Aim

NEW YORK, Feb. 28.—A demand that New York telecasters open negotiations for a contract covering all performers other than musicians will be made within the next week or so by the telecasting committee of the Associated Actors and Artists of America (Four As), it was revealed this week. The disclosure was made at the membership meeting of the New York local of American Federation of Radio Artists (AFRA). It marks the first time in show business that the "vertical union" approach has been applied in a contract covering performers.

Telecasters Get Demands in Week or So

The Four A’s telecasting committee is composed of representatives of radio, legit, vaudeville, film and music performers. Each union has approved the standards developed by the telecasting committee, and a final meeting to organize negotiation plans is to be held Monday (1). Notice to the New York Networks was to follow.

The wage minimums set up in the mime committee’s TV standards call for $75 for a two-four-three hour show and $80 for a four-hour show. Hourly fees are $4 per hour, $5 for half hour, $6 for quarter hour, $8 for a half hour show, and $10 for a full hour show. Details to come. The wage settlement also includes $3 less per day at the "vertical union" approach.

WAG WORCESTER

Sell YOUR PUBLICITY

better with Stickley Photos

Our 38 years’ experience assures fast quantity reproductions from your negatives or prints. Low cost, fast quality. For free samples and ideas you can use, write

STICKLEY PHOTO SERVICE

11 S. Washington St., Binghamton, N. Y.

More News

Addtional radio and television news will be found on Page 38 of this week’s issue.

 veterinary practice, and all the other agencies that form the "vertical union" approach.

TV Clinics Reach Nationwide Scale

NEW YORK, Feb. 28.—The practice of holding television clinics to educate personnel in the medium’s methods and requirements is reaching a nationwide scale. With such clinics already set or pending in Pittsburgh, Chicago, Omaha and elsewhere, Columbia Broadcast System (CBS) this week completed plans to hold a network clinic in New York. The CBS session will be held March 31, with additional days being held open for individual meetings with local associates. Larry Lowman, CBS-TV veep, will preside. Speakers already announced include Bill Lowman, engineering director; George Moscoso, research director, and video managers of NBC; Mike Garrett, director of tele; Bob Bendick, news and special events director, and others. CBS and NBC affiliates are expected.

Filming Video 1-Hour Show Costs $1,400

NEW YORK, Feb. 28.—Cost of filming a video show by the first intermediate kinescope system for later rebroadcast was revealed last week as running about $1,400 for a one-hour show, including one print. The Paramount system, which was like the Eastman method, transcribes sight and sound simultaneously, costs $30 cents per minute of negative, or $240 for a minute, which requires 90 feet. The show must be planned and produced in the normal way. The Kaiser-Frazer Original American Hour, thus would cost $1,080 for the 30 minutes of negative. An additional $6 cents per foot for each print would bring the total cost for a single print to $1,524 for each additional print.

Two demonstrations of the method were made by Paramount this week for executives of DuMont and the National Broadcasting Company. Kaiser-Frazer, which airs over the four-station DuMont hook-up, is expected eager for early expansion of its show by means of kinescope films to cities not yet on the coaxial cable. Paramount is known to have some programs already on order from clients, and currently is negotiating with several others to film similar shows. None, however, has yet been signed for broadcast on non-nationwide stations.

Philby TV To Screen School Activity Segs

PHILADELPHIA, Feb. 28.—Local television committee chairman Philby has announced that Fairbanks, who will produce features and newsreels for NBC, will also produce a series of series for Wersen, the NBC network's super-intendent of the newsreel department. It is understood that Fairbanks will be looking into the educational aspect of school science and facilities and will hire a writer to collaborate with him. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times. It is expected that the series will be sold for $300 to $350 per hour and will be produced with spots going up from $25 to $30. The series will be filmed in the studio of the New York Times.
NEW YORK, Feb. 28.—Assignment of specific time periods for use of the co-axial cable has caused video network broadcasters to insist upon prospective sponsors buying all available cities during cable hours and to turn down offers of local business during those hours. Some sponsors, in consequence, have been found to mark time because the prime periods they desire for local shows are not available and they are unwilling to accept less desirable segs. A common question in the trade this week was whether such hard-and-fast insistence on the part of the webs might not be an added hurdle in achieving the needed understanding between sponsors and television, particularly in bringing new bankrollers into the medium.

One stalemate resulting from the situation was that between General Foods (GF) and the National Broadcasting Company (NBC) on a new program being prepared for GF by Benton & Bowles. The sponsor had understood that it had requested the 8:30-9 p.m. period on Sundays for the program, which could be a mini-studio show. NBC is supposed to have reported that, since it utilizes the cable during that period, all cities would have to be purchased, including Philadelphia, Baltimore and Washington, and 12 more in New York. If GF, however, is understood to feel that too few recoveries currently are available, it could cancel the show or change its purposes and have bailed at buying time outside of New York. The conclusion was complicated by the fact that GF is anxious to retain rights to the seg in question, believing it to be the top time period in terms of audience. Thus, it was unwilling to settle for another period during which it could buy New York alone. Result is that GF will continue its participation in the package show, Author Meets the Critics, which is not being produced specifically for it. Author, which airs at 8 p.m. Sundays, is sponsored in New York by a GF division and in the other web cities by other bankers. GF thus is retaining its option on the time period, but is not airing the show, it would prefer to have giving its message.

MULLIN Delivers Ultimatum On Tele Offerings; Needles Holly'd Over Non-Initiative

HOLLYWOOD, Feb. 28.—National Broadcasting Company (NBC) will sue any theater operator who uses the web’s television offerings without permission, or, “we will, in turn, help ourselves to their films,” Frank E. Mullen, NBC exec veep, said this week. At the same time Mullins strongly criticized Hollywood’s film industry for its lack of interest in television as a related medium. He compared film producers’ attitudes to those of newspaper publishers and sports promoters in the early days of radio. Mullin said NBC’s New York TV outlet, WNBST, is now testing the dramatic power of television by playing 10-minute radio dramas on RKO and Universal-International films by playing 10-minute radio dramas for local theater promotion.

Other highlights of Mullen’s confab included:

Future potential of video film as a promotional tool.

If film “transcriptions” a transcribed air show can be economically developed, then it will become a prime program aid.

Television cannot offer much theaterfilm programing, since feature films ($5,000,000 budgets and up) will be too costly for video. Basic film video fare should be pix running 17 minutes with three minutes of commercial.

Since video’s sales impact is so much greater than sound broadcast.

Video costs are high now only in relation to set circulation. Once set saturation is achieved, cost of these segments will be less than radio change in terms of results.
Camel’s Choice... NBC Television

Right now the R. J. Reynolds Tobacco Company is starting something—what will be one of television’s most elaborate, exciting developments—The Camel Newsreel Theatre.
Naturally, when Camel decided to sponsor a new full-length newsreel each day, 5 days a week—naturally, the choice in television was NBC.
So... excuse this paraphrase of Camel’s Choice of Experience clincher:
Let your own experience tell you why more sponsors are choosing NBC Television than ever before.

Here’s how CAMEL telecasts the NEWS!

A new 10-minute reel is telecast each Monday through Friday. With NBC’s own Television Newsreels (Mon.-Thurs.-Sun.), that means last-minute sight and sound news programs offered on NBC, 6 days a week.

Shots are edited, scored, narrated, then
Camel themes and commercials are integrated.

Viewers in New York, Philadelphia, Washington, Baltimore and Schenectady (Boston soon) watch simultaneous broadcasts of latest events.

Reels are flown to NBC television affiliates not yet joined to the Eastern Network while

Results: more news, more viewers, more Camels.

NBC Television

NATIONAL BROADCASTING COMPANY
30 Rockefeller Plaza, New York 20, N. Y.
A Service of Radio Corporation of America
NORMAN, Okla., Feb. 28—The theme of the third annual University of Oklahoma Spring Forum is "the new look in radio" but the key opening speech was an old story to tell. David Penn, of the State Department’s Voice of America staff, told the conference yesterday (28) that the United States is running a poor third in international radio. Penn remarked on increased appropriations on the air and the signal strength, and the superio...
Iucci, the long-haired  

NEW YORK, Feb. 28.—An American Federation of Musicians (AFM) top brass (based on an article by James C. Petrillo in the current issue of Vol. 156, No. 13, AFM’s publication, see page 13) is hating this week with the notion that a recording-ban peace was near. This, because the union stated that the AFM “stands ready to come to any agreement in its dealings with record manufacturers that will safeguard its members against mechanical competition.”

Trade unions, familiar with the background of the Petrillo ban, realized that the statement and text of the article were mere restatements of a constant Petrillo position. Representing no evident decision to budge even one inch from AFM’s desires to preserve its “unemployment fund” (a problem still nagged by the Taft-Hartley law), the union’s implication was clear: “If you drink the AFM’s poison, we’ll let you have our peace.”

It was not the desire to maintain its own peace that prevented the AFM from doing anything to end the Petrillo ban. The union’s position is still that no agreement with RCA Victor is a “no-go.”

Meanwhile, it is known that Eli Oberstein, Victor’s artist and repertoire chief, already has on hand several English songs among them two sides of “Manana” by Britain’s Joe Loss and his ork featuring the American hit Manana. As the pop-plug, Teresa, in concurrence with expected technical approval, these songs will be issued by RCA Victor, back-to-back and would solve RCA Victor’s problem in getting covered on sales-demand built up by the Capitol-Peggy Lee disking of Manana as well as the well-publicized Teresa. Capitol disked the Manana disk just prior to the Petrillo ban, but copies of the song were too closely guarded for Victor to get in on its own recorded version during the pre-deadline backlog race.

The Victor precedent for Manana, as soon as it actually develops, opens up a whole torrent of possibilities for music publishers here who have been looking for devices to get past the Petrillo ban. Not only does Victor now offer potential for new-recording but a trend may develop which will see AFM take advantage of its newly launched McG-Na-English label abroad to bring music to those faraway markets.

Teresa, for one, would like to release “Manana” and “Teresa” in England, a project that has not been approved by AFM. The union has stated that all recorded music in the foreign fields is foreign recording.

The music leader desires the opportunity to call attention to the use of his work.

That AFM considered the recording of “Manana” as a further field of technological progress because of the fear that the phonograph destroys the need for the musician.”

The very trend and technological progress were inexorably destroying both the art of music, the union had stated. This “...because of the failure of Congress to regulate and restrict the commercial use of records.”

“The Fats are going unchecked...a handful of musicians can supply the musical needs of the United States and Canada.”

Not even the cream of the profession, able to meet the most exacting musical standards, could be out by making records alone.”

**N. Y. SYMPH. 800 SCALE**

NEW YORK, Feb. 28.—After several weeks of negotiating, Local 802, American Federation of Musicians (AFM), and the Philharmonic Society of New York have reached an agreement on the demands for next season. Apparently working on a “principle” policy in lieu of Section 202 originally demanded a weekly scale wage of $20 (from $110 to $130), with a $125 bonus for the long-haired boys. The AFM has accepted the society’s compromise offer.

**For Petrillo**

**VICTOR LEADS WAY SKIRTING BARRIER BY IMPORTING “NEW POP WAX CUBAN IN ENGLAND**

NEW YORK, Feb. 28.—Large-scale skirting of James C. Petrillo’s recording ban by high_medium of foreign masters—which would be pressed and sold by major firms in this country—should become a reality at any moment.

From indications it is almost a certainty that the RCA Victor Company, for one, will extend its coverage of “new” pop song material via platters cut in England for its hit Master’s Voice (HMV) affiliate in the Electric Musical Industries (EMI) group. Other firms such as MGM, Musicraft and possibly Columbia, which enjoy an affiliated relationship with EMI’s Columbia and Parlophone labels, can be expected to follow suit.

For years RCA Victor’s red seal label has been issuing a good part of its releases from English masters and at one time, in the pop sphere, put out a series of 45s by chosen British singers. But the original cover was recorded abroad. Despite the fact that Victor’s position that nothing inconsistent with past policy is planned would include the article that its foreign department long has provided for importation of masters exclusively through London.

**“Manana” and “Teresa”**

Meanwhile, it is known that Eli Oberstein, Victor’s artist and repertoire chief, already has on hand several English songs among them two sides of “Manana” by Britain’s Joe Loss and his ork featuring the American hit Manana, as the pop-plug, Teresa, in concurrence with expected technical approval, these songs will be issued by RCA Victor, back-to-back and would solve RCA Victor’s problem in getting covered on sales-demand built up by the Capitol-Peggy Lee disking of Manana as well as the well-publicized Teresa.

Capitol disked the Manana disk just prior to the Petrillo ban, but copies of the song were too closely guarded for Victor to get in on its own recorded version during the pre-deadline backlog race.

The Victor precedent for Manana, as soon as it actually develops, opens up a whole torrent of possibilities for music publishers here who have been looking for devices to get past the Petrillo ban. Not only does Victor now offer potential for new-recording but a trend may develop which will see AFM take advantage of its newly launched McG-Na-English label abroad to bring music to those faraway markets.

Teresa, for one, would like to release “Manana” and “Teresa” in England, a project that has not been approved by AFM. The union has stated that all recorded music in the foreign fields is foreign recording.

The music leader desires the opportunity to call attention to the use of his work.

That AFM considered the recording of “Manana” as a further field of technological progress because of the fear that the phonograph destroys the need for the musician.”

The very trend and technological progress were inexorably destroying both the art of music, the union had stated. This “...because of the failure of Congress to regulate and restrict the commercial use of records.”

“The Fats are going unchecked...a handful of musicians can supply the musical needs of the United States and Canada.”

Not even the cream of the profession, able to meet the most exacting musical standards, could be out by making records alone.”

**ASCAP ENGAGES STONE**

NEW YORK, Feb. 28.—Lewis T. Stone last week was named assistant to J. A. (Jim) Chandler, assistant counsel of the American Society of Composers, Authors and Publishers (ASCAP). Stone will work under ASCAP’s resident counsel, Herman Finkielson. He is affiliated with the firm of Brown, Cravath, Swaine and Moore here.

His show will continue as heretofore, with a pop music combo supplying the accompanying rhythms as well as altering the lyrics of several Morales ork on the dancing chores.

**Morales’ Rumba-Set For China Doll**

NEW YORK, Feb. 28.—Nore Morales, Latin-American pianist, who has been brought in on the China Doll hit here March 4 to inaugurate the show’s name rumba band policy, has been penned for a three-week run with options at a reported $3,000 weekly stipend. The deal also calls for four or five weekly air shots over the Mutual Broadcasting System from the Anne market, not only as a desirable means for dollar-credit expansion but also as an important wedge for Briggs, in which half of whom already have been denting the U. S. wax stalls via the London label route. The latter company, if Victor’s new pop moves work out practically, may find itself in a unique position of relinquishing its exclusive edge in the American market, yet competing not with American talent alone but with fellow British artists on other labels.

If no recording exists, will hazard a guess as to the range of the foreign recording gimmick, pointing out that its possibilities are inversely proportionate to the chances. Its potential is not just in trying to get a record done, that can be worked out without recourse to Congress.

**Against Petrillo**

NEW YORK, Feb. 28.—The Industry Music Committee (IMC) wasted no time in offering its reaction to James C. Petrillo’s statements in the International Association’s weekly boxing story box on this page this week.

IMC, representing broadcasters, record firms and e. t. companies, issued a statement saying:

“Mr. Petrillo’s reply is not regarded as a genuine offer to bargain, because it apparently calls for an amendment of federal statutes, something which does not lie within the power of private parties.”

The IMC’s employment of musicians, Mr. Petrillo’s statements are inaccurate. The findings of government tribunals and the statistics of Mr. Petrillo’s own union show that the recording has not lessened the job opportunities of the professional musician in the public interest in music. The contrary is the fact. The membership of the AFM has increased during his lifetime growing. More people are studying music, more money is being paid to musicians than ever before.

“Musician leaders also claim credits for the distribution of $1,500,000, which was exacted from the recording companies.

“The union leader also insists that the Bing Crosby and Deanna Durbin records, which were originally released by the American Federation of Musicians, issued a box set story.

“The union leader also insists that the Bing Crosby and Deanna Durbin records, which were originally released by the union leader also insists that the Bing Crosby and Deanna Durbin records, which were originally released by the

**Continental in Majestic Deal**

NEW YORK, Feb. 28.—On the strength of the Vaughn Horton disking of Tootie Oddie Doolo, Continental Records may soon close a deal with Majestic Records’ chain of over 50 distributors to handle the independent label, according to Donald Gabor, Continental’s proxy.

Majestic deals were handled by a former firm (now bound by judicial provisions of the Chandler Act) that took on a "loose-cannon" line.

Gabor says he’s holding more than 10 applications for Majestic deals in abeyance until the Majestic deal is confirmed.

Band leader Horton, who also wrote the lyrics, embarks on a nationwide tour this week to plug the popular song “Walking with John,” backed by disk jockeys across the country.
2 EXITS FROM BIZ DILEMMA

Dorsey Offers Promoters “1st Money” Deals; WM Pairs Disk Artists and Dance Orks

Dramatic Moves May Salvage the Sitch

By Hal Weinman

NEW YORK, Feb. 28.—An escape thru the horns of its own dilemma may be charted for band biz here, depending on results of two import-loaded ork and agency moves this week. In one startling gesture aimed at restoring one-nighter incentive to promoters who ve had rough sledding with most bands during the past two years, name maestro Tommy Dorsey will set a precedent for top-flight dance crews by offering his ork to promoters on “first money” dollars. Theoter potential break for the ork biz as well as the promoter, is the name’s recently formed agency (WM) in pairing of top recording singles like Vic Damone and Francis Craig in packages with lesser name bands at reason prices.

TD Guarantee Dropped

Most important — and to some trademen the conceivable answer to the old “can’t afford to pay mony” proposition. Under the terms of such a deal the ork does not guarantee, complete. MCA has been instructed to submit TD for May and June one-nighters in the New York and Eastern territory under the following terms:

$100 per box-offer, dollar up to $1,500. The promoter takes out the next $500. Above that (See DORSEY OFFERS on page 37)

Youmans Estate Triumphs

In Suit Against Miller; Accounting May Top 200G

Share in Publisher’s ASCAP Revenu Is Granted

(Continued from page 4)

performance monies was claimed; (2) the Time on My Hands ditty, where a 50 cent per share of same monies was claimed, and (3) an additional 11 copyrights agreements, wherein monies allegedly was to receive 50 per cent on some tune and 23 per cent on the other. The defendant had conceded that Youmans had received payment for the performance of his music in the latter’s writer’s share of ASCAP monies, but the court took notice of contractual agreements for the publisher share.

Victor Switches Staff; Hendler Rejoins Firm In Camden Ad Dept.

NEW YORK, Feb. 28. — Herb Hendler this week rejoined the RCA Victor firm, in one of several waverly staff changes, to work out of the Victor Camden ad offices, as assistant exec in the advertising department. He was formerly Victor’s urban division man, later an exec with the Cosmo and Rainbow diskers and until recently the wax promotion rep for Dinah Shore.

Other Victor changes placed John Coyle in charge of the firm’s syndicate sales from his field representative post in Dallas. Coyle succeeded H. S. Clower, who recently was appointed supervisor of Red Seal Sales activities. Coyle will be succeeded by Wayne Bennett, formerly with Strauss-Frank, for the Victor district in Dallas. Robert Barnes, formerly with Buell & Sons, Chicago, replaced George Fearn, Boston field representative, who is joining the RCA Victor home instruments sales staff in Cincinnati.

Indications of how high the accounting of monies due Youmans may run are seen in the tremendous amount of performance credits walked up by his copyrights since 1943. Estimating the average ASCAP pay-off per performance since ’43 at about 19 cents (total Youmans performance credits are valued at about $584,000) and the Youmans’ percentages claim at about 40 per cent, the estate would recover some $45,000 in pure-performance dough. Since previous lawsuit precedent (Palma vs. Sam Fox) has granted similar claimants the same percentage for “availability” and “seniority” monies as was due for performances, accounting may be worth $100,000. Then, if other previous judicial precedent is repeated, accounting may be $250,000 or even $1 million, depending on interest payment at the rate of 6 per cent for each of 15 years which would raise the total to about $1,000,000.

Meanwhile, a new wrinkle may develop in the form of the estate that its share of the “availability” monies should exceed a percentage based on “performance” ratio. This, along lines of the argument that ASCAP itself recognizes superior “availability” for “lasting” copyright in which category many of Youmans’ credits would be placed. Such an adjustment, if granted by the court, conceivably could lift the amount Miller might have to shell out to well over $200,000. Altho no confirmation could be gotten at present, it is understood that the Miller firm long ago had set aside a $150,000 fund to meet the possibility of successful claim’s being pushed against the performance dough collected on “Youmans’ copyrights.

LATCH ON TO THE SMASH!
GET IN ON THE CASH!

“MORE THAN EVER BEFORE” backed by “Headin’ Home”

Metrotone #M1011

Distributors, Order NOW!
Choice Territories Still Available: CONTACT

METROTONE RECORDS
712 CROWN STREET, BROOKLYN, N. Y.
PRESIDENT 4-5086

NEW Musicraft 475G Bond Issue Almost Set; Will Enable Debt Buy-Off, Leave 153G Cap.

NEW YORK, Feb. 28.—Musicraft Records this week informed deferred creditors that back liabilities will be paid off beginning Monday (March 1) at the rate of 25 cents on the dollar. The diskery also has received a letter from the Internal Revenue Department on a plan to pay off at the same rate some $160,000 in excise taxes due. According to plan, diskery should knock out its total of $85,000 indebtedness inside of four months at a cost of $322,000 (which includes full payment on a $200,000 debt to the Marine Midland Bank, stemming from the diskery’s initial refinancing last June).

Jack Youmans, Musicraft presxy, declared that 90 per cent of the firm’s deferred creditors had okayed the 25 cents on the dollar payoff. He felt that approvals on the remaining 10 per cent would be forwarded shortly and averred that these represented only a minute portion of the accrued debt.

All music publisher and record creditors have fallen in live with the plan.

Back To Handle It

Richard Buck & Company will handle payment of the debts, acting as trustee for the diskery. Under the terms of the agreement made with creditors, if the average payment of deferred liabilities comes out higher than the 25 cent payoff settlement with the 10 per cent of the creditors not yet allied with the plan, then the creditors will be entitled to the difference upon making its claim before July 1.

Pulling the strings on the second phase of its refinancing plan together, the diskery is on the verge of completing its new registration with the Securities & Exchange Commissioner (SEC) for the firm’s proposed new $475,000 bond issue. Pending completion, too, is finalization of the underwriting of the bond issues with Warren York Associates Accounting for $475,000 first-lien bonds and Atlas Corporation assuring coverage of the $200,000 second-lien bonds.

With the $475,000 figure to come into the diskery’s coffers in the next month and with the creditors (including the government) pay-off totalling roughly $522,000, Musicraft will be left with some $153,000 in fresh working capital on top of being current with creditors.

Meanwhile, Musicraft exec Ollie Sabin, currently on a nationwide biz trip, this week signed four new distributors (in Memphis, Kansas City, New Orleans and Denver), bringing the Musicraft network total up to 32.
STAN KENTON
and His Orchestra
IN
CONCERT
OF
PROGRESSIVE JAZZ
featuring JUNE CHRISTY

Personal Management
CARLOS GASTEL
**PITTSBURGH LILYANN CHARLIE BRO**

18 THE "HOW "REMEMBER WHEN MY BING Herb FRANKIE CHARLIE Bro

"FOOL ME" SMITH BUMBLEBEE MUSIC CAROL

VOTED NO.1 MALE QUARTET

---

**THE RAVENS**

*Release date - Sat. Feb. 28-48*

**Billy Eckstine**

**VOTED NO.1 MALE VOC. (PITTSBURGH COURIER)**

---

**Billy Eckstine** nat. 9042

**HERB JEFFRIES**

**BING CROSBY**

**FRANKIE LAINE**

**CHARLIE BROWN**

**FRANKIE SINATRA**

---

**CHARLIE**

**VENTURA**

---

**LILYANN**

**CAROL**

RE-ISSUE

"PLEASE BE KIND"

"HOW HIGH THE MOON" nat. 7015

"FOOL THAT I AM"

"BE I BUMBLEBEE OR NOT"

**THE RAVENS** nat. 9040

"WHEN MY DAY ROLLS AROUND"

"REMEMBER ME"

**RAY SMITH** nat. 5016

---

**THE BILLBOARD**

March 6, 1944

**Combos Rescue Coast Agent**

Sad Band Biz Dictates Shift

(Continued from page 3) except for Los Angeles, where location dates appear a bit on the up-grade.

**Drive To Sell 'Em**

Agency execs admit that the cocktail combo biz is nothing to write home about, but with a drive to sell as many units to a wide variety of spots, a commission house can remain in the black. Prices offered cocktail units are down as much as 50 per cent, for any but top bracket name combos. Many units are working for scale—and glad for the chance.

To keep ops happy and guarantee repeat biz, agencies are avoiding the "I'll give you three musicians" type of salesmanship, and are making an effort to develop worth-while combos which can make a buck for the op.

**Deadwood Pruned**

First step in the combo sales drive has been to prune agency stables of deadwood, holding on to name combos as much as possible and ditching mediocre groups who were easy to peddle only during war. William Morris Agency, for example, has considerable fewer small combos under contract. Music Corporation of America (MCA) cut its stable by some 20 outfits during the past six months, and is currently concentrating on peddling a relative handful of top outfits. Moreover, MCA now has an all-time high of 200 Hollywood office men selling combos. This includes five full-time cocktail men and three big band peddlers who also handle smaller units. Added sales push has paid off, according to an MCA spokesman, who claimed the firm is plenty ahead of last year in cocktail sales. Significant also is fact that MCA has reached far into hinterlands for biz, something agency didn't think worth the trouble during war years. The book behemoth now services small spots in such far off locations as Billin', Mont., Pocata., Ids., and other remote whistlestops. Spokesman point out that MCA will go after the biz wherever it is, even if it means setting a single or two-man unit in ' sticks.

**New Package Gimmick**

General Artists Corporation (GA) is attempting new packaging gimmick to sell its combos, according to Harold Jovien, Agency offering to build special name combos for sale with a featured vocalist to give buyer more for his dough. For example, GA has the En Pacce Quartet backing up thru Virginia Maxey, as a straight de To peddle Frances Way, outfit bu a trio around arranger Neal He. Percentagery argues that the op gets a better deal, and agency gets more dough, plus a crack at percenta deals.

**Tele-No-Worry**

Television, heretofore a disconcerting note in larger cities, no longer worries agency men. Bookers feel that spots resorting to telev are not great talent buyers in the first place. As for more important combo locations, video means nothing until programming matures. Moreover, since tele entertainment ends in early evening hours, a spot still needs entertainment to keep the club humming until closing time, which means combination of video and live talent are both essential to paying opera-
93 MILLION READERS

... WILL SEE THIS AD APPEARING IN THE TOP CIRCULATION NEWSPAPERS IN THE 48 STATES AND CANADA

IF THAT'S THE WAY YOU FEEL ABOUT ME

THE NEW HIT SONG!

THIRTY FIVE CENTS IN U.S.A.

AT YOUR MUSIC DEALERS OR DIRECT...

IRVING ARTHUR MUSIC CORP.
250 WEST 57th STREET, NEW YORK 19, N.Y.

If That's The Way You Feel About Me

By HARRY D. SQUIRES

Copyright, 1948, by IRVING ARTHUR MUSIC CORPORATION

250 West 57th Street, New York 19, N.Y.

All Rights Reserved

Irving Arthur
MUSIC CORPORATION
MUSIC PUBLISHERS
250 WEST 57th STREET, NEW YORK 19, N.Y.

IRVING SQUIRES
CIRCUIT MANAGER

CIRCLE 6-4154
**DID WE SAY**

**The Smash Novelty of 1948?**

*IT'S EVEN BETTER THAN THAT!*

**I'M MY OWN GRANDPAM!**

Showing up in every Most Played and Best Selling list of The Billboard Music Popularity Charts including the famous HONOR ROLL OF HITS!!

**RECORDINGS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
<th>Catalog #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jo Stafford</td>
<td>Capitol</td>
<td>15003</td>
</tr>
<tr>
<td>Hi-Lo Trio</td>
<td>Capitol</td>
<td>500</td>
</tr>
<tr>
<td>Tootie Foster</td>
<td>Columbia</td>
<td>73506</td>
</tr>
<tr>
<td>Guy Lombardo</td>
<td>Decca</td>
<td>24288</td>
</tr>
<tr>
<td>Shorty Warren</td>
<td>Famous</td>
<td>901</td>
</tr>
<tr>
<td>Grandpa Jones</td>
<td>King</td>
<td>2394</td>
</tr>
<tr>
<td>Timmy Hill</td>
<td>Mercury</td>
<td>6087</td>
</tr>
<tr>
<td>Norn Kubblers</td>
<td>MGM</td>
<td>10336</td>
</tr>
<tr>
<td>Emeraldy</td>
<td>Musicraft</td>
<td>536</td>
</tr>
<tr>
<td>Larry Vincent</td>
<td>Pearl</td>
<td></td>
</tr>
<tr>
<td>Lonnie &amp; Oscar</td>
<td>RCA Victor</td>
<td>20-1063</td>
</tr>
<tr>
<td>Phil Harris</td>
<td>RCA Victor</td>
<td>20-2715</td>
</tr>
<tr>
<td>The Vipers</td>
<td>20th Century</td>
<td>20-33</td>
</tr>
<tr>
<td>Milt Herth</td>
<td>World Transcription</td>
<td></td>
</tr>
</tbody>
</table>

**GENERAL MUSIC PUBLISHING CO., INC.**

340 MADISON AVENUE, NEW YORK, N.Y.

***It's A Five Star General Song***

---

**Are You In This Picture?**

**New National Lineup of Signature Distributors**

- Ray Bloch
- Alan Dale
- Anita O'Day
- Page Cavanaugh
- Johnny Long
- Connie Haines
- Paul Whitman

Choice territories still available throughout the country. Contact Signature's Sales Manager Earl Winters at 601 West 26th Street, New York 1, N.Y. or phone WATkins 4-7224.

---

**Disco, Standard To Swap Disks**

NEW YORK, Feb. 28.—Among the significant American Foreign diskery deals, which have been developing in increasing number since shortly after the war's end, is the arrangement concluded this week between Standard Phonos here and Disco Trade of Brussels, Belgium. Standard, long among the top firms in the International record picture in this country, will exchange masters with the Brussels platteries which also has an extensive International catalog numbering some 1,200 masters in French, Yiddish, all the Scandinavian languages and a solid chunk of American hot jazz items.

The pact is for 10 years and calls for a straight exchange. Standard will send sample recordings of its new releases to Disco and vice versa. Each company then selects the numbers it wants and the firm on the other end immediately air freight the masters of the required items. Standard will press Disco stuff here, and Disco will manufacture Standard items in Brussels. Disco products here will bear the Standard label, and the Standard stuff abroad will be issued under one or both of Disco's two labels, Magic and/or Victory. Disco has rights to Standard disks for Holland, Belgium, France and Luxembourg, while Standard holds U.S. rights on Disco's material.

The first releases of Disco stuff under Standard aegis here will be three Yiddish platters, while International is planning to release Standard's Too Fat Polkas and four albums abroad. Standard now doles out Demetriades and General Manager Joe Scowell are now cooking up other foreign deals to supplement the Disco arrangement.

---

**Kenton May Pull A Bg and Solo With Philharmonic**

NEW YORK, Feb. 28.—Negotiations are underway between Dan- Rybby, founder and director of the Carnegie Hall pops concerts and orchestra Stan Kenton for the latter to play solo piano with the New York Philharmonic as part of this year's pop series. Plans should be concluded Sunday (29). If the date is set it will be booked some time later in the pop series which starts Mar. 1 and runs for five and a half weeks.

Meanwhile, Kenton is reported penning an original composition for jazz piano and symphony work which he will introduce at the session. It is the piece is well received, the 80-er intends using it on other concert dates throughout the country.

Earle Anderson's one-night concert, featuring Billie Holiday will be launched Easter Sunday, March 28, at Boston's Symphony Hall, with the city's local disc jockey, Sherman Fellers, acting as emcee and sharing in the take.

**Four Vie for Local 77 Helm**

PHILADELPHIA, Feb. 28.—Election of officers this spring at Loca 77, American Federation of Musician (AFM), promises a fresh-facelift for the presidency. Already three tickets have been set up against incumbent Frank A. Lisuzy who will seek another term. Two former presidents, John Colapietra and Romeo Ceja, along with Charles McConnell, former contractor of the Earl Theater pit orchestra, are the candidates.

---

**Signature records**

VANDOR RECORDS 400 W. 29th St., New York 1, N.Y.
DOING BIG THINGS IN A BIG WAY...

Sam Donahue
AND HIS ORCHESTRA

Kavakos Grill
TWO FLOOR SHOWS NIGHTLY
377 9th St., N.E.
WASHINGTON, D.C.

February 24, 1948

Mr. Arthur C. Weems
General Artists Corp.
1270 Ave. of Americas
New York 20, New York

Dear Art:

I want to set on record stating that SAM DONAHUE and his Orchestra are the greatest attraction and draw every record at the Kavakos Club and proved their ability by drawing patrons and working with the club, a band can draw better than any other club.

You can get a repeat date for Sam Donahue at the Kavakos Club at any time, but I would like to bring him back as soon as possible for a lengthy engagement.

William Kavakos
William Kavakos - CLUB KAVAKOS

BIGGEST Opening Night Business
BIGGEST Single Night Business
BIGGEST Saturday and Sunday Night Business

DISK JOCKEYS • RETAILERS • OPERATORS—
FEATHER YOUR NEST with his
Latest and Greatest on
CAPITOL #493

"ROBBIN'S NEST"

"... a riff... with just enough thread of lovely melody to make it happen"... says The Billboard.

Press Relations: JIM McCARTHY
THE BILLBOARD PICKS:

RITUAL FIRE DANCE............ The Harmonicats........ Universal U-63

Harmonicats adopt another classic, which already has garnered pen converts via the Joe Narci classic disk. Tune is similar in concept to the fast-stepping "Stain Dance." In this waxing, the Cuts should help to create more reason why this is the year of the harmonica on juke and over the counter.

AFMPuts Circle, Indianapolis, on Its Unfair List

CHICAGO, Feb. 28—The Circle Theater, Indianapolis movie house which played occasional vaude shows, this week was placed on the American Federation of Musicians' (AFM) unfair list, following failure of reps of the Monarch Theaters of New York, who operate the house, to meet demands of the Indianapolis AFM local.

Rift developed three weeks ago, when the musicians' local notified the Circle that the house would have to utilize a stand-by band during the week of February 19 when a stage bill comprising Jerry Murad's Harmonicats, Tim Herbert, the Don Puppets and Harry Cool's ork, would appear there. The AFM order, a theater spokesman said, came as a surprise, for since the passage of the Taft-Hartley bill the theater has played two package shows with road orks, and had not paid the stand-by fee. Up until the AFM notification on the Harmonicats package, theater reps said they had not received a demand for a stand-by ork from the union.

Stand-by ork, with salaries approximately $811.25 per week, previous to last week's AFM demands, hadn't turned up at the theater, a house spokesmen said, but the new union order carried a clause indicating that the local-staffed band would be at the house and demand that it play at least an overture.

The theater asked the union if the show might be played providing the stand-by ork salary was put in escrow, pending a hearing by the National Labor Relations Board. However, the local refused and the Circle notified acts and the Cool band.

Olsen, Howard To Pay Studio Their Own Mast

NEW YORK, Feb. 28—Three artists, George Olsen and Howard, have contacted the booking studio where they cut two for Majestic prior to the bankruptcy that they themselves, and the masters they cut, according to authoritative source who state Majestic is still in arrears to recording studio.

Olsen, it was learned, has to have Majestic restrained from signing up his masters from the but was told that under Ch. Act regulations no disposition of any Majestic wax, with listed as an asset in the Majestic sets and liabilities to the court.

Pinsky Heads RCA Sale

PHILADELPHIA, Feb. 28—ward Pinsky has been appointed assistant Victor Records sales manager for the Eastern Pennsylvania, S. New Jersey and Delaware territory. Pinsky joined the wholesale tributing firm in 1928 as an office hand. He headed the Rosen record department from 1935 to 1940 and, recently, acted as the company's sales representative for the area.

NEW YORK, Feb. 28—Jerome's ork is booked into the Room of the Hotel Edison here a nine-day gap between Claudin roll's closing and the Alvy & Buddy Greco opening on March 4. It was that it was dropping its vaude until a deal could be worked out.

An Exciting Album Of Virtuosity!

Music by

CAMARATA

U-63

ALWAYS ON

Universal Records

THE LABEL OF DISCOVERY

20 NORTH WACKER, CHICAGO

ALBUM No. LA-4

Retail Price 83.75 (plus tax)
NEW YORK, Feb. 28.—Long expected sales-promotion, tie-in between MGM diskery at theaters owned by parent Loew's, Inc., film interests, has begun locally. Reportedly the waxery-theater exploitation drive will spread sidewise to other parts of New York area. The firm's execs are not reticent to discuss the extent of the theater newspaper and lobby disk promotion, billing it an "experiment" which has yet to prove its potential as a wax-record gimmick. Rumors that the promotion gimmick would lead to direct lobby sales of MGM platters of MGM film songs were denied; waxery execs who felt such a clause would stir friction between firm's districts and neighborhood stores.

"Good News" Album

Local theater-movie promotion has centered around the waxery's od News album which features giant flat and sound track excerpts from the MGM Good News. Daily Loew's circuit newspaper refers to the MGM album along in mentions of the film. Outlining the house's are using lobby-poster plays heralding the Good News piec music and the waxery's album. Also the film's tune. Other newspaper ads have plugged the diskery's waxesing of The Dickey of Song featured in Three Dancing Wives and at the Capitol enter here, a Loew's house. Additional promotion devices employed on the Good News album included a display of special window displays in retail store windows in the immediate vicinity of a theater skedded play the promotion.

Stress on Albums

Altogether the diskery's promotion may tend to turn the waxed music from M-G-M pic scores, heaviest promotion will be poured onto the diskery's own track albums. Next due for release are packages built around the songs of Al Jolson, with picture Judy Garland and Gene Kelly the wax version as well, and The Singing Banditt With Kathen Ayson (in the pic) and Johnny Boson (singing Frank Sinatra hits) in the album.

Meanwhile MGM diskery this week spent a promotion mark for the first time in its less than a year of existence with the Art Mooney Four of Guitar Wurlitzer and welshed for over $50,000 in last reports and was still mbling as the week ended.

Hilly Whelan's New Sells Wax

PHILADELPHIA, Feb. 28.—Wax drugstore becomes the second major drug chain here to enter the 'sell' business, causing little concern to the regular retail cord shop. For more than a year, the Sun Ray Drug Company has been recording record and radio department at wholesale most successfully. This week, Whelan's opened its 72nd record department at its largest store in the center of the city's 13th and Market streets. As a come-on, 200 copies were offered at a special $0.79 cent record album for 30 days.

Opening of a disk counter at Whelan's promises heavy competition to that particular downtown corner, directly across the street is a giant Sun Ray drugstore where records are sold, and several doors away is the large Phonom Record Shop. On this latter corner is the John Wannaker's, the record store, which does about the biggest record biz in town. Whelan's expansion of the record shops to other stores after this initial try will make for serious competition with other music shops, particularly those in the downtown shopping district.

Ads Alone To Plug a Tune

NEW YORK, Feb. 28.—In the first largescale attempt ever made to put a song over with an advertising campaign alone, w-k convert producer, agent and ASCAP composer Harry Squires is launching an extensive ad and direct-mail campaign this month to push his new publisher's first number, If That's the Way You Feel About Me.

Squires formed the Irving Arthur PUBLISHING COMPANY (named after two sons for whom he wants to build a business rather than an agency) after the recording ban went into effect and has been unable to push his tunes thru regular disk-exploitation channels. He conceived his present scheme as a necessary experiment.

With lead sheet ads breaking in the trade press this week, Squires will follow up with a national advertising campaign in 31 daily newspapers, including The New York Daily News and The New York Tribune, with a total circulation of 31,000,000. At the same time he will hit retailers, jobbers and the trade and select theaters groups via direct mail. Total expenditure in this unique song-publishing plan will go over $10,000.

The trade will be watching the Squires' move with considerable interest, since it has been an accepted thought among publishers that newspaper ads do not sell sheet music copies.

Romm Expands Agency Activity

NEW YORK, Feb. 28.—On top of his recent excursion into the picture field, theater booker Harry Romm's activities blossomed even further with the acquisition this week of artist rep Jack Lenny to assist with the Romm Agency's booking.

Romm leaves for the Coast March 5 (immediately after the Tex Beneke opening at the Capitol) to begin production on his first Columbia pic and line up several Hollywood personalities for East PA's during his stay in California.

Meanwhile, Romm has re-signed Irish crooner Phil Regan, who left him eight months ago to go with the Music Corporation of America. Regan begins a two-week engagement at the Olympia Theater, March 3, in Miami, where another Romm client, Connie Boswell, is now doubling between the Olympia and the Brook Club.

Other current bookings for the Romm talent stable include the Bob Chester and the Clark Sisters who go into the RKO Theater in Beverly Pa., April 1, their first theater appearance.

Romm also handles theater dates for the Andrew Sisters, the Three Stooges, the Hooster Hotshots, Tex Beneke and Jerry Colonna, and is in the process of lining up a summer tour for the radio comedians' 13-week lay-off period.

Lenny's own clients (now part of the Romm set-up), include Sherry Britton, the Stag McMann Harmonica Trio, Betty Jane Smith, Jimmy Byrde and the Dumhills.
The Nation's Top Tunes

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 consent of The Billboard.

Week Ending February 17

HONOR ROLL OF HITS

(The #496)

Singing Stars of the
JACK BENNY SHOW • PHIL HARRIS SHOW
Eddie Cantor Show • Judy Canova Show
Latest Release

"TUTTI - TUTTI - PIZZICATO"

backed by

"MY GAL SAL"

Capitol #496

Personal Management: MARTY MELCHER
Direction: CENTURY ARTISTS, LTD.

The Sportsmen Quartet

March 6, 19
VAUGHN MONROE

he Loveliness of You

Mellow kind of ballad that Monroe fans go for. The Moon Maid blend with the maestro on the lyrics.

RCA Victor 20-3712

PERRY COMO

Haunted Heart

Smooth ballad from the coming B'way musical "Inside U.S.A." With Russ Case and his Orchestra.

Carolina Moon

Famous oldie gets an extra-mellow treatment from Perry, With Orchestra, Lloyd Shaffer, Director.

RCA Victor 20-3713

LOUIS PRIMA

The Bee Song

A jitterbug bounce that packs a wallop! Louis pipes the screwy words with plenty of razz and rhythm in his lungs.

Tutti Tutti Pizzicato

Looks like an overnight hit ...Philly Coin Op's! and 1000 teen-agers' pick as "Click Tune of the Month!"

RCA Victor 20-2711

BERRY DAVIS

"Beryl By Candlelight"

Auld Lang Syne

and Mad About the Boy

RCA Victor 20-3705

Alone Together and All Alone

RCA Victor 20-3706

Please Be Kind and They Didn't Believe Me

RCA Victor 20-3707

The Touch of Your Lips and Tea for Two

RCA Victor 20-3708

HELEN CARROLL

and THE SATISFERS

Big Brass Band From Brazil

RCA Victor 20-3710

and The Secretary Song

SONS OF THE PIONEERS

Happy Birthday Polka

RCA Victor 20-3715

and Calico Apron and a Gingham Gown

GOLDEN WEST QUARTET

Gospel Boogie and

Gonna Climb These Golden Stairs

RCA Victor 20-3727

THE HALL SISTERS

They're back again on RCA Victor ... smoother, sharper than ever! "A" is a catchy, Calypso tune with clever lyrics. On the flip, they blend appealingly in low-down "bluesy" style.

Money, Money, Money

and

Teach Me, Teach Me, Baby

RCA Victor 20-3728

LARRY CLINTON

Limehouse Blues

RCA Victor 26523

TOMMY DORSEY

Polka Dots and Moonbeams

RCA Victor 20-2538

BUNNY BERIGAN

I Cried For You

RCA Victor 26116

FLASH!

Check your distributor for RCA Victor's new "Coin Operator Specials"... 24 new all-time hits in 4 different groups for every type of juke location!
BULLET HITS AGAIN!

2 Great Records

BY

2 Great Stars!

BOB CROSBY

Star of Campbell

Soup's Club 15

Aired Monday, Friday

on CBS, sings ...

IT'S GOT TO BE

A great new tune ...

that's "Got To

Be" ... on every

Juke Box — and

YOU'RE MY

EVERYTHING

A great old standard

Both on Record

Number 1020

FRANCIS CRAIG

plays

BEGIN YOUR PARDON

Today's tune sensation

Backed by the nation's

next #1 HIT ...

(Turn it over and see)

I'M LOOKING FOR

A SWEETHEART

A great tune written

by Daryle Hutchins,

writer of

I WONDER, I WONDER

Record Number 1012

ENGLAND'S TOP TWENTY

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>English</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9</td>
<td>A TREE IN THE MEADOW</td>
<td>Campbell-Connelly</td>
<td>Campbell-Connelly</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>NEAR YOU</td>
<td>Bradbury Wood</td>
<td>Supreme</td>
</tr>
<tr>
<td>3</td>
<td>9</td>
<td>I WONDER WHO'S KISSED ME</td>
<td>P. Maurier</td>
<td>Peter Maurier</td>
</tr>
<tr>
<td>4</td>
<td>13</td>
<td>PIGGY IN MY HEART</td>
<td>J. A. Chequer</td>
<td>Joshua Gew</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>SHOE MAKER'S SERENADE</td>
<td>Kasser</td>
<td>Kasser</td>
</tr>
<tr>
<td>6</td>
<td>20</td>
<td>FLOWERS AND EVERYTHING</td>
<td>Peter Maurier</td>
<td>Peter Maurier</td>
</tr>
<tr>
<td>7</td>
<td>18</td>
<td>MY CLOTHES</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>8</td>
<td>18</td>
<td>THE COFFEE SONG</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
<td>SERENADE OF THE BELLS</td>
<td>Hall</td>
<td>Hall</td>
</tr>
<tr>
<td>10</td>
<td>1</td>
<td>WHEN YOU WERE MY SWEETHEART</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>SWEET SIXTEEN</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>12</td>
<td>1</td>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>13</td>
<td>1</td>
<td>I'M HAPPY RIGHT HERE</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>14</td>
<td>11</td>
<td>AND MINI</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>15</td>
<td>13</td>
<td>COME BACK TO SONGWELL</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>I'M MY OWN DARBY</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>17</td>
<td>16</td>
<td>SOUTH AMERICA TAKE IT AWAY</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>18</td>
<td>17</td>
<td>THE GIRL THAT I MARRY</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
<tr>
<td>19</td>
<td>18</td>
<td>A GARDEN IN THE RAIN</td>
<td>Sheeran</td>
<td>Sheeran</td>
</tr>
</tbody>
</table>

*Publisher not available as The Billboard goes to press.

CANDIA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on report received from the two largest wholesalers in the country, Canada Music Mail and Gordon W. Thompson. Since both firms are also American publishers and publish songs themselves (and consequently publish different songs), The Billboard presents both song titles and the sales rank order in which each firm rates the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music May vary by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

<table>
<thead>
<tr>
<th>Title</th>
<th>Rank Order</th>
<th>Canada Music</th>
<th>Rank Order</th>
<th>Gordon, Thompson</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOW IS THE HOUR</td>
<td>1</td>
<td>12</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>2</td>
<td>13</td>
<td>THE BEST THINGS IN LIFE ARE FREE</td>
<td>18</td>
</tr>
<tr>
<td>BEGIN YOUR PARDON</td>
<td>3</td>
<td>14</td>
<td>CAN'T YOU CAN'T YOU</td>
<td>19</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>4</td>
<td>15</td>
<td>YOU CAN'T BUY</td>
<td>20</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>5</td>
<td>16</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>6</td>
<td>17</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>7</td>
<td>18</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>8</td>
<td>19</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
<tr>
<td>I'M LOOKING FOR A SWEETHEART</td>
<td>9</td>
<td>20</td>
<td>HOW SOON?</td>
<td>17</td>
</tr>
</tbody>
</table>

*Publisher not available as The Billboard goes to press.
**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, February 22, 8 a.m. and ending Friday, February 22, 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. Prayman's audience index. The index is projected upon radio logs made available to Prayman's office by the American Network Services of New York, and Rediffusion. Listed are the top 25 tunes (more in the ease of time) listed alphabetically. The music checked is predominately 40 (plus 10) past weeks. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical, (P) indicates tune is on record. 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., 3450 Broadway, New York City. To 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>
<thead>
<tr>
<th>No.</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Fellow Needs a Girl (M)</td>
<td>Williamson</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>I've Got You (F)</td>
<td>Sinatra</td>
<td>BMI</td>
</tr>
<tr>
<td>3</td>
<td>The Saturdays (RI)</td>
<td>Bing Crosby</td>
<td>CBS/RCA</td>
</tr>
<tr>
<td>4</td>
<td>Manana (M)</td>
<td>Jo Stafford</td>
<td>PMR</td>
</tr>
<tr>
<td>5</td>
<td>Love Is So Terrible (R)</td>
<td>Harry Belafonte</td>
<td>BMI</td>
</tr>
<tr>
<td>6</td>
<td>You Won't Dance With Me (M)</td>
<td>Leo Reisman</td>
<td>BMI</td>
</tr>
<tr>
<td>7</td>
<td>Passing Fancy (F)</td>
<td>Vesta Williams</td>
<td>BMI</td>
</tr>
<tr>
<td>8</td>
<td>Saturday Date (R)</td>
<td>The Clovers</td>
<td>BMI</td>
</tr>
<tr>
<td>9</td>
<td>Surfside Serenade of the Week (R)</td>
<td>The Cardinals</td>
<td>BMI</td>
</tr>
<tr>
<td>10</td>
<td>I'll Be Seeing You (F)</td>
<td>Margaret Whiting</td>
<td>BMI</td>
</tr>
<tr>
<td>11</td>
<td>You Are My Sunshine (F)</td>
<td>George B. Thomas</td>
<td>BMI</td>
</tr>
<tr>
<td>12</td>
<td>I'm Looking Over a Four Leaf Clover (M)</td>
<td>The Andrews Sisters</td>
<td>Columbia</td>
</tr>
<tr>
<td>13</td>
<td>You're a True Blue (F)</td>
<td>World Famous Harmony Singers</td>
<td>BMI</td>
</tr>
<tr>
<td>14</td>
<td>When You're Smiling (R)</td>
<td>Andy Devine</td>
<td>BMI</td>
</tr>
<tr>
<td>15</td>
<td>You Were Meant For Me (F)</td>
<td>Los Angeles Women's Chorus</td>
<td>BMI</td>
</tr>
</tbody>
</table>

**The Remaining 19 Songs of the Week**

<table>
<thead>
<tr>
<th>No.</th>
<th>Tune</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>The Incredible String Band (F)</td>
<td>Rosalyn</td>
<td>BMI</td>
</tr>
<tr>
<td>17</td>
<td>I'm Getting Sentimental over You (R)</td>
<td>Red Norvo</td>
<td>BMI</td>
</tr>
<tr>
<td>18</td>
<td>Let's Be Lovers Again (R)</td>
<td>Campbell-Parks</td>
<td>BMI</td>
</tr>
<tr>
<td>19</td>
<td>Give Me Your Word (F)</td>
<td>The Mills Brothers</td>
<td>BMI</td>
</tr>
<tr>
<td>20</td>
<td>Don't Try to Get Away (M)</td>
<td>Frank Sinatra</td>
<td>BMI</td>
</tr>
<tr>
<td>21</td>
<td>I'll Be Seeing You Again (R)</td>
<td>The Andrews Sisters</td>
<td>BMI</td>
</tr>
<tr>
<td>22</td>
<td>The Very Thought of You (F)</td>
<td>The Ink Spots</td>
<td>BMI</td>
</tr>
<tr>
<td>23</td>
<td>When You're Smiling (R)</td>
<td>Andy Devine</td>
<td>BMI</td>
</tr>
<tr>
<td>24</td>
<td>You Turned the Saucy on Me (R)</td>
<td>The Ink Spots</td>
<td>BMI</td>
</tr>
<tr>
<td>25</td>
<td>Your Red Wind (R)</td>
<td>The Ink Spots</td>
<td>BMI</td>
</tr>
</tbody>
</table>

**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 surveys among 150 disk jockeys throughout the country. Details available upon request. These records listed here will be found in the Honor Roll of Hit, Music Popularity Chart, Part I. (P) indicates tune is from a film; (M) indicates tune is from a legitimate musical.

**POSITION**

<table>
<thead>
<tr>
<th>Week</th>
<th>Label</th>
<th>Artist</th>
<th>Tune</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>In the Cool, Cool, Cool of the Evening</td>
</tr>
<tr>
<td>2</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>An Evening in Old Georgia</td>
</tr>
<tr>
<td>3</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>You Are My Sunshine</td>
</tr>
<tr>
<td>4</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>Oh! How I Hate to Get Up in the Morning</td>
</tr>
<tr>
<td>5</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>Amazing Grace</td>
</tr>
<tr>
<td>6</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>Did You Ever See a Lassie?</td>
</tr>
<tr>
<td>7</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>When You're Smiling</td>
</tr>
<tr>
<td>8</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>You Were Mine</td>
</tr>
<tr>
<td>9</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>I'll Be Seeing You</td>
</tr>
<tr>
<td>10</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>Am I Blue?</td>
</tr>
<tr>
<td>11</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>On the Erie Canal</td>
</tr>
<tr>
<td>12</td>
<td>BMI</td>
<td>Bing Crosby</td>
<td>We'll Meet Again</td>
</tr>
</tbody>
</table>

**AN EXCITING NEW VOICE**

**MEL DALE**

**MEL DALE sings**

**HIS OWN SONGS**

**IT TAKES TWO**

**WHAT'S GONNA HAPPEN TO ME?**

**TR. 5590**

**With an orchestra of 30 of the nation's top-flight musicians under the direction of GEORGE H. GREELEY**

**ST. PATRICK'S DAY SPECIAL**

**JIMMY NOLAN**

**STAR OF EARL CARROLL'S HOLLYWOOD THEATRE RESTAURANT**

**SINGING**

The Little People

**TR. 1050**


**TR. 538**

When Irish Eyes Are Smiling

**TR. 540**

Rose of Tralee

**TR. 542**

The Kerry Dance

**THE GARDEN WHERE THE FRAISIE CROW**

The Famous International Star

**RITA GEORGE**

The "DO IT AGAIN" girl

**TR. 612**

Do It Again

Two Loves Have I

**YOU DEMANDED THIS RECORD**

**A Vocal Version of:**

**"LILI MARLENE"**

**TR-586**

**TEMPO'S ALL-TIME BEST SELLER**

Sung now by DONALD NOVIS

**opposite side**

"Tipperary"

**TEMPO DISTRIBUTORS BLANKET AMERICA: IF YOU'RE NOT ACQUAINTED WITH THE DISTRIBUTOR IN YOUR AREA, WRITE**

**TEMPCO-RECORD COMPANY OF AMERICA**

6834 Sunset Blvd., Hollywood, 46, Calif.

**TEMPO ATLANTIC**


**TEMPO SOUTHERN**

11 Avondale Road, Avondale Estates, Ga.
### Best-Selling Pop Popular Retail Records

*Records listed are those selling best in the nation's retail record stores (dealers) based on The Billboard's weekly survey among 4,578 dealers in all sections of the country. Records are listed numerically according to greatest sales.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I'M LOOKING OVER A POLY LEAF CLOVER... Art Mooney... MCM 181&quot;</td>
<td>The Big Brass Band From Brazil (MGM)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>&quot;MANANA... Peggy Lee... Capital 150&quot;</td>
<td>All Dressed Up With a Broken Heart (Capitol)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>&quot;NOW IS THE HOUR... Bing Crosby... Decca 242&quot;</td>
<td>Silver Threads Among the Gold (Decca)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>&quot;BAH!... Vaughn Monroe... Victor 29-296&quot;</td>
<td>The Story Will Remember (Victor)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;NOW UP FOR HOUR... Gracie Fields... London 1&quot;</td>
<td>Come Back to Serrito (London)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>&quot;BE GONE... Francis Craig... Bullett 10&quot;</td>
<td>I'm Looking for a Sweet Home (Bullett)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>&quot;YOUR PARDON... Frankie Carle... Columbia 360&quot;</td>
<td>The Dream Peddler (Columbia)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>&quot;NOW IS THE HOUR... Eddy Howard... Majestic 11&quot;</td>
<td>I'M LOOKING OVER A LEAF CLOVER... Russ Morgan-Milt Herth (Majestic)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>&quot;SLAP 'ER DOWN AGAIN... Arthur Godfrey... Columbia 380&quot;</td>
<td>I'd Give a Million To- **** BEG YOUR PARDON... (Columbia)</td>
<td></td>
</tr>
</tbody>
</table>

### Retail Record Sales

*Week Ending February 27*

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;A Sentimental Date With Perry Como&quot;</td>
<td>Perry Como... Decca 444</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>&quot;Al Jolson Album&quot;</td>
<td>Al Jolson... Decca 46</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>&quot;Good News Album&quot;</td>
<td>Frank Sinatra... Capitol 150</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>&quot;St. Patrick's Day Album&quot;</td>
<td>Nat King Cole... Decca 48</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;Sisters&quot;</td>
<td>The Andrews Sisters... Columbia 38</td>
<td></td>
</tr>
</tbody>
</table>

### Best-Selling Record Albums 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.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;A Sentimental Date With Perry Como&quot;</td>
<td>Perry Como... Decca 444</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>&quot;Al Jolson Album&quot;</td>
<td>Al Jolson... Decca 46</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>&quot;Good News Album&quot;</td>
<td>Frank Sinatra... Capitol 150</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>&quot;St. Patrick's Day Album&quot;</td>
<td>Nat King Cole... Decca 48</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;Sisters&quot;</td>
<td>The Andrews Sisters... Columbia 38</td>
<td></td>
</tr>
</tbody>
</table>

### Best-Selling Record Albums by Classical Artists

*Records 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.*

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;A Sentimental Date With Perry Como&quot;</td>
<td>Perry Como... Decca 444</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>&quot;Al Jolson Album&quot;</td>
<td>Al Jolson... Decca 46</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>&quot;Good News Album&quot;</td>
<td>Frank Sinatra... Capitol 150</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>&quot;St. Patrick's Day Album&quot;</td>
<td>Nat King Cole... Decca 48</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>&quot;Sisters&quot;</td>
<td>The Andrews Sisters... Columbia 38</td>
<td></td>
</tr>
</tbody>
</table>
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 3,518 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.

**POSITION**

**Weeks to Date**

**This Week**

1. I'M LOOKING OVER A FOUR LEAF CLOVER .... Art Munsen .......... MGM 10119
2. MANANA .................................. Peggy Lee .......... Capitol 15022
3. BALLERINA .................................. Vaughn Monroe (Vaughn Monroe)
4. BEC YOUR PARDON ............. Francis Craig .......... Bullet 1012
5. NOW IS THE HOUR ............. Elke Sommer .......... Capitol 24279
6. BEC YOUR PARDON ............. Peggy Lee .......... Capitol 24279
7. I'M LOOKING OVER A ............. Russ Morgan-Milt Hersch
8. GOLDEN EARRINGS (F) .... Peggy Lee (Dave Barbour Ork)
9. NOW IS THE HOUR ............. Eddy Howard .......... Majestic 1101
10. NOBODY THE HOUSE ............. Frankie Fields .......... London 210
11. BEC YOUR PARDON ............. Larry Green .......... Victor 20-2657
12. I'M LOOKING OVER A ............. Connie Haines .......... Capitol 15039
13. FOUR LEAF CLOVER ............. Three Suns .......... Victor 20-2658
14. SLAP-ER DOWN AGAIN ... Arthur Godfrey .......... Columbia 38066
15. I'M A WACKY BARNYARD ............. Lonzo and His Arizona Wranglers, Mercury 6095.

**most-played Juke Box Folk Records**

**POSITION**

**Weeks to Date**

**Last Week**

**This Week**

1. I'LL HOLD YOU IN MY Eddy Arnold and His Tennessee Heart .......... Capitol 40081
2. TELL A WOMAN .......... Arthur Godfrey .......... Capitol Americana 40080
3. SIGNED, SEALED AND DELIVERED .......... Capitol Americana 40065
4. HUMPY DUMPTY ............. Cowboy Copas .......... King 455
5. BUBBLES IN MY BEER .......... Bob Wills and His Texas Playboys, Decca 24278
6. NEVER TRUST A WOMAN .......... Harry Thompson and the Black Hawks, Capitol 40028
7. I'M MY OWN GRANDPA .......... County Boys .......... Capitol Americana 40064
8. SIGNED, SEALED AND DELIVERED .......... Bob Wills and His Texas Playboys, Decca 24278
9. PEEPING THROUGH THE Cushion Stone .......... Columbia 37991
10. THE WALTZ OF THE WIND .......... Roy Acuff ......... Columbia 38042

**most-played Juke Box Race Records**

**POSITION**

**Weeks to Date**

**Last Week**

**This Week**

1. SNATCH AND GRAB IT .......... Julie Lee and Her Boy Friends
2. BARNYARD BARNYARD ............. Lonzo and His Arizona Wranglers, Mercury 6095.
3. I LOVE YOU, YES I DO .......... Willie Jackson .......... King 4181
4. KING SIZE PAPA .......... Julie Lee and Her Boy Friends
5. I CAN'T GIVE YOU ANYTHING .......... Capitol Americas 40022
6. CALL IT STORMY MONDAY ............. Rose Murphy ...
7. DAY BUT TUESDAY IS ............. Elise Walker, Braxton & White
8. WRITE ME A LETTER .......... The Ravens .......... National 9038
9. TONIGHT, RIGHT OR WRONG .......... Louis Jordan
10. HOW LONG MUST I WAIT FOR YOU? .......... Capitol Americas 40017
11. HE'S A REAL GONE GUY .......... Nellie Lutcher
12. THE BEST THINGS IN LIFE ARE FREE .......... Ink Spots
13. SHUFFLE WOOGIE .......... Joe Letcher ......... Capitol 40074

**Columbia Records**

The Critics Agree
It's a Solid Hit!
on
CONTINENTAL'S
original
TOOLIE
OOLIE
DOOLIE
(THE YODELING POLKA)
by VAUGHN HORTON (composer)
and his POLKA DEBS

Continent #1223

WALTER WINCHELL SAYS:
"The novelty tune sensation via Continental Records.
'TOOLIE OOLIE DOOLIE.'"
"Experts predict a sale of a million platters."

MARTIN BLOCK SAYS:
"I am using this record on 400 Mutual stations"

DAVE "WAAT" MILLER SAYS:
"It's on top of my Hit Parade"

IMMEDIATE DELIVERY FROM STOCK
Write for Complete Catalogue of Continental hits
SEE YOUR Local Distributor OR
CONTINENTAL RECORDS
NEW YORK 265 WEST 54th ST., NEW YORK, N. Y.
CLEVELAND 625 HURON ROAD, CLEVELAND 15, OHIO
DETROIT 415 BRAINARD ST., DETROIT, MICH.
CHICAGO 349 W. RANDOLPH ST., CHICAGO 47, ILL.

THE BILLBOARD PICKS:

HEARTBREAKER ...................... Ferko String Band ............. Paldos 100
不顾 African String Band ............. Mercury 8119
Milt Scott Orch & Chorus .......... Universal 1401
Jerry Wayne & Dell Trio .......... Columbia 38150
These disks capture the simplicity and string band community flavor of the "Doolie
Leaf Clover" smash, particularly the Paldos platter. Formula the same for the
new ditty (banjoes and chorus chattering) except on the Columbia platter where
the trio prevails neatly.

BABY FACE .......................... Art Mannady & Ensemble .......... MGM 10156
Still another "string-bandith" item is the Mannady follow-up to his big "Clover"
disk. Material not as strong as predecessor but should sell strong in its own right.

CRYING FOR JOY ................. Dinah Shore .......... Columbia 38114
Monica Lewis-Russ Morgan Ork ...... Decca 24536
Has the makings of a hit. Billy Rose has fashioned a superior lyric to a Tinie
melody penned by the late Jimmy Monaco. Dinah's capable tenor凑合 the
lyric in respect to its merit. Lewis' gay styling is much like the Memphis thrush
and features "sweet" Russ Morgan orking.

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. LOVE ....................... Les Paul ....................................................... Capitol 15037
2. BRAZIL ..................... Les Paul ....................................................... Capitol 15037
3. I LOVE YOU, YES I DO ...... Sammy Kaye ......................... Victor 20-2674
4. THE THOUSAND ISLANDS SONG .... Louis Prima .......... Victor 20-2619
5. ST. LOUIS BLUES MARCH .. Tex Beneke ....................... Victor 20-2722
6. SABRE DANCE .............. Freddy Martin .......................... Victor 20-2721
7. THOUGHTLESS ............ Buddy Kaye ....................................... MGM 10137
8. HOORAY FOR LOVE ...... Johnny Mercer .................................. Capitol 15028
9. SATURDAY DATE .......... Kay Kyser ........................................ Columbia 38049
10. HAUNTED HEART ......... Jo Stafford ...................................... Capitol 15023

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. BECAUSE ..................... Perry Como ......................... Victor 20-2653
2. EMBONY RHAPSODY ......... Rosetta Howard ................. Columbia 37573
3. LITTLE WHITE LIES ...... Dick Haymes .......................... Decca 24280
4. HAUNTED HEART ........ Jerry Colonna .......................... Victor 20-2713
5. LOVE ......................... Les Paul ....................................................... Capitol 15037
6. I LOVE YOU, YES I DO .. Sammy Kaye ......................... Victor 20-2674
7. BRAZIL ....................... Les Paul ....................................................... Capitol 15037
8. BUT BEAUTIFUL .......... Bing Crosby ........................................ Decca 24283
9. IF I ONLY HAD A MATCH ... Al Jolson ........................................ Columbia 38149
10. YOU WERE MEANT FOR ME.... Gordon MacRae .................. Capitol 15027

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 jule box operators think tomorrow's hits will be:

1. BECAUSE ..................... Perry Como ......................... Victor 20-2653
2. I LOVE YOU, YES I DO .. Sammy Kaye ......................... Victor 20-2674
3. BYE, BYE, BLACKBIRD .. Russ Morgan-Milt Hershy Trio .... Decca 24319
4. THOUGHTLESS ............ Buddy Kaye ....................................... MGM 10137

Record Possibilities
Week Ending February 21

March 6, 1948

The Billboard

MUSIC

MUSIC POPULARITY CHARTS
PART VI

In-the-Wild Scoops
ARTIST TUNES LABEL AND NO. COMMENT

BOB EBERLY-RUSSELL MORGAN (Decca 19523)
Melvin, Listens local job on pop pub item. Russell Morgan (Russ Morgan) (It's All Over But The Crying) Shawnee shelties orrlogs or perhaps some Morgan fans. IM JIMMY DORSEY (Dec 2954)
"I'll Always Be In Love With You" (Bee Parker) Ruth, recent Parker pip. Capable ork acoustic. The Small Little Chapel (Bob Credito) Quiet, plain-paced item. Casual chorus completing. BUTCH STONE ORK (Capitol 19340)
"Do Me A Favour" (Modern St. 3079) Don't! I'm studying Ain't She Pretty! Former Lab Stroop vo. tells us song well. Poor backing. Baby Face (RCA Victor 19517) "Do the Right Thing" do for push soon. BOB HOUSTON (Decca 19540)
"Headlinin' Home" (Pretty Western pop. Mellow piping. More Than Ever Before Reid sings his own song in a very fashion. Worthy Western '20s. "Headlinin' Home" in Pittsburgh. JACK FINA ORK (Inkshaw 501)
The Gypsy Paloo. Tense vocal. Dramatic arrangement. At the Condolight Cafe (Harry Pride) Plain voice job. Pot theme release kinda late. GORDON MAC RAE (Columbia 19494) (Capitol 19401)
Melvin Mac Rae romantically remembers thru "Red" serio's-styled ditty. GORDON MAC RAE (Columbia 19494) (Capitol 19401)
Melvin Mac Rae romantically remembers thru "Red" serio's-styled ditty. 

ARTIST TUNES LABEL AND NO. COMMENT

HENRY JEROME ORK (Dick Joke)
What More Is There To Say (MGM 19512) Beauty dance tempo, but unconvincing. A Swifty Dancin' and Singin' 

DISCOGRAPHY

APEX

BOB RUSSELL Mendelson's Orch (Decca 19121)
Moo Moo Russell romantically renders revived lyric. Mendelson's orch could have been better off. Shu Shu From Mang-Ho Novelty, with oriental flavor, it has a judge-note of arrangement. MILT SCOTT ORK ORCH (Universal-E.K-U)
Chorus Bright hands-and-shoes of current pop bands can be parodied. Clavves'-and may find them good. Foster Medley Old-style instrumental treatment relates with piano on Foster Faver. BOB CROSBY (Grey Orlo) (MGM 19553)
You're My Everything Broderick Clark's. With Crew Chords vocal help, and some fine 

DISCOGRAPHY

APEX

Good Luck combo, in full tones. It's Got To Be You Some records as flip squeak another pleasing vocal. Bright tempo tempers suited for Bob's hary. HI, JO, JACK AND THE DAME (Bullet 19513)
"Call The Knot, Turn Me Loose" Quartet adept luckily vocal techniques and ener- ry comes thru novelty number. I'm A-Coinin', Cora-Chalk Right voice broke the group's past work effort of line in old. JIMMY SAUNDERS (Joe Sphino Mandolin Orch) (Rainbow 19404)
If You Care For Me Saunderspipe compe- tently with shuffle beat backins. Mandolins un-disturbingly in backinn. Rises Of Picardy W. Saunders' Everlastin- g with Larry mandolin backings. ZIGGYS TRAVEL ORK (DC 9005) Picano, guitar, bass trio in restrained striking of instrumental face. Bobby Berry Ziggys Travel Trio Ace On Hambo Poor clumsy material too much for hary's price and trio's efforts to over- all. 

FOLK

HAWKHAWHAW- (King 893)
Nothing But the Blues Vocal piping of rhythm blues 

PEER

Bob Crosby, Derzy Melody, Garage,swith pretty folk lyric well suited for King's mass ions. EDDIE KIRK (Capitol Americanas 4001)
What's Another Heart To You? Thriving Young Western Orch. Sincere fashion. Wax- ing along led.

WEA

Sleepy Me Daniel and his Radio Pianos (DC 8045)
"Sleepin' In Mississippi Blues" Sleezy McDaniel. Smile down the piano. Psychedelic, with a Beat, Dull ballad with hearts aching for a real heart. SLEEPY ME DANIEL and his RADIO PIANOS (DC 8045) "Sleepin' In Mississippi Blues" Sleezy McDaniel. Smile down the piano. Psychedelic, with a Beat, Dull ballad with hearts aching for a real heart. MILO TWINS (Capitol Americanas 4001)
"Sleepin' In Mississippi Blues" Sleezy McDaniel. Smile down the piano. Psychedelic, with a Beat, Dull ballad with hearts aching for a real heart. INTERNATIONAL

THE McNULLY FAMILY (Brooks 3379)
Hills of Glencarry (Brooks 3379)
Rory's Wife (Brooks 3379)

WEA

The Boys Of Wexford Strings-Of Tradional Long. 

EMI

The War's Awaite (EMI) (EMI) (EMI) (EMI) (EMI) (EMI) "Sleepin' In Mississippi Blues" Sleezy McDaniel. Smile down the piano. Psychedelic, with a Beat, Dull ballad with hearts aching for a real heart. MANNIX

See page 150 

(Continued on page 150)
KING RECORDS
EXECUTIVE OFFICES
1540 BREWSTER AVE., CINTI, 7, OHIO
PLAZA 2211,
BRANCHES
CHARLOTTE, N. C. 819 W. MOREHEAD
CHICAGO, ILL. 2001 S. MALSTED
DALLAS, TEXAS 919 CAMP STREET
LOS ANGELES, CAL. 845 S. GRANDVIEW
NEW YORK CITY (Cincy Records) 762 TENTH AVE.
OKLAHOMA CITY 1317 N. BROADWAY
PHONE 4-8409
PLAZA 7748
RIVERSIDE 2756
FAIRFAX 7572
COLUMBUS 5-7556
PHONE 1-9913

March 6, 1946

MUSIC
The Billboard

PART VIII

ADVA NCE RECORD RELEASES

Records listed are generally approxi-
ately two weeks in advance of actual
release date. List is based on information
supplied in advance by record companies.
Only records of those manufacturers vol-
untarily supplying information are listed.

POPULAR

Looking for Someone Like You
J. Morris Orr (John's Other) Orpheum
Lost My Heart in Hartford
L. Philips (It Ain't) Mercury 3114
Man Smart, Woman Smarter
C. Norris and Burrell Rhythm and Blues B-323
May I Never Love Again
T. Laton (That Ain't) Mercury 3114
Melancholy
c. Foster (Just One) Bullet 1535
Open Your Eyes (A Whole New Tune)
T. Crosby (Haunted Heart) Decca 24170
Moonlight and W. Virginia
R. Parker's Orch (Don't Waste) Coral 1110
My Baby Likes To Be-Rap (And I Like To
Be) Red Hot (Little) Banner 2310
My Baby's Blues
B. Johnson, Musical Notes (It's All)
Next Time I Fall In Love
The Starlighters (Pentola) Capitol 500

GET YOUR AND WRITE ORDER all ballads done up on the
BUFFALO BEARCATS of next tune that the
BEARCATS will be recording.

Write - Phone - Wire

by BULL MOOSE JACKSON
AND HIS BUFFALO BEARCATS

Following up his sensational recording of "I Love You Yes, I Do," the number one race record throughout the nation, BULL MOOSE JACKSON comes through with another smash ballad done in the same style. The Buffalo Bearcats back up Jackson in this new tune that your customers will all be humming within the next few weeks. Get your order in now for this new BULL MOOSE JACKSON hit!

THE BILLBOARD MUSIC POPULARITY CHARTS

Advance Information
Week Ending February 27

J. Johnson's "Mississippi Boogie" has a fine old-time blues sound that should be a hit. The record was made on the West Coast and is a gem. The artist is an unknown and the record is being distributed by a company that specializes in blues records.

The song is "Mississippi Boogie," and it features a strong, rhythmic guitar solo. The vocals have a soulful, bluesy quality that draws you into the music.

J. Johnson's "Mississippi Boogie"

The song opens with a mild, syncopated piano figure that sets the rhythm for the rest of the song. The guitar solo begins with a series of fast, finger-picking notes that build up to a series of powerful, bluesy chords.

The vocals are delivered in a soulful, bluesy style that perfectly matches the music. The lyrics are in keeping with the blues tradition, telling a story of love and heartbreak.

Overall, J. Johnson's "Mississippi Boogie" is a great blues record. The music is well executed, and the vocals are hollow and bluesy. This record is sure to be a hit among blues lovers.

J. Johnson's "Mississippi Boogie"

The song is a soulful, bluesy number that features a strong, rhythmic guitar solo and a soulful, bluesy vocal performance. The music is well executed, and the vocals are hollow and bluesy. This record is sure to be a hit among blues lovers. The song is a great addition to any blues collection.
**THE CATEGORIES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Max. Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Production Tone</td>
<td>15</td>
</tr>
<tr>
<td>(grading of selections continuity)</td>
<td></td>
</tr>
<tr>
<td>2. &quot;Human&quot; Value</td>
<td>15</td>
</tr>
<tr>
<td>3. Guilt of Material</td>
<td>15</td>
</tr>
<tr>
<td>4. Manufacturer's Distribution Power</td>
<td>10</td>
</tr>
<tr>
<td>5. Exploitation Value</td>
<td>10</td>
</tr>
<tr>
<td>6. Harmony</td>
<td>10</td>
</tr>
<tr>
<td>7. Record Quality</td>
<td>10</td>
</tr>
<tr>
<td>8. Manufacturers' Production Efficiency</td>
<td>5</td>
</tr>
<tr>
<td>9. Notes to Recording Engineers (Artwork, binding, packaging)</td>
<td>10</td>
</tr>
</tbody>
</table>

**THE RATINGS**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>95-100</td>
<td>Very Good</td>
</tr>
<tr>
<td>80-90</td>
<td>Good</td>
</tr>
<tr>
<td>60-79</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>40-59</td>
<td>Adequate</td>
</tr>
<tr>
<td>30-39</td>
<td>Poor</td>
</tr>
<tr>
<td>0-29</td>
<td>Poor</td>
</tr>
</tbody>
</table>

**HACHATURIAN: MASAVERDE SUITE**

**RAVEL: PIANO CONCERTO FOR THE LEFT HAND**

**TUNE OF THE MONTH**

**TWO GREAT RECORDS:**

**LOUIS PRIMA**

**THE SPORTSMEN**

**CHAS. K. HARRIS MUSIC PUB. CO., INC.**

**VOCAL LOVELIES**

**CELTIC GEMS (3-10")**

**KEYS TO ROMANCE**

**RAVEL: PIANO CONCERTO FOR THE LEFT HAND**

**MUSICRAFT**

**MUSIC IN THE BEST ON RECORD**

**THE BILLBOARD**

March 6, 1948

**MUSIC POPULARITY CHARTS**

**ALBUM REVIEWS**

**TIPS ON COMING TOPS**

A fast, jocular and Infectious number . . . .
New York:

Music Corporation of America's (MCA) sectional band department heads huddling with Prexy Lew Wasserman in New 10 York last week. Two-day meeting was held to discuss band distribution. Tactically for the summer... Dei Amr.NC's research is made. The prof is N.B.C.'s research. 

Arlo Rich and his orch opened at the Apollo Theater Friday (27) with the drumming beat out with one arm. Rich broke his arm in a handball accident earlier in the week... Duane Gillette due for a May return concert at Carnegie Hall... When Tommy Dorsey returns to activity in April, probably is that trumpeter Zippy Elman and Charlie Shavers and the Town Criers vocal group will be absent. Shavers is considering taking out his own orchestra.

Arnold Beichman, Local 802 slack, dressed Prof. Paul Lazarfeld's Columbia graduate school class last week. His subject? AFM activities. The prof is NBC's research.

The Window tone

These records are made by Jerry Jerome, Arlo musical director, and his band playing for the Dress Buyers' Association's shindig at the Astor March 6... Harmony diskery claims it sold 25,000 waxings of My Girl Friend Juliede Polske in the Chicago area during last four weeks... RCA Victor to release its children albums on a year-round monthly basis from now on instead of seasonally, to be based on desire to prolong sales curve and to aid dealers' Christmas buying.

Connie Haines gives from Frank Deily's Meadowbrook March 1 for three weeks, while Buddy Moreno orch holds the stand... Herman Lubinsky's Savoy-label disks will be distributed in Los Angeles area by Jules Bibari's Modern Distributing Company, subisd of Modern Records... Signature musical director, Ray Bloch, planning a series of big-city concerts with other big orchestras.

Aiming at the St. Patrick's Day trade, Columbia Records re-issued Kate Smith's Songs of Erin album made when the M.G.M-diskery thrush was on the former label's roster. Texas Jim Robertson into the Adama Theater, Newark, N.J., April 8 for a week. New disk-promotion gimmick by the Gale Agency here features a contest in which 80 disk jackets are asked to find a name for an untitled Erskine Hawkins Victor masterpiece that will receive copies and play there. The contest submit titles. Winner to receive a Victor television set. Ralph Font at his rumba orch booked into Atlantic Beach Hotel for second successive summer season.

Continental Artists Corporation (CAC) last week moved into new office at 121 West 52 St. Street. Space occupied by CAC is part of the floor lease by Don Haynes... Tribute to townie and his neighbors, the AFM takes over Jefferon Hotel, Kansas City, Mo., beginning March 3.

... National Broadcasting Company (NBC) has banned broadcast of the frantic She Picked It Up in Mexico. Penned by arranger Johnny Jones and published by Radio Union apparently was banned because NBC wasn't quite sure as to "what she picked up." The Sam Donahue orch booked the opening record for Club Wasserman, Washington square venue, last Wednesday (18)... Irving Berlin's Thursday night music stint set in Times Square.

Lombardo Music, affiliate of the Bregman, Voco, Conn pubbery, too over Need I Say?, a tune written by Bert Mann and Gene West, from Gran Music pubbery. Lombardo acquired the song in a two-weeker at the Muebache Hotel, Kansas City, Mo., beginning March 3.

Ray Pearl orch closes a six-week date at Donahue's in New Jersey, March 11, and embarks on a month of one-nighters. Pearl band is booked thru mid-summer, including stints at the Music Box, Good Time Hotel, Kansas City, Mo... Mike Nidorf for Coast for four weeks. Chip Helen Humes leaves Cafe Society Downtown, March 7, and begins one week engagement there... Billie Holiday is in Detroit, Michigan with her band for the summer.

BibleTone EASTER

The Public Acclaims BibleTone's "Messiah"

The Public Acclaims BibleTone's "Messiah"... NOW ANOTHER FAMOUS ORATORIO BRIEF!

ELIJAH by Felix Mendelssohn

Album EJ-10 sides on 10" records

List Price $5.75 (tax included)

The unsurpassed beauty of Mendelssohn's Elijah... A program of magnificent choral music, with superb organ accompaniment.

Soloists: Leue Stover, soprano; Elia Mac Farlane, contralto; Willard Young, tenor; J. Alan Edling, baritone; Bradley Morgan, basso. With 330 Voices of Handel Oratorio Society of Augsburg College under direction of Henry Veld, Austin Preachers: Clement Snyder, Rynold Lundheim.

The Three TOP Albums for Easter:

BibleTone's ELIJAH — album EJ and the NEW HYMS OF GLADNESS — album EE

These records are made for continuous playing on automatic record players.

BIBLETONE RECORDS

FEBRUARY RECORDS

The New Noiseless Surface — a BibleTone recording achievement, and brings hundreds of steady, loyal customers to your store.

The Bibletune Easter Window Display

Is Here!

Your Easter window problem is solved with this beautiful full-color display. It holds the three Bibletune Easter albums mentioned above. Ask your distributor for your BIBLETONE EASTER WINDOW DISPLAY.

Music as Written

The Billboard

March 6, 1948
Byrd, formerly in Oklahoma City, has moved to Dallas. Gene Allison, of King Cincinnati office, has been given charge of overseeing branch operations. . . . Jimmy Featherstone, ex-Art Kaul drummer who recently formed his own band, has switched from Music Corporation of America to Mus-Art. . . . Ronnie Stevens, Northwestern University campus band leader, graduates in June and will take his band out on an AMA skedding.

Saxie Dowell, the tune-spinner and ex-ork leader, has joined song agree on here, working for T. B. Harris. Tiny, from the Celebrity Plane 2-12, has signed a contract with the Original Manhattan Hound hound. His record of the Jack oran-type show. . . . Jimmy Hilliard, Mercury Records artist and repertory, doing a heavy release of albums by the firm's top names in the next six weeks. . . . Joey Lehr is plugging for Mutual Music Chi.

While Hotel Stevens shutters for alterations March 9 to 28, the Palmer adds a new rich American Broadcasting Company remote plunk in the strata receiving area. Palmer bands--Murray Arnold current, and the Skinny nickel after March 18--get four extra half-hour segments a week. Stitch Anderson returns to the Stevens when it reopens.

acinnati:

Bobby Keys, "Mr. Guitar and Banjo," of WSAI, into Schulter's Wigwam, in Bob Safield, bass, and Bill Birkemeier, accordion-piano, for a four-week set at the Chris Christiansen office. It's the spot's first try at live shows. . . . Bob Hill, who moved into Tiny Cove, Cheviot, O., January 15, added a second show to his four-night run at the WGO Abner. . . . local OAC office, has the set of the Andy Randorky trio on Centennial Terrace, week of June 25. . . . Clyde Trunk band inked for the spring program at Monkington College, New Concord, O., April 18. . . . Barney Rapp combo, the canary Shirley Carter, plays the ROYTA OWN Ball at University of acinnati, April 2.

Deke Moffitt trained out Wednesday night (25) for Washington to receive his Little Red Cobbers playing an indefinite engagement at the Hamilton Hotel there, set by G.C. Manager Kelly, of the Hamilton Hotel, gave Moffitt a week to leave the pit crew for the vaudeville with the local RKO office paying his transportation back and forth. Moffitt is slated to return here for similar chores whenever the Alhene uses vocalists. Clarence (Buster) Loos, bass player-comedian, made the trip back with Moffitt, following a brief sojourn here after the death of his mother.

Chris Christensen ork plays the 8 O'clock Cotillion dance at the Cherokee Saturday night, Knoxville, April 23. . . . Jimmy James, who recently returned from his band here, takes his band to Center College, Danville, Ky. . . . the SAE first dance April 24. . . . Freddie Lindemann strutting with his anonymous at the Woodlawn Night Club. Gene Wagner's ork, with Jondreer and "Slim" Branch, is on the stand there.

troit:

The Finest brothers, George and William, are celebrating their 50th year in the music business this month. The veteran band bookers started their first band here in 1909. . . . New Spot Recording Company in Allen Park specializing in audition disks, owned by John F. Anderson, of New York. and C. Richard Gibbons, of Detroit. . . . Universal Artists, Grand Rapids, Mich., broke a long-standing precedent last week by putting Spike Jones and His Musical-Halloween Revue into the Detroit Music Hall for a two-week run, April 3-17. Heretofore hall has been limited to one-nighters.

/ashington:

Paul J. Schroeder re-elected to his seventh term as proxy of A.F.M.'s Local 11. Other officers include Edward S. McGrath, vice-president; Ray Petera, treasurer; John Fitchette, treasurer, and Mary Emerson, Jim Nichols, Jack Byr, Tony Gaudio and Robert (Buddy) Weaver, board of directors members.

an Francisco:

ABC yanking Jack Fina's ork remote from the Fairmont Thursday (4) . . . air The Los Angeles Examiner's testimonial dinner for columnist Louella Parnell. Bob Hope, Jack Benny and Henry Meisel will perform emcees.

hiladelphia:

Tropical Gardens, private club in Merchandise Hall, setting out $2,000 week to bring in Illinois Jacquet's band as opening attraction. . . . Warren Penn is building a band of his own. . . . Tim Pan Alleytite Moe Jaffe is going to be feted by Caridno Lodge, Brit-Ribbon (which he helped found) that night of March 16 at the Century Club.

Raleigh Room Hires

JANUARY -- $1,250

NEW YORK, Feb. 26—Jan (Walter) August and his trio have been signed for a two-week run at the new return of the Warwick Hotel here, starting March 10. August goes at 7,500 plus 25 per cent of cover, plus similar fees above an undisclosed figure.

Terms of the pact represent a far cry from 1986's first Warwick talk and this is the return of the Warwick Hotel here, starting March 10. August goes at $1,250 plus 25 per cent of cover, plus similar fees above an undisclosed figure.

A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night. A relief show at the Stock Exchange, starting March 10, will work strictly in the capacity of a feature act doing a show nightly instead of the usual four a night.
Don't Fool With Phil: The Moral Of Spitalny's Charmed Life With Charm Wax; Whizbang Exploiting

(Continued from page 4)

N. J., and the Sonora plant in Norwalk, Conn. The album itself (artwork, binding, etc.) cost Charm 34 cents each. Add roughly, another 12 cents for shipping, packing, trade expenses, etc., and the total cost per album (excluding session cost) hits some 91 cents. The package sold for $2.31 and to the consumer for $3.85.

The overhead, obviously, is another and an important item, but in the case of Spitalny's Charm, a difficult one to figure. Charm's offices were Spitalny's Park Central Hotel suite (where he has lived for years). Charm's staff, en toto, was Spitalny himself, and a couple of girls from the band (Betty, a vocalist, and Mildred, who played the tuba). Betty and Mildred doubled out of the band as secretaries, stenographers and general gals of all work. An occasional staff assist was tossed in by Evelyn (featured violin and Mrs. Spitalny, Harry Squires, who has handled bookkeeping of all sorts.

That was the staff, and Spitalny decided to do all selling, promotion, advertising, publicity, etc., himself. No distributors, no sales staff, no nothing. The Carols package was re-launched with the current with an Hour of Charm concert tour. Spitalny has flers plugging the album (and containing an order coupon) printed and inserted in the programs distributed at each of 24 concert dates. Cost, maybe $50.

Department Store Sales

Wherever possible (and it often was), a plug for the album would be worked into the concert routine. But most important, in each of the 24 cities played (Detroit, Cleveland, Chicago, Los Angeles, Washington, Milwaukee, Milwaukee, Montgomery, Ala., etc.), Spitalny personally made sales calls in department stores, record shops, etc., and sold the album. Typical of the type of accounts sold and number of albums eventually sold by each (note how towns coincide with those made on tour) were Charm's, New York, 7,216; Macy's, San Francisco, 2,013; Gimbel's, New York, 3,056; Willets, Milwaukee, 2,000; Bamberger's, Newark, N. J., 2,716; Hi-Lo Chicago, 500; and Spitalny, Chicago, 3,000; Hochan, Kohn, Balti-
more, 1,208; Halle Bros., Cleveland, 1,708; Bamberger's, Newark, N. J., 2,716; High Lo Chicago, 500; and Spitalny, Chicago, 3,000 all were sold on a non-returnable basis.

In October and November however, Spitalny kicked off his advertising drive in earnest. In this period he bought four full-page black and white ads in Life. Space cost, $2,810, in total cost (including artwork, cuts, copy, etc.) closer to $18,000 each, or $72,000 for the four. In addition to these, he ran one full-page black and white ad each in the New York Times magazine section (space cost, $2,810; full cost, $3,500) and in the American magazine (space cost, $2,270; total cost, $7,000). With all selling, advertising, (including in national media, this single item alone cost some $25,000. But Spitalny wasn't just selling albums on his store calls. He got his Charm item at least another $100,000 worth of advertising for free thru large-space local newspaper advertising placed by stores such as Jordan, Marsh, Boston, Abraham & Straus, Gimbel's and Macy's in New York, Woolworth & Lathrop, Washington; Goldblatt's, Chicago; Hecht Company, Washington; Higbee, Cleveland, and Kauf-
man's, Pittsburgh.

All this consumer plugging was supported by 15 consecutive weeks of trade paper advertising, paid for by Charm and bringing the diskery's own ad out up close to $100,000.

Additional personal selling effort was put out by the maestro from his New York Park Central headquarters via long-distance phone calls to stores all over the country.

Indicative of the kind of selling job the maestro did is the fact that when the Carol packages he made to Wyman's in South Bend, Ind. A letter from this office president of the shop, tells it all. It says: "When you proposed your Christ-
mas Carol album to me for sale in my store, I was a little in doubt as to whether we could sell it. I have no record department. But after your explanation of the product, we decide to be sold as a gift item—the same way we sell all other gift items—it sounded very good to me.

"The fact that we have sold 1,000 of these albums in such a short time please me greatly; and I am very interested in promoting your new album, entitled To My Mother, as an gift item, also. I feel sure that we can sell it every day as a birthday gift for mothers, as well as special holidays, such as Mother's Day, Easter and Christmas Day.

"Spitalny won't talk about the total number of Carol albums he has sold, but with a South Bend gift (sans record department) moves 1,000, that's pretty fair sign, and Spitalny says he is on up production plans to sell a million of the packages next Christmas season."

When he launched his To My Mom six-sided package, however, he decided to switch to a distributor set to achieve his sales. Not, says Spitalny, because he figures they can sell much more than he himself e but because the pace is getting a lift rough. He has already lined up distriey he intends, however, to the same kind of advertising push behind the royalty checks Spitalny offered to re-issue the two most popular sides as a single disc.

Spitalny has some 28 sides lying vaults, which he will issue piecemeal when the drive on Mother is com-

MUSIC OPERATORS...

How long does it take you to accumu-
late at least 500 USED RECORDS?

We will buy and pay top price if you will ship them to us REGULARLY CONTACT US NOW.

JALEN AMUSEMENT CO.

113 W. Redwood St. Baltimore 1, Md.
Phone: Plaza 4403

MIRACLE PARADE OF HITS
"CERTAIN OTHER SOMEONE"
By BROWLEY GUY
No 1

MUSIC RECORD MAKERS

Send Us the Safety—Receive Finished 10"-12"—Shellac—Unbreakable

BOX #282

The Billboard, 1566 Broadway, New York 19, N. Y.

 ROSALINDA

Dec 41114  Dick Thomas Rainbow 10033  Red Benson

CHERIO MUSIC PUBL. INC. 1505 West New York 19.

10 INCH RECORD PRESSINGS Shellac or Vinylite

1st Service—High Grade Vinylite or long playing shellac

SONGCRIT, INC.

15305 Beverly Blvd. Los Angeles 28, Calif.

www.americanradiohistory.com
Dorsey Offers Promoters "1st Money" Deals; WM Pairs Disk Artists and Dance Orks

Dramatic Moves May Salvage the Sitch

(Continued from page 18)

the okster and promoter split 60 per cent (for TD) and 40 per cent (for the TD of the next $500, 65-35 of the next $500 and 70-30 on everything after a $7,000 gross). The promoter demands control of the admission price in order to keep it at a low enough level to induce attendance and also must be assured of a minimum requirement in advance advertising and publicity.

If the okster should drop an egg under such terms, the promoter would be hurt for no more than the cost of advertising, publicity and hall rental. But the promoter does not operate regularly in his own ballroom. Therefore Dorsey should cross $750 under these terms. But the okster will be guaranteed one-half scale for his band in any event covering him on the date for any less than the transportation costs. He also figures to win promoter good will by not subjecting the op to the $7,000-and-up guarantee which Dorsey received prior to his current six-week vacation.

Break in Controversy

The "first money" move by Dorsey is the initial break in the long raging promoter-agency-artist controversy that grew out of the Dorsey ok prices. Since one-nighter biz began to feel the post-war pinch, promoters have been seeking to boost attendance and boost their ok prices. Prices on the lesser named bands have consistently been coming down but most of the bigger ok prices have been retained because the bigger orks. Prices on the lesser named labels have consistently been coming down but most of the bigger ok prices have been retained because the bigger ok prices.

This Week's Platter Bests

NEW YORK, Feb. 28.—A promo- tional outlet reaching more than 9,000,000 readers will open up for wax platters when the March 14 issue of This Week cuts the standard new record review column. The mag is distributed by 24 top Sunday newspapers across the country.

The column, skedded to appear monthly, will be conducted by Jerry Mason, This Week's associated editor. It will feature an action photograph of a prominent recording artist and Mason's choice of four to six "best" albums and single platters in the pop, race, folk and classic fields.

"At this time, the new record scramble begins to heat up, and we think that the new "This Week" platter column can help to reduce the confusion," Mason said. "We hope to see this column grow each week, and to do a lot to help us find those new records that our readers have been waiting for."

"We're looking for new records that are sure to be hits. And we'll try to find the best of them for our readers."

Discover for yourself how this superior compound produces records with less surface noise — that play longer. Send for sample biscuits.

BINNEY & SMITH CO., 41 EAST 42ND STREET, NEW YORK CIV
Exclusive Sales Agents for U. S., Canada, Central and South America.

BILLY BUDDY TERRY
TOWER RECORDS Inc.
KEEP YOUR JUKEST IN LITTLE PETUNIA
Enjoy your favorites on Capitol and other fine labels with top talent, new hits, novelty songs.

chs

Hey Joe Tery

EW YORK, Feb. 28.—Exclusive ads' office here has taken on Tery as assistant to Parker Pres- ident, general manager of the label's new division. Prior to joining Ex- exclusive was associated with the old Broadcasting System, Inc.

DORSEY OffERS PROMOTERS
"1ST MONEY" DEALS; WM PARS DISK ARTISTS AND DANCE ORKS

Drastic Moves May Salvage the Sitch

Incidentally, the "first money" type deal is not an uncommon band biz practice. But its use usually is con- fined to hastily picked up dates with lesser attractions and has never before been used as basis of submission for dates well in advance.

The William Morris one-nighter/band gimmick, although not an entire- ly new practice, nevertheless may help promoters who cut down their operation on grounds that dance mu- sic alone is no longer box office. At the same time, the agency, in pairing name recording single with a medium priced ok, paves the way for its les- sors named properties to get a crack at some road lost which, under current road conditions, probably would not have come their way. WM currently is offering one package centered around band leader Vic Damone, who will travel with either Hal McIntyre's or Dean Huidson's ork, while a second teams up Frank (New York) Craig with the Les Elgart ork.

Abnormalities

Another instance of name wax talent working the ballroom promotion circuit is the Harmonicats who have just begun to do a one-nighter series in the Midwest with local ok bands to supply the dance music. This offering gives the op a solid local promotion angle for tie-ins with disk jockeys and local retail disk shops and a stronger box-office name selling point.

The eyes of the ok biz will be focused on the Tommy Dorsey "first money" deal and the disk artist-dance ork package deals. Band biz's future may well hinge on their success or failure.

THE BILLBOARD
NEW YORK, Feb. 28.—A promotional outlet reaching more than 9,000,000 readers will open up for wax platters when the March 14 issue of This Week cuts the standard new record review column. The mag is distributed by 24 top Sunday newspapers across the country.

The column, skedded to appear monthly, will be conducted by Jerry Mason, This Week's associated editor. It will feature an action photograph of a prominent recording artist and Mason's choice of four to six "best" albums and single platters in the pop, race, folk and classic fields.

Discover for yourself how this superior compound produces records with less surface noise — that play longer. Send for sample biscuits.

BINNEY & SMITH CO., 41 EAST 42ND STREET, NEW YORK CIV
Exclusive Sales Agents for U. S., Canada, Central and South America.
TALK OF THE TRADE

Network Operations

KEN DYKE, NBC program chief, due back in New York Monday (1) from a vacation at Baraboo, B. W. I.... Norman Macdonnell, who was assigned to the CBS West Coast production staff, has been appointed production manager. He replaces Chuck Brehm, offering the latter to devote more time to the preparation of new network programs. Macdonnell is fluent in English and French and a chief of Latin-American relations for the web, sails March 12 to attend meetings of the High Frequency Broadcasting Planning Committee at Geneva, Switzerland.

Ed Kolak, MBS chief, left New York February 28 for his vacation in Jamaica, and Abe Schecter, Mutual's news and special events chief, back from his... First of a series of 10-minute slots based on It Pays To Be Punctual, which starts this week at 5 on KPR, radio and television stations in New York. Herb Paleis, who produces the radio show, did the film job.

Station Relations

FOUR veterans of WBZ and WBZA, Boston and Springfield Westinghouse stations, were the recipients of 15 and 20-year Westinghouse service buttons at a luncheon presided over by W. C. Swifttley, WBZ manager. Men are: W. C. Swifttley, K. F. New, C. P. Gallick, and L. McCormack, night news supervisor John F. McNamara and office manager and auditor Robert S. Halloran.

New York Giants leave Steve Ellis' Giants'INTRAX for the third successive year over WMCA, New York, 6:45 p.m. nightly... Motor Edwyte, director of WBG, Greensboro, N. C., has appointed Houston A. Lawing publicity chief... Bruce Palmer, news director of WXY, Oklahoma City, has been appointed general manager to the staff of James C. Nice, president pres- tend of the Oklahoma State Senate.

MILTON MILLER, veteran newspaperman and sportscaster, signed to do series on soccer, sponsored by the Nutmegger Baking Company, over WWRD, Woodbridge, N. J., this week introduced a new kid radio program, Zoom Sky Patrol. Aired over KEX, Portland, Ore., the program introduces, presents a dual feature for teen-agers--actual flight instructions, plus a daily adventure script. Script is written by Frederick Geirmann.

Agencies and Clients

JACK MULVEHILL, radio and tele talent buyer for General Artists Corporation, California, into New York for a few days... Paul Monroe, brother of WJZ, New York, 9:25 p.m., visits WOR, New York... Virginia, the new travel schedule of NBC, was planned by NBC people... Ralph Austin, tele director at WSO, Coles & Bolding, to Chicago for four days with Midwest clients of the agency re early use of video. Austin, incidentally, looked to a crystal ball about four years ago and delivered an address on economic aspects of the NBC television currently being built-out. He will make printed copies available on request... Milton Row, head of the Bow Company, just back from a trip to the Coast, feeling more definitely than ever that video executives of the future will be called from spheres of showbiz other than radio... John Hymne, radio time buyer for Bow, out of New York for a few days, to look into the 4:30 a.m. opening on an out-of-New York radio station... Wick Crider, newly appointed veepie in radio at Broken, Dayton, Duntine & Osborne leaving the city for about two weeks. Bob Foreman, in charge of radio commercials, also graduated into a veepship.

SULLIVAN STAUFFER, COLWELL & BAYLES added three key executives to the staff this week: Willard Herr, from J. Walter Thompson, James W. Link, art director, from Young & Rubicam, and John Mclean Jr., account exec, from Pedlar & Ryan.

Agencies and Sponsors

Nathan Goldberg, for two years account executive at Kiein & Associates, joins Kuttner & Kuttner Agency in that city in same capacity March 1. Score Keepers, with Fisher & Green, Chi agency, starting, Midwest radio spot campaigns for Dolly Madison Wine & Fruit Industries, Ltd.

Use Low Cost PERSONALIZED POST CARDS

Keep your fans happy!

Your photo gets group reproduction in our black and white "Glass-Tone" Personal Cards. And just like a real picture, it's your photo. Delivery in 3 to 4 weeks. Look at picture above for details.

Brighten up your mailing list! Use our 4-COLOR POST CARDS—Too attractive. Your cost is what it costs us. Send us your post card layout and photo, accompanied by complete color description, and we'll show you a personal card to your liking. Send us your samples or prints. We have seen them—right at your desk.

Prices quoted are FOB Fort Wayne, Ind.

Write for free samples—no obligation.

FORT WAYNE PRINTING CO. • FORT WAYNE, IND.

Mary Kay and Johnny

Reviewed Tuesday (241), 7:15-7:30 p.m. Style, dramatic; sponsored by Jay Kay, via WAD, New York. Producers: Mesner, Fishman and DeCicco; directors: technical director, Frank Benetucci; audi- men: Tom Batson; videoman, Jack Falato; cameramen, Joe Sacco, Frank Zanetti; commercial announcer, Howard Fisher; model, Faye Ream; cast: Johnny Stearns, Kay, (as the Jay Kay character), "The Man from Mars." A new series of 30-minute dramas.

This program comes close to being a model tele show. In detailing the adventures, mainly domestic, of a young couple, producers Jay Kay, of the Jay Kay Agency, and Kay, Mary Kay Stearns have come up with a charming and fresh material, which seems to have caught on. There are two settings, with the Kay steering everything and the Johnny Stearns making appearances, and both are very good. The Kay, as the Jay Kay character, very much impressed over the mail pull of the opus, are retaining it on a sustaining basis, as another bankroll hovers into sight.

One major objection must be made, however. The Jay Kay character is a bit too cute, Mary Kay a quenched a bit too young, for their voice blend is too frequently and her spouse's script- ing had a tendency to fall into the stilted, half-baked, half-stilted, half-dumb-wiine pattern. None of this is inherent in the show or necessary, and the situation is only made worse by the current style of writing up with funny situations and good dialogue. The Jay Kay character is much on pat, corny devices. That a good domestic show can be better without showbizz material is proven again by radio's Ethel and Albert. The stanzas which the couple's built around the inevitable routine on the dinner visit by the boss and his wife.

Camera Work, Fair

Camera work was fair, the not too imaginative. Some angles were poor, seeming to forebode Mary Kay's bulk, because of her large and plumper than she actually is. Performance is by no means all, grounds by some excellent thesping, with the exceptions noted.

The Jay Kay character, who opened and closed the show, also were excellent in their performances. A complete exhibit of the sponsors' skimpy, dresses, with the camera picking up flying details described by Miss Stearns to Howard Fisher. For the female voice of the commercials was something that should have considerable appeal. For the male viewers, the same can be said of the model. Norman Shand.

JUNIOR JAZZ

(Continued from page 14) unplayed. And apart from the fact that the auditions should make for ears nuances, this is one musical race where the boys deli- quents have both in a tie.

Rose, in stepping before the camera to introduce each selection, is just as at ease and comfortable and limber as the tootlers themselves. Even the drummer boy must have swallowed hard, too, for it came off in a manner that fell just right.

Moreover, Rose is as much at home here as the fruits of the boys are in making music.

The visual appeal was just as bad as the music itself as the band per- formers are huddled together in the studio itself, which, to the camera, made a very close-up of the trumpeter's soloing, the trom- bone and saxophonists' solos, all made up best by a camera.

For the sign-off, Rose pays off the band with a record album by the singer, singer, singer, of whom the camera tries to get a close-up of the trumpeter's soloing, the trom- bone and saxophonists' solos, all made up best by a camera.

For the sign-off, Rose pays off the band with a record album by the singer, singer, singer, of whom the camera tries to get a close-up.

For the sign-off, Rose pays off the band with a record album by the singer, singer, singer, of whom the camera tries to get a close-up.
**Where Can Niteries Find Hypo?**

**Agent Sees It In Percentage Deals for Acts**

**Would Stop Throat-Cuts**

(Continued from page 2)

Rosenblom-Chi Latin Quarter book-up, probably will set the date with the act getting $1,000 guarantee plus 40 per cent of the gross above the breaking figure, which is the point where all expenses are met and the club starts making money. Rosen claims other agencies are interested shazby because they either do not know how to do it, or are afraid of equitable per centage returns on acts which are too lazy to play with simple figures.

**Simple Formulas**

His formula is the club's capacity, number of shows and minimum charge are multiplied to determine the act's top guarantee if he finds an average minimum spent per person. From the study of this figure his answer is whether he should be willing to accept 50 to 60 per cent of its regular salary guarantee.

Rosen cited two examples to prove the practicality of his theory for both upper and lower-bracket talent. Zero Mostel was booked into the Coronet in Philadelphia for $2,500 flat plus a $1,500 guarantee plus 25 per cent over $10,000, Mostel, who then took the stage, received $2,000, wound up with $2,750, which became his equity. More recently, a Bert Fronhoven-Ch 18 club deal guaranteed Fronhoven $500 plus $5 per guest, $7,500 Fronhoven took, then being booked at $800 to $1,000, walked out with $1,500 for his end.

**Ops Must Level**

Rosen cautions bookers who try percentages alone that "the act is building a bargain, while the op must, of necessity, work for a loss. Honest in the negotiations is more pertinent than the quashing over the act's equity. A clause in Rosen's percentage-deal contracts gives the agent's club the right to scrap if the deal fails, but this has never been necessary to date.

**The Copacabana - Beachcomber**

(See Where's the Hypo? on page 43)

**High "Living"**

**NEW YORK, Feb. 28.—**When comic Ed Sullivan played his home town the other day he went to the cemetery to view the granite slab that cost $400. With him was the undertaker of the acro act on the bill, whose figure was brazen rather than brain.

"What's that?" asked the strong man, pointing to a little granite slab.

"It's a mausoleum where rich people who die can rest in privacy," answered Ed. "I'm too bad a bargain," observed the undertaker, "I cost around $10,000." "Ten grand! Fifty would be a closer figure," answered Ed. "No, your figure is re-torted. "Your grand for one room!" cursed the skull over man. "That's what I call living."
NIGHT CLUB REVIEWS

Blue Angel, New York

Capacity: 200. Price policy, no minimum, no cover. Number of shows, one nightly, at 9:30. Hours, Monday to Saturday, 9:30 to 1:30. Booking, general. Estimate budget this show, $5,000. Estimated budget last show, $5,100.


Cocktail Lounge, New York


On top of bringing back the brightest thing in the tinny field—Kay Thompson and the Four Williams sisters—Jay Jason turned his attention so subtly that a fine touch was turned to that bit of material. He did the usual series of impressions, unique in that he skipp ed the general theme of the show and jumped right back far as Joe Penner. With a goody from the Miss Penner road, Jason worked through several skits and closed with a solid bit of timing.

Cocktail Lounge, New York

Capacity, 100. Price policy, no minimum, no cover. Owner-operators, Jack Cooper, Booking policy, Tepper, operators. Esti- mated budget this show, $2,000. Estimated budget last show, $2,000.

Jay Jason, making one of his early appearances in the East, combined an excellent show with a photographic pattern for a sparkling layout.

JASON WORKED very fast, offering a new and polished type of material. He did the usual series of impressions, unique in that he skipp ed the general theme of the show and jumped right back far as Joe Penner. With a goody from the Miss Penner road, Jason worked through several skits and closed with a solid bit of timing.

Jay Jason turned his attention so subtly that a fine touch was turned to that bit of material. He did the usual series of impressions, unique in that he skipp ed the general theme of the show and jumped right back far as Joe Penner. With a goody from the Miss Penner road, Jason worked through several skits and closed with a solid bit of timing.

Jay Jason worked very fast, offering a new and polished type of material. He did the usual series of impressions, unique in that he skipp ed the general theme of the show and jumped right back far as Joe Penner. With a goody from the Miss Penner road, Jason worked through several skits and closed with a solid bit of timing.

Jay Jason turned his attention so subtly that a fine touch was turned to that bit of material. He did the usual series of impressions, unique in that he skipp ed the general theme of the show and jumped right back far as Joe Penner. With a goody from the Miss Penner road, Jason worked through several skits and closed with a solid bit of timing.
BIZ along San Fernando Valley's <Full Street name> is spotty, but Foxy manages to keep his club the pick by giving patrons a solid, variety-packed show. Current bill, featuring comedy, a Wild West act and the vaudeville act since his last stint here. His annual pitch-sharp, delivery fast and crisp, and material fresh. Vern on literally came out of oblivion during the past few weeks and is a strong local following. Best tribute to his comeback is the fact that audiences now clamor for special acts and routines which he has developed. His body of Fanny Brice singing My Man, an old Vern favorite, is still a hit. Gags galore, easy and comic builds for a solid payoff. For final call back, Vernon shifts pace with a serious and not in the least funny tone. Pitch may be a bit out of place in a comedy presentation, but it builds audience interest and rates a big hand. Another Foxy repeater is Eddie Raines, whose voice sounds like a ranking on the Coast. Take-off's are possible and build easily to drinking songs. In this, he is correct, Gurr should have no trouble in this department.\n\nRocks down the Locomotion slot, newcomer Roberta Lee rates plenty of attention. From the East, she makes the spotlight with no build-up, eye-filling bunny is ringsider with her from the start, giving us a trio of smart tunes. Style and delivery are on the sultry side, with pipes given a chance in the birchy vein. With more experience, she can develop into a top singing act.\n\nRest of show are Foxy's regulars, including old-timer Geneva Smith, Sammy Wolf and Foxy. Routines are the same as they have been for past year and go for them, just the same. Abbey Brown's combo makes a nice down town charm and back show adequately. Alan Fischer.\n
Follow-Up Reviews\n\nLITTLE ROMANIA, M A M I: Michel Rosenberg has picked himself a good spot in living Grossman and Dinah Goldberg. This duo, who have as much class as any competitive strictly English turn, click with a session of smart material, slick timing and a fine rhythm. Grossman and Miss Goldberg do in addition get through together for some zingy-garnering comedy songs.\n\nPAUL & PAULETTE TRIO - Currently CHASE HOTEL\n\nOuthier Coming!\nNEW YORK, Feb. 28.—Talk among some informed trade sources had it this week that a leading producer outside the scope of the entertainment field would be called in to administer the American Legion of Varieties (AGVA) until the present tangle is ironed out. The preening of four smash hits, including Louis Prima, Valentine Monroe and Hazel Scott, with Washington's birthday (22) and slick weather were dominating factors in shacking up the top tally. Radio City Music Hall, Paramount, Roxy and Capitol had near-record weeks ends, most of the effect of a light but steady snowfall on the morning of the holiday. The only holdover was the Capitol, which continued strong with a heavy-weight show topped by Horace Heidt. Music Hall (6,200 seats; average $135,000) opened to a hefty $145,000 with Larry Semon, Paul Franke, William Shiner, Alfred Luntz and Lawrence Nickell, Pic, A Double Life. Roxy Rocks 1306 Roxy (6,000 seats; average $89,000) backed up $100,000 for the initial week of Hazel Scott, Gil Lamb, Rame and Naldi and the Don Henry Trio, with Carl Northside 777. Paramount (5,054 seats; average $76,000) filled the register with $120,000 in the first week for the Louis Prima ork, Dick and Don Benny, Cathy Allen and Road To Rio. Strand (2,700 seats; average $40,000) hit a $55,000 jackpot, the opening session of Vaughan Monroe and his ork, the Mayo Brothers, the Moonmaids, Frank Fontaine, Ziggy Talent, Madelyn Russell and Eddie Fukan. Pic, My Girl Tins. Capitol (4,257 seats; average $65,000) followed a stick-up $86,000 preem period with a $78,500 session for a total far of $175,500, with little more than normal weather. The Rice and Three Daughters.\n\nTHE CHARACTERS and their liquid impressions of stage screen radio and recording stars with unlimited material.
One of the Newer and Greater Acts in Show Business CURRENTLY \nCLUB MERRY-GO-ROUND YOUNGSTOWN, OHIO

BOOKING THRU: PER MGR. BOB PRICE NATIONAL ATTRACTIONS INC. 103 N. WABASH CHICAGO 1, ILL.
SCHEDULE OF NATIONAL MEMBERSHIP MEETINGS

To Nominate Delegates to the
NATIONAL CONVENTION OF AGVA

You owe it to AGVA and yourself to attend. Your AGVA card is your admission if you are paid up to July 31, 1947, or after. Don't leave it to the other fellow. Do your share.

BALTIMORE Branch Area ................................ March 11, 3:00 p.m. New Howard Hotel

BOSTON Branch Area ......................................... March 8, 3:00 p.m. Bradford Hotel

BUFFALO Branch Area ...................................... March 12, 3:00 p.m. Elks' Auditorium

CHICAGO Branch Area ..................................... March 10, 2:00 p.m. Garrick Theatre Bldg.

CINCINNATI Branch Area ................................. March 8, 7:00 p.m. Hotel Gibson

CLEVELAND Branch Area ............................. March 10, 3:00 p.m. Olmstead Hotel

COLUMBUS Branch Area .............................. March 7, 2:30 p.m. Variety Club

DALLAS Branch Area .................................. March 15, 5:00 p.m. Artists Bldg.

DENVER Branch Area .................................. March 13, 3:00 p.m. Albany Hotel

DETROIT Branch Area .............................. March 10, 3:00 p.m. Detroiter Hotel

HOLLYWOOD Branch Area ............................... March 8, 5:00 p.m. Colon Theatre

HOUSTON Branch Area .................................. March 16, 11:00 a.m. Chamber of Commerce

KANSAS CITY, MO. Branch Area ................ March 8, 7:00 p.m. Continental Hotel

MIAMI BEACH Branch Area ..................... March 10, 3:00 p.m. Lord Tarleton Hotel

MONTREAL Branch Area .................................. March 14, 3:00 p.m. 1252 Stanley St.

NEW ORLEANS Branch Area .................... March 10, 2:00 p.m. Roosevelt Hotel

OMAHA Branch Area .................................. March 10, 2:00 p.m. Rome Hotel

NEW YORK Branch Area .......................... March 11, 2:00 p.m. Commodore Hotel

PHILADELPHIA Branch Area ..................... March 9, 3:00 p.m. Commodore Hotel

PORTLAND, ORE. Branch Area ................ March 10, 3:30 p.m. Labor Temple

PITTSBURGH Branch Area .......................... March 9, 3:00 p.m. Henry Hotel

ST. LOUIS Branch Area .......................... March 13, 3:00 p.m. Mark Twain Hotel

SAN FRANCISCO Branch Area ................ March 9, 3:00 p.m. 149 Powell St.

SEATTLE Branch Area ......................... March 11, 2:00 p.m. University Bldg.

ATTEND THE MEETING — NOMINATE — VOTE

Sincerely yours,

The Four A's AGVA

Executive Committee

BY FAINE (AGVA), Chairman
FLORENCE HARSTON (SAC)
RAY COOK (Chorus Equity)

DEWEY BARTO (AGVA)
A. FRANKLE (AGVA)
ANGUS DUNCAN (Equity)

GEORGE HELLER (AFRA)

1697 Broadway, New York 19, N. Y.

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday, February 27)

Capacity: 420. Prices: $6.00, $4.00, $2.00, $1.00. Visitors: Five nights per week-end, plus six on week-ends. House Akron. Show played by the.

Two outstanding standard acts play the same house who places a punch around a stage, make up the fastest running package to play this house in a long time.

Brunet Yvonne DeCarlo, in a Turkish dancing dress, gave a poor tune and outdid Ida Flanders. She was popular with the ladies. Lee Grant, Jones, but recovered quickly with an olde-sounding voice of Every word was caught as the lady in the London, stacked and scored highest in an ex- ellent show. Carl Sande, Bure, and the one he is doing in which she did not have a chance in the Oriental terping and a satirical love scene. She worked her nine minutes bowing off with a version of Babalu that rated a better-than-average band.

Rotunda Jack Leonard, working the opening slot, clicked immediately and amazed the critics. His constant 15 over the scene, the gaster packed the packed interest with a routine that had unusually good continuity. He keeps interest at a peak. His material was fresh and did including Golden Earrings, and highlights by a nifty novelty, If I Were President, filled with unity.

The chimp also does a cute straight bit with Gleason which even broke up the band.

The Four Macks closed with a top

Olympia, Miami

(Wednesday, February 25)


This show is well paced, entertaining, and sold all the way and would do any booker proud.

Lou Saxon, who after all these years still shows her	would do any booker proud. She was tastefully gowned and priced her stint to good effect. Miss Boswell's showmanship plus her natural talent sold her. Her balancing of oldies plus the newer items gave everybody in the theater reason to respond with warm

State-Lake, Chicago

(Friday, February 27)

Capacity: 500. Prices: $5.00, $6.00, $7.00, $8.00, $9.00. Number of shows: six. House: Hotel. House play by house laid ($1).

Hepidrome, Baltimore

(Thursday, February 26)


Alto the hill is the little top heavy, on the vocal side, there is enough contrast in style to shape it up a

Jackie Gleason did his standard quickie impressions to an empty miff. The routine numbers, routines are all gags were especially good, although the more commercialized Gleason's easy and unhurried manner had the crowd with him, and he drew plenty of ors.

After a medley by Jo Lombard and the house orchestra, Miss Mitchell at the drums, Elton Brit took over.

Too Many RCA Pl

The song stabilized on a gag with numbers which were well received and the numerous RCA Victor recording plows could be omitted. This minor fault, however, is overshadowed by bringing competent vocals and an orchestration, which gained him a

In contrast, Paula Bane, attractively white gowned, offered a complete fresh, and briskly. An encore of Golden Earrings, and highlighted by a nifty novelty, If I Were President, filled with unity.

The chimp also does a cute straight bit with Gleason which even broke up the band.

The Four Macks closed with a top

This show is well paced, entertaining, and sold all the way and would do any booker proud. She was tastefully gowned and priced her stint to good effect. Miss Boswell's showmanship plus her natural talent sold her. Her balancing of oldies plus the newer items gave everybody in the theater reason to respond with warm

Hal Leroy clicked solidly in his terp turn which was aimed and abetted by an affable and clicky personality. There was nothing studied about his act and it was retained on the floor. Best of all it was the ad for the show...
New York:

With Maxim's Casse Seville and The Boweryard dropping their shows for July, the entourage that The Boweryard promised will soon follow suit. Some Stein spots operate with skeleton crews on weekdays, and many on weekends. Eddy Club's Dickie Wells back at his stand after a session in St. Luke's Hospital for ulcers, Stripper Marie Cord at the Nocturne being billed as a sure cure for the fuel shortage.

Add club name changes: Bayou to Ha, Ha, and Onyx to Frances Faye (maybe). 19th hole in-connection with the 12th Street show will play with no less than three stripers, Jai Alie, Alideo and Renee Scott on one bill.... Neil Stanley is in Presbyterian Hospital, New York.... There are 1,800 fewer license applications this year but the cabarets didn't vary much.

Miriam Seabold and Jay Seiler (both at Casse Seville) are launching a drive aimed at reducing the 20 per cent amusement tax. An action before the American Guild of Variety Artists (AGVA) was necessary to settle a dispute between agent Peggy Loeb and the Mayo Brothers, terp act now at the Strand. The 10 percenter retains the act for another year. Douglas Bing, English comic, makes his first appearance here since before the war. He opens at the Blue Angel late this month.

Moe Gole signed Jane Pickes to a three-year personal management contract through his agency. Whether the management will be handled by Lou (Leeds) Levy and will open at the Harem.... Dave Apollon has a new personal manager, Jack Bartell, Ben Burke's ex-pm, handled him for the last three years. Galenti and Leonardi who have a new Leonarda, She's an Annie Laurie, who came out of the Harem line. The new team is now breaking in its act.

L. Robert Broder, executive secretary for the Artists Representatives' Association (AREA), on a six-week tour of beach and individual houses in Chicago. At the Empire, Milwaukee, trio was given a silver cup for their terrific job by the Schroeder Hotel chain.... Travers Laskey, former Sunshine act writer for print shop, is now writing for Steve Gibson's Red Caps, currently at Larry Potter's Supper Club.

Fred Ewell, William Morris act booker, branching into video to represent Morris act locally on video loop.... Danny Thomas ended his record-breaking day at Manhattan's in less. may be followed by bill featuring Tony Martin, Jackie Mills, and Nicholas Brothers.... Deep River Boys invade Cleveland for a month with the Knickerbocker Club, N. Y. at Sands Restaurant. Alon Young diciering for a vaude date at London's Palladium this summer.... Sophie Tucker's life story under discussion again by MGM on pic possibility.... Pearl Bailey pacted by Paramount for stint in forthcoming pic. Isn't It Romantic.

Philadelphia:

Paul Mohr, enscene, is in Naval Hospital. .... Walter Palmer, operating Frank Palumbo's Theater-Restaurant, is South Philadelphia chairman for the 1943 Cancer Crusade. .... Artie King, owner of the Bridge Club at 12th Street, has sold his line to the original owners, and is now negotiating for a midtown spot.... Club 421 switched to Negro policy.... Jimmie Lewis caught his Marine Grille to go to Long Beach, Calif., where he intends to open a spot.

Here and There:

Bette Phillips, manager of Compo Inn, Bridgeport, Conn., and former assistant manager at the Longshore Country Club there, has purchased Cobb's Mill Inn, on Old Mill Road, Weston, Conn., from William Sperry, of the Curran Club, and will inaugurate a new management, reopen May 1. Miss Phillips will continue to operate Compo Inn.
**Megers’ Melon Slices Thick**

NEW YORK, Feb. 28.—The dominant news of the day was the production scheme on Broadway was prepared up yesterday. The settlement of the strike that George Abbott will get a fee of $5,000 plus $3 per cent of the gross profits for staging Ben W. Levy’s comedy, Cactus, for producer Roland Hall. This fee has been negotiated this season by both Joshua Logan, who directed Megers, and Edward G. Killian, who did Streetcar Named Desire.

Backers, confronted with the heavy demands of directors, point out that the meager is doing more of a job than the producers, therefore the producer should have his percentage shaved to compensate. Cactus will star Judith Evelyn, with Benny Barnes also a possibility for a featured role. It is a production of plays, shows opening in March.

**Equity May Cut Screening Fee**

NEW YORK, Feb. 28.—Actors’ Equity Council met Thursday (24) and considered a QDir. change, the incorporation clause and revising the rates downward so as to make more screenings of celeb. plays feasible. To make films out of legit scripts, managers now should be able to take 16mm films with their cameras.

The laborers’ lowering of the week’s salary cost might prove encouraging to people interested in filming legit. Agnes De Mille wanted to take pictures of dances from Al Capone for her book of guiding her London production of the show. However, the rate was so high she didn’t find it worthwhile to do the filming.

**“Sanny” Prepped As Stem Musical**

NEW YORK, Feb. 28.—Martin Gable, as a musical in Alfred Burt, “Europe,” a musical. What becomes Sanny Run, on his fall production schedule. No we fes or performers have been signed yet.

The show is figured to be in the pie Joe vein and if successful may presage a swing away from the current type of musical. Gable’s past production was Gentlemen From Athens.

**Mister Boffo!**

NEW YORK, Feb. 28.—The most solid smash hit to play the St. George in years. In two weeks its advance sale will be $50,000. Each dress is $1,000. No we fes or performers have been signed yet.

There are no ork seats available at the $500 per ticket. The show has been getting a terrific press and this week will see a sellout. Life, The New York Times and Time magazine. The black market for ork seats is now $19.50 each.

**Widow’ Slumps At Detroit B. O.**

DETROIT, Feb. 28.—Production of the Widow With, by Dorothy Sandlin and Wilbur Evans in the lead roles, proved a disappointment last week. The run indicated that the smash $54,000 racked up in the first week by Rose Marie. Attendance has dropped about 15% since the previous season, where the growth was 15%. It is predicted that the picture is shifting toward buying the cheaper plays.

The condition reflects an increasing slump in show biz generally, with the better priced seats no longer in premium demand. Results of a 250,000 unemployment figure—off-shoot of the harbor play shortage during the cold spell—are now being reflected in smaller pay envelopes. However, in the Air, with Evans and its Pettington, was just about holding its own. There is no indication of a slump in the season.

The plot, which often weaves in far too many directions, purports to be a tale of a trusting woman taken advantage of by a Fijian fraternity house, where the hero and her man become the victims of some new scheme. The plot unfolds as an asset to the effort to raise enough for the alumni fund and the hero is an earner of the show. As in Z-24, the hero as a Sleeping Beauty to the prince.

*Sleep* is 50% of the film. The well-paced firecracker direction of director Gene Chandler, who is about to direct stage actor of this director of the film, also comes into favor. The hero as a sure-fire comedy of this type.

**Out-of-Town Opening**

SEATTLE, Feb. 28.—A new play by Andra and the play. Directed by Alvin Cohn, it is produced by James Ellin and Michael Shamus, with the de luxe billing.

*Sleep Off* has been produced by Wawering Spengler Jr. and Oblad. The show is a part of this series: The show is at the play.

**Barn Mgrs. Dump Gripe on Equity**

NEW YORK, Feb. 28.—The summer stock managers presented a long list of Gripes to the augmented Actor’s Equity Barn Theater Committee yesterday (27) over the new hov.

Alden was also here, where the brothers, his wife, and his wife and the sons of their directors, petitioned the Equity Council next week.

**Barnard Loses Appeal**

NEW YORK, Feb. 28.—Actors’ Equity Council turned down an appeal by Harold Barnard, producer of the Barn Theater. The decision by union execs that he pay an additional six performances’ pay to the带有 signature of the Equity Council.

Barndard and Al Shean. Both producers of the Barn Theater, and an additional six performances’ pay to the带有 signature of the Equity Council.

The appeal was filed by Al Shean. Both producers of the Barn Theater, and an additional six performances’ pay to the带有 signature of the Equity Council.

**Diana in ‘Joan’ At F. W. H.**

FORT WORTH, Feb. 28.—Diana Hall was named poet laureate of the Fort Worth poet society, and Diana in Lorence’s. "Theatricals, 10. 5. 2000, Three-courts of the Majestic Theater’s 1,500 seats were filled. Prices ranged from $2.50 to $1.50.

The notice was posted Friday (13). Doctor Social closed Saturday (14). Diana Hall was named poet laureate of the Fort Worth poet society. Diana in Lorence’s, 3. 20, 2000, Three-courts of the Majestic Theater’s 1,500 seats were filled. Prices ranged from $2.50 to $1.50.

*Meinheimer* for Springfield

SPRINGFIELD, Mass., Feb. 28.—The Glass Meinheimer, starring Helen MacKellar, is booked for the Court, it is reported. The play, under the direction of the Playgoers. "The Glass Meinheimer" presentation at the same house will be "There Goes the Bride," featuring Roy Roger and Robert Alda, March 9, also $3 top.

**The Billboard**

March 6, 1948

www.americanradiohistory.com
ME AND MOLLY
(Opened Thursday, February 24)

DELCASO THEATER


HEDDA GABLER
(Opened Tuesday, February 2)

TOWNE THEATER


WHERE STARS WALK
(Opened Thursday, February 24)

BROADWAY OPENINGS

French in Germany Crack Down Upon Stage "Propaganda"

FRANKFURT, Feb. 28.—Extreme sensitivity and alertness of the French government to anything smacking of propaganda in entertainment is indicated by the recent banning of four well-known German lecturers in the French occupied zone of Germany.

Minna of Barnhelm, by one of Germany's top drama critics, Karl Lessing; Captain of Kopenick and The Devil's General, by Carl Zuckmayer, and an untitled drama by the late Wolfgang Borchert are the shows on the banned list. Minna was black-balled, according to reports, because it ridicules a French national, while Borchert throws some nasty barbs at military law and order. General is the story of a German flying ace and is considered as pushing the premise that the Nazis might have won the war had it not been for sabotage and stupidity on the part of some of its non-military key figures. The Borchert work is said to be a Russian prison camp and the soldier's return to the Fatherland. It was considered heavy propaganda, too. Borchert, incidentally, actually was a Russian POW and died recently at the age of 28 from jaundice acquired while in captivity.

BuRDLESQUE
By UNO.

Lucia Parks opens this week at the Hi-Way Casino, Fall River, Mass., after two weeks as extra attraction feature at the Casino, Boston. Tony Micio, burly showman, who has been operating Jacques Waterbury, Conn., is seriously ill of adenitis disease in Lenox Hill Hospital, Manhattan. New Hit units feature Loney Lewis, Hazel Walker, Harry Bentley and Harry White, in one company that opened in Washington February 27, and Shirley Er- ette, Melaine LeBau, Marvin Har- mon, Tommy Raft and Dick Richards in another that was launched in New- ark February 20. Still another that got under way, in Philadelphia Feb- ruary 25, features Ethel K. Ewing, Eileen Hubert, George Murray and Lew Denny in the cast. Jack Beck's latest bookings include Billy Wallace, with the Binder-Rosen unit, February 29 in Pittsburgh; Rosalie, for featured spot, February 27, Roxy, Montreal; Dan Ross, February 15, Philadelphia, and Vivian Morgan, fea- tured, February 22, Pittsburgh. Shirley Mallette, former starlet, now Mrs. Andy Corbett, is in a private hospital in Miami to undergo a tumor operation. Lili Sahina is the fea- tured strip at the Palms Club, Miami.

Marie Cord replaces Lois DeFeo at the Nocturne Club, Manhattan, last week. Trudy Parson's Ador- able has been booked by Fred Burnes of Mil- waukee, for Wisconsin niteries and theaters until April 1, when they start out again with Marie Cord. Ruth Vann, singer, billed as The Indiana Love Girl Cell, is at Bea Mor- ley's Blatz Palace. Harry Conley returns to the Mid- wood Circuit, where he is playing out the run of the Hirst wheel. He opened February 23 at the Casino, Boston, with Dewey Brady and Earl H. Dixon. The Dawn, contortionist show-stopper, spot-booked in Hirst houses, venue fairly and cardinal dates in April thru George Hamid's office and Dan Silky and Leo Grind's management. Roberta Carney, now Mrs. Ben O'Quinn, entertained last week with her husband, Bob Carney, and Jean Carroll at her home in Phi- delphia last week. Jai Leta is at the 19th Hole niteries, Manhattan, thru Mickey Owens. Betty Rowland returned to the Millikan Theater, February 27. Marie Kendall, who recently married Bill Kendall, is still starring at Dan's Spot, Milwaukee.

Beverly Carroll, the 1926-1927 Miss America, will be inducted into the Cabana, Chicago. Dennis Hogan and Jim Carter are alter-

DRIVE IN THEATER
Complete Service
Designs, Plans & Construction
Write or Wire for Details.

The Billboard
March 6, 1948

Detroit News Letter To Aid Negro Talent

Detroit, Feb. 28.—Synco Notes, a Negro talent in the Detroit territory, is be- ing launched this week by the newly formed organization that is starting off with 65 members, according to Larry Chism, booking and events agent, who heads the paper. It is designed as a news sheet for acts and its purpose is to further Negro talent bookings in the Negro field.

Club Syncopation carefully defines its purpose as being the upholding of Negro talent in the Negro field, which will be centered around the Negro social circles of the city.

Grossman's 142 Dates
For Roadshow Units

Des Moines, Feb. 28.—Two units of Grossman's have been booked for the I-46 shows and is playing another 33 from the Aberdeen branch. Members of the show include Ben Grossman, the founder and president; Hobart Payne, vice-president; Lillian Gray, treasurer, and Beatrice Hodges, secretary.

Cancer Benefit in N. Y.

NEW YORK, March 1.—An all-star variety show, Leap Year Jubilee, was held in the Shubert Theater here last night for the benefit of the Na- tional Cancer Foundation. Three hundred veterans attended the shindig as guests of prominent showbiz- ers who bought tix. Basil Rathbone, co-chairman, arranged for the entertainment, which included Sid Caesar, Phil Silvers, Lynn Bari, Mabel Barnes, Elodie Russell and the Burt brothers.

For Rent
BELASCOS THEATER
550 to 600 seats. Operated successfully for 15 years. Water and gas and all other services, including electricity, hot water, etc., paid for. Now ready for occupancy. 

T. C. POLING
Quint, Illinois

Detroit News Letter To Aid Negro Talent

Detroit, Feb. 28.—Synco Notes, a Negro talent in the Detroit territory, is be- ing launched this week by the newly formed organization that is starting off with 65 members, according to Larry Chism, booking and events agent, who heads the paper. It is designed as a news sheet for acts and its purpose is to further Negro talent bookings in the Negro field.

Club Syncopation carefully defines its purpose as being the upholding of Negro talent in the Negro field, which will be centered around the Negro social circles of the city.

Grossman's 142 Dates
For Roadshow Units

Des Moines, Feb. 28.—Two units of Grossman's have been booked for the I-46 shows and is playing another 33 from the Aberdeen branch. Members of the show include Ben Grossman, the founder and president; Hobart Payne, vice-president; Lillian Gray, treasurer, and Beatrice Hodges, secretary.

Cancer Benefit in N. Y.

NEW YORK, March 1.—An all-star variety show, Leap Year Jubilee, was held in the Shubert Theater here last night for the benefit of the Na- tional Cancer Foundation. Three hundred veterans attended the shindig as guests of prominent showbiz- ers who bought tix. Basil Rathbone, co-chairman, arranged for the entertainment, which included Sid Caesar, Phil Silvers, Lynn Bari, Mabel Barnes, Elodie Russell and the Burt brothers.

For Rent
BELASCOS THEATER
550 to 600 seats. Operated successfully for 15 years. Water and gas and all other services, including electricity, hot water, etc., paid for. Now ready for occupancy. 

T. C. POLING
Quint, Illinois

Detroit News Letter To Aid Negro Talent

Detroit, Feb. 28.—Synco Notes, a Negro talent in the Detroit territory, is be- ing launched this week by the newly formed organization that is starting off with 65 members, according to Larry Chism, booking and events agent, who heads the paper. It is designed as a news sheet for acts and its purpose is to further Negro talent bookings in the Negro field.

Club Syncopation carefully defines its purpose as being the upholding of Negro talent in the Negro field, which will be centered around the Negro social circles of the city.

Grossman's 142 Dates
For Roadshow Units

Des Moines, Feb. 28.—Two units of Grossman's have been booked for the I-46 shows and is playing another 33 from the Aberdeen branch. Members of the show include Ben Grossman, the founder and president; Hobart Payne, vice-president; Lillian Gray, treasurer, and Beatrice Hodges, secretary.

Cancer Benefit in N. Y.

NEW YORK, March 1.—An all-star variety show, Leap Year Jubilee, was held in the Shubert Theater here last night for the benefit of the Na- tional Cancer Foundation. Three hundred veterans attended the shindig as guests of prominent showbiz- ers who bought tix. Basil Rathbone, co-chairman, arranged for the entertainment, which included Sid Caesar, Phil Silvers, Lynn Bari, Mabel Barnes, Elodie Russell and the Burt brothers.

For Rent
BELASCOS THEATER
550 to 600 seats. Operated successfully for 15 years. Water and gas and all other services, including electricity, hot water, etc., paid for. Now ready for occupancy. 

T. C. POLING
Quint, Illinois
ANDERSON—Mark, 53, former director of the Saskatoon (Sask.) Exhibition Board and for many years resident of El Paso, Texas, died December 6 in that city. He was survived by his widow and three sons. Burial in Texas.

BAKER—Lee, 71, legal actor, February 24 in Los Angeles. His first appearance was in Casablanca, directed by Michael Curtiz. His Broadway shows in which he appeared included School for Scandal, Torch Song, and Mourning Becomes Electra and Strange Interlude. He recently appeared as the same character as Richard II in and High Tor and The Great Adventure. He had been managing the London stage and in pictures. His widow, Zoe Arthur, survives.

BLANCHARD—Saul, one of the five brothers who built and operated the Strand Theater in Southbridge, Mass., died February 12, 1946, recently at his home in that city.


CARLEN—John C., 58, legal actor known on the stage as John Louden, a native of Saranac Lake, N. Y., died February 12 in New York. He appeared in the Broadway productions of The Poor Nut and White Cargo.

CHASE—Mrs. Nellie Mann, 79, mother of Stephen Chase, actor, February 23 in New York. Her husband and daughter also survive.

CONNORS—Delbert, 82, old-time minstrel man, formerly with the Neil O'Brien Minstrels, February 20 in New Orleans. He was survived by his widow, two sons, a daughter and a sister.

CHRIST—Mrs. David, mother of Fred Christ, ride operator with the Wonder City Shows, February 3 at her home in Hollywood, Calif., aged 72 years. She also leaves her husband.

DIXON—W. E. (Earl), 57, showman and concessionaire, for the past 12 years with the Cherokee Amusement Company, was killed in a plane crash on February 15 at his home in Coffeyville, Kan., of a heart attack. Survived by his widow, Nora, and two sons, T. E. and William J. Dixon.

DOYLE—Amy Lou, 60, who with her husband, Eddie, formed the vaudeville team of E. T. and Amy Doyle.

LEONARD H. GAUTIER

Leonard H. Gautier, 57, owner of dog acts, died February 24 in Plainfield, N. J. His last act, Gauntier's Circus, was featured in vaude, at fairs and on Broadway. He was a member of the national dog fancy in the U.S. and in the legions of productions of Laugh Time and New Priorities. He was survived by his wife, his parents, 15 brothers and sisters, his grandchildren and 15 nieces and nephews.

The Toy Shop dog act with his famed Italian Greyhound, Don, was a feature of his circus, which was featured in vaude, at fairs and on Broadway. He was a member of the national dog fancy in the U.S. and in the legions of productions of Laugh Time and New Priorities. He was survived by his wife, his parents, 15 brothers and sisters, his grandchildren and 15 nieces and nephews.

LYDICK—Mary Anna, mother of O. C. (Jack) Lydick and Mrs. Jack Chisholm, of the Royal Crown and Cadet bands, was killed in a plane crash in New Mexico, February 19. She was survived by her husband, Charles, and 22 grandchildren.

LYDICK—Mary Anna, mother of O. C. (Jack) Lydick and Mrs. Jack Chisholm, of the Royal Crown and Cadet bands, was killed in a plane crash in New Mexico, February 19. She was survived by her husband, Charles, and 22 grandchildren.

MABEE—Jack, 59, one-time operator of the Great Northern Stampede, Wild West show, in Cedars of Lebanon, Conn., died February 19. He was survived by his widow and two brothers. Services in Los Angeles, February 23.

McBEE—Harry O., 50, former drummer with J. A. Coburn's Minstrel show and a former member of the (S. C.) Little Theater, February 22 at his home in that city. He is survived by his widow, Nora, and sister, Mrs. Annie Moore. Burial in Christ Church Cemetery, February 23.

MCKENZIE—Thomas, 68, father of Edmond McKenzie, died at his home in Los Angeles. He was survived by his wife, Mrs. Edmond McKenzie, and two sons.

MILLER—George, 40, vaude performer, February 20 in New York.

OLIVIERI—Lodovico, 68, Metropolitan Opera tenor, February 25 in New York. He was survived by the La Scala Company, the San Francisco Opera Company, and the Chicago Civic Opera besides the Metropolitan. Survived by his widow, Olga, February 23. His widow, Olga, survives.

In Fond Memory of Mrs. Charles T. Hunt, who passed away Feb. 13, 1948.

Edith Cooke & Welby

PAPE—William C., 87, former roller skating rink operator, recently died in his home in Detroit, was the first roller rink in New Britain, Conn.

PARENT—Ann, 46, wife of Bill Parent, actor, and cocktail bartender with Frederick's, Connecticut, died February 16 in that city. The former Ann Pederson, who went to work 26 years ago as secretary with the Simon Agency and George Webster, and for the last 23 years worked with Sam Roberts, Chicago booker. Burial February 22 in Chicago.

PIKE—Frank H., 55, juggler and acrobat, February 14 in Montreal. Survived by his widow, two sons, one of whom, Bobby, is also a juggler.

PREVEY—Warren W., 77, a director of the Edmonton (Alta.) Exhibition Association, in that city February 8. Survived by his widow, two sons and two daughters. Burial in Edmonton.

STROTZ—Mrs. Charles N., mother of Sid Strawbridge, president of the National Broadcasting Company in charge of the Western division, died February 8 at Beverly Hills, Calif. A daughter and another son survive.

VAN—Joe, 72, vaude performer, February 19 in Tampa. His latest credits included writing and directing a musical show. He recently operated the Yacht Club in the actor's colony at Palm Beach.

Marriages

HALP-VAN BRUNT—Billy Halp, actor, and Barbara Van Brunt, radio singer, in Los Angeles recently.

JAMES SHIELDS—James Shield, newscaster of WFLW-TV, Philadelphia, and Eilis- therd Knight, nonpro, in Elkhart, Ind., February 22.
Polack Does Top Biz in N. J. Preem

OUTDOOR

March 6, 1948

Communications to 155 No. Clark St., Chicago 1, Ill.

N. Y. Sports Show Under 1947 Biz

NEW YORK, Feb. 28.—The 11th annual National Sportsman's Show wound up its 10-day run at Grand Central Palace Monday. (23). With the exception of a six-inch snow fall Sunday morning (22) the show was favored by good weather. The favorable weather, attendance, and the show's promotion for the past year which topped all post-war records of the annual.

Persons who received much favorable publicity, there was some criticism of the large number of exhibits and attractions only remotely related to sports. Fully half the floor space was occupied by shooting galleries, wheelbarrow races, arcades, and pinball machines with pitched arrow games, and those carpeted by home furnishing equipment and gadget and little interest to sportsmen.

Garden Bros. Preem Easter

TORONTO, Feb. 28. — Garden Bros. All-Canadian Circus will open its season March 28 (Easter Sunday) at the exhibition grounds in Toronto on which it will hit the road for the summer.

Close-Ups:

Harry Atwell, Circus Photog, was Favor of Teddy Roosevelt

(See this is the second of a series of little-known facts about prominent people in the outdoor show business.) By Herb Ditten

A's president of the Atwell Luncheon Club, Chicago's unique six-months-a-week gathering for him, Harry Atwell for 17 years has been greeted as "prez," the title he has held ever since the show was organized by his father. He is the choice photographer of a U. S. president and a would-be president, Theodore Roosevelt and Franklin D. Roosevelt, respectively.

Harry recalls those days with unbridled delight. Over the years, he worked with both the rough rider and the silver tongued orator were unusual, but a politician's love for publicity in the line. Acts of those days greeters, however, are aware that the Chicagoan, now widely known for his specialty as a circus photographer, once was called the "Kodak man." Among the best photographs he has made are those of William Jennings Bryan. It was Teddy Roosevelt who plucked the Chicagoan to serve as photographer on a cross-country tour in behalf of the Bull Moose Party. At the time, Roosevelt was a silent partner in The Outlook, a magazine which plugged the platform. Roosevelt helped the staff on to accompany him.

Teddy loved personal publicity," Harry recounts, "and the colonel al- ways went to great lengths to be sure that I obtained an advantageous position near the reviewing stand or speaker's platform.

The incident which stands out in my mind was the time he came to rescue me and my camera. Harry points out. "Just before board- ing the train, I found that the battery of my camera had gone haywire. There was nothing I could do but get on the train and try to fix it. Soon after the train pulled out, Roosevelt came to my door and wanted to know if I'd be ready to shoot the train leaving with the colonel. I explained my predicament. He told me not to fret, that he would do the job to help me. A few moments later he returned, this time shirtless.

Teddy To Rescue

"He sat down alongside of me, smiled and said, 'I've never handled anything like this before, but we'll see what can be done.' Together we fixed the camera, and I was successful in getting some of the best pictures ever taken of the colonel."

As a cub photographer, one of his earliest assignments was to get a picture of William Jennings Bryan. He got it and it was outstanding, according to his memories. Bryan himself thought so, and three years later Bryan's memory of it helped Harry get an exclusive picture. On that occasion, Bryan, who then

H-M Tops '47 Memphis Date For Shriners

MEMPHIS, Feb. 28.—Final check on attendance for the sixth annual Alchymia Shrine Indoor Circus here, February 14-20, with Hamild-Morton providing the attractions, revealed a total count of 78,674, a hike of 4,715 over last year, Vernon L. McReavy, who handled the promotion for the show, said.

Officials stated that by using the gallery for standing-room only patrons for the first time this year, show was able to overcome the slack in attendance at Monday night's (16) performance and Saturday (14) mane and night show.

Starting Tuesday (17) and continuing thru Friday (20) show played to turnouts at every performance. Date proved the biggest in Hamild-Morton history and the weekly average was 6 percent over last year. Weather, said McReavy, was ideal throughout.

Paul Van Pool, Joplin, Mo., senior circus facts panelist for this week on a trip to New York.

Plan Second Mardi Gras At Seattle; Space 90% Sold

SEATTLE, Feb. 28.—Plans for a second annual Mardi Gras in the Center, near the city limits, are already in advance, the stage, Harold Vose Trumep and the Flying Har. (See Polack Goes for page 78)

English Rides Ass'n Elects

LONDON, Feb. 28.—The Amuse- Rides Association of Great Brit- ain held its sixth annual general meeting at the Great Northern Railway Hotel, in Leeds, early this month. Arthur Bates was re-elected president for 1948. The other officers elected were John Collins, vice-president, and D. A. Spring, secretary. Miss Smith was re-appointed general secretary.

Amusement Co. Chartered

DOVER, Del., Feb. 28.—The Ren- dorehouse Company has been chartered at the corporation department of the secretary of state's office to deal in amusement business. Its capital is $200,000, and the principal office is at the Corporation Trust Com- pany, Wilmington.

Rogers Bros. Opens

LA GRANGE, Tex., Feb. 28.—Rogers Bros., the nation's largest winter quarters center Saturday (14). Show was auspiced by the high school band.

Joe Glenn Captures Top Honors in Yuma Rodeo

YUMA, Ariz., Feb. 28.—Joe Glenn, Douglas, topped the third annual King Bros. Opening Show, February 14-15, winning $1,120 and a pair of sterling silver spurs. He scored all his points in the team roping events. Other firsts included Chick Utterback, Newhall, Calif., built riding; Sonny Turema, Coo Bay, Ore., bareback bronc riding; Vern Castro, Fairview, Utah, saddle bronc, and Bill Campbell, Las Vegas, Nev., bulldogging. The grand final was the Team Roping at the closed Ledged Monte, saddle bronc riding.

The show drew capacity crowds on this the 27th annual rodeo competition which seats 5,500.

Van Bros.' & Dickman Org To Inaugurate Tour May 1

CINCINNATI, Feb. 28.—Van Bros.' & Dickman Combined Circus has decided to open its season May 1 in Maryland, Mae Barth said in a communication to The Bill- board. Show plans to travel on six trucks, with one in advance. Org reportedly has delivery on a new top, and new seats are to be added. A bright light plant has been ordered. James Wilt is the show's agent. Bill Van Etiun is lining up some dates in New York and Bob Dickman will direct winter quarters work, which gets under way March 1.

King Bros. Opening Set

For Macon, Ga., April 10

ACON, April 10.—Loyal King, owner of King Bros.' Circus, announced that his show will open its season April 10 at Macon, Ga., jumping to Columbus, Ga., for a showing Monday, April 12. Org will have the splendid new arena.

Patterson Does Okay

For Maryville, Tenn., April 28.—Patterson Bros., showing under auspices of the Indiana National Guard here, will open its season April 18 at Maryville, Tenn. Advance promotion, under direction of its owner, Bob Hart, was heavy with a 40-page program.

INK Top Taltak For Frederickton Centennial Cele

FREDERICKTON, N. B., Feb. 28—Strong array of talent was contrasted this week in an appearance in front of the grandstand during centennial week, July 25 thru 31. The contract was signed thru Fredrickton exhibition rep, Mr. George O. Hyman, representative of the George A. Hamid of New York, and Alderman F. S. Mundle, of Frederickton Exhibition Ltd., and Horace H. Hanson, plans by Harold Ferris chairman of the centennial committee.

The program, as announced by Fred H. Phillips, general manager of the centennial, will consist of Hamid's major fair offering, Shoetime Revue, with an 18-girl line. Acts are Sharkey and the Seal, presented by Mark Huling; A. Robbins, the Banana Man; the California Queens, aerialists; Florence Hin Lowe, contortionist; Oldfield and the Wondermen, known as the Juggling Jewels. George Vergy and his five horses.

Other attractions planned for the centennial celebration, which is being supervised by a committee composed of members of the Frederickton Exhibition and the Frederickton Centennial Co., will include a midsummer race meet and a horse show, which will be staged on the exhibition grounds.
CIRCUSES
Communications to 115 No. Clark St., Chicago 1, Ill.

H-M, POLACK Patrols Score

Opening Okay Despite Rain

2,500 on hand for matinee—Sweeney and Edwards do big job with publicity

CHICAGO, Feb. 28.—The weatherman was right. More than 2,500 persons filled the Shrine Circus here Friday (27) as the show bowed for a 17-day stand in the Medinah Temple, but it didn’t hurt the opening day’s business.

Despite the rain, some 2,500 were on hand for the matinee, which equalled last year’s matinee opener, and all ticket booths and all ticker booths were sold for opening night. By show time it was a sell-out, general admissions going as fast as possible.

Among the 2,500 at the matinee were 1,000 underprivileged kiddies and war veterans from Hines and Dayton-Johnson Robinson. 

The program, with one exception, was the same as has been playing the Walter Polack Tent Circus. The exception was that Irene Lafferty and Herb Meyer did not appear. 

Prices this year were approximately the same as a year ago, altho there were big improvements in the Winter quarter seats. Medinah Temple seats 4,500 persons.

James J. Polack’s press agent did a bang-up job on pre-show material. All Sweeney is handling the news papers, getting plenty of stories and pictures in advance of the show, and J. E. Sweeney, Medinah Temple press agent, handled radio. Edwards had two and three shows a day previous to the opening, while a code called for a like number of guest shots each day for the rest of the stand. Sweeney works for the Polack org for the Chicago engagement only.

Springfield, O., Without Lot

SPRINGFIELD, 0., Feb. 28.—The outlook for Springfield, to have a circus this summer, at least within the city limits, is bright, according to Park Superintendent R. W. Mefford.

According to Mefford there is no room for circuses in the city limits this year because the old fairgrounds, where the big top has been pitched for many years, will be landscaped for six baseball diamonds by the Chicago Parks Dept.

Coles Bros. seeks a May date here.

Cincinnati Fans Host To Polack Personnel

CINCINNATI, Feb. 28.—The loyal Polack fans in Cincinnati, at the grand opening of the Shrine Circus here, staged a party for members of the Polack Bros. Circus, after the show had closed here, Sunday night (15).

Furlin personnel was invited and most of the folks attended, including Irv J. Polack; George W. Weller, manager; Roscoe Fish, assistant manager; Jack Klein, emcee-announcer, and Justus Edwards, publicity manager. Also present were William Will Dammarell, Cecil (Red) Scott, Dr. Frank D. Green, Russell Hughes, W. H. Huesner and Art Becker, of the local fans org, were on the job in making the party a merry one for the guests.

James M. Cole Announces Staff

PENN YAN, N. Y., Feb. 28.—James M. Cole, owner of the circus bearing his name, announced his staff for 1948.

Cole and his wife, Dorothy, will act as manager and treasurer, respectively. Charles J. Meyer is general manager, and Steve, usual press agent; J. E. Hill, brigade manager; Bill Nippo, 24-hour man; Carl Dynak, big top boss; Lew Davis, with the Ringling show; George Bell, big band leader; Chick Taylor, wig wag, shapely light plants; Blackie Abbott, prop boss; Leon Bentz, side show manager; Eddie Harmon, secretary-treasurer; Frank Murphy, reserved seats superintendent. (See James M. Cole Staff on page 96)

Rodeo Clowns Stage Special Show for Sick Youngster

YUMA, Ariz., Feb. 28.—Zeke Bow-_ 
year and Sandy Macias, clowns of the Silver Spur Rodeo here February 14-15, gave a special show that wasn’t in their contracts the first day of the show.

While riding their trick ponies in the parade which preceded the opening show they noticed a little girl at a window of a house along the parade route.

Formed that the girl was missing the show because of illness, the two jumpers dropped out of the parade and sought out the girl and her father on the lawn for the sick child.

Fernie, B. C. Officers

FERNIE, B. C., Feb. 28.—Officers elected at the annual meeting of the Fernie (B. C.) Rodeo Association are: President, Joe Webster; vice-presi-

dent, Albert Bosis; secretary-treasurer, Frank Dvorak.

New York, Feb. 28.—John Ringling, president of the Ringling Bros. and Barnum & Bailey Circus, returned here yesterday following a lengthy European talent scouting trip. His noon arrival at LaGuardia Field, without incident, was with the Big One which will preceed at Madison Square Garden April 7, for a 33-day run ending May 8. A probable 65 performances will equal the number staged last year when the circus racked up an estimated record $2,000,000 gross.

James J. Polack, who was at the airport by Art Concello, circus general manager, and Bill Fields, well-known long-time press agent who handles special assignments for the Big One, returned yesterday and said that he had booked a total of 20 for-

From overseas, however, comes word that John is in the riding specialty, described as "Lulu and Albertson, English clowns, who were recently with Tom Ar- 

gay Arena, London. They are scheduled to sail from England March 20 on the liner Queen Elizabeth to Medinah Temple and Albertson are not new to this country, having appeared here last with the Ringling show in 1936. Also reported* inked by North are

Kenyon predicts crowd of 84,000 for Wisconsin engagement—Zacchini hurt

MILWAUKEE, Feb. 28.—The Hamild-Morton Shrine Circus, which has been doing increased business every year it has shown here, probably will chalk up an all-time record attendance mark when final figures are available.

Altho seating capacity of the Auditorium is listed at 5,600, extra seats were brought in, and the set-ups prepared for the show, probably will be cut to the capacity closer to the 6,000 mark.

See 84,000 Persons

Omer J. Kenyon, who handled this program, said that total attendance will hit the 84,000 mark, which, if it does, will best last year’s attendance, itself a previous all-time high.

Org’s run here is a 14-day one, with two shows given daily. The weather co-operated the first four days, but a storm, which did not again take over duties as contracting agent for Kenyon Bros. Circus, a post he had held for more than three years. Born in Peckskill, N. Y., 14 years ago, he was contracted in this field by Mr. Kenyon, who was reared in Iowa. Starting independence in show business, he acquired Al G. Barnes Circus more than 20 years ago as an advance man. Since then he has been associated with Tom Mix, Russell Bros. and Clyde lately circus.

Honey, Vet Agent, Passes in L. A.

LOS ANGELES, Feb. 28.—Funeral services were held here today for Tom Honey, for 45 years an advance man for circuses, who gave his life Monday night (23) in his room at the Hollywood Hotel, where he was preparing to leave for Florida. A dark horse, he again took over duties as contracting agent for Honey Bros. Circus, a post he had held for more than three years.

Born in Peckskill, N. Y., 14 years ago, he was contracted in this field by Mr. Kenyon, who was reared in Iowa. Starting independence in show business, he acquired Al G. Barnes Circus more than 20 years ago as an advance man. Since then he has been associated with Tom Mix, Russell Bros. and Clyde lately circus.

Honey had San Francisco his home between seasons. He was a member of the Elks and Pacific Coast Showmen’s Association. A bachelor, he was survived by a brother, John, of Joplin, Mo.

PCSA held services at the Bresslee Bros. & Gillette Monday and rosary was recited last night. Funeral services were at St. Vivian’s Catholic Church here, where there will be a burial in Holy Cross Cemetery.

New Animal Exhibit Formed

JACKSON, Miss., Feb. 28.—C. C. Smith, former secretary of Bailey Bros. Circus, has bought into W. F. Daughan’s animal exhibit, which will go out this season as the Pan American Exhibit. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season. Smith has announced that the Pan American Animal Exhibit, exhibits Ben Thomas has left the Bailey show to be the manager of the exhibit this season.
Clyde Bros.

Show parked 'em in at the Auditorium in Oklahoma City, auspices of the Optimists’ Club. Trailer lot was chosen to please theater, with no problem due to rains. Show got under way right on schedule.

Winter Quarters

Dailey Bros.

GONZALEZ, Tex., Feb. 28.—Jack Knight returned from Harlingen, Tex., and reported a successful engagement there with Rogers Bros. Show. The hot weather in quarters has all the dogs and horses, and even the 100,000 chickens which hang out trying to break enough eggs to fill those five rings.

Stevens Bros.

HUGO, Okla., Feb. 28.—Mr. and Mrs. Bud E. Anderson have arrived here from Amarillo, Tex., where they have run an amusement ride in top, a 60 with two 30’s, has been received from the Rogers Test and Announcer. The show is on the 40, having been purchased from W. C. Richards, Pensacola, Fla.

Order has been placed with Central Canvas Company, Kansas City, Mo., for a new trailer, a 40 and a 40. The 40-foot ring in center will allow ample space for the 12-horse Liberty turn, while the biggest acts work in the 20-foot end rings. Poles and high seat are being built at quarters.

General Agent John Foss is working on a new line of special paper. One car and two trucks, with seven men, will be on the road.

Managers Anderson and Bob Stevens of the show, whose work will open again after the winter break.
UNDER THE MARQUEE

Otto A. Zange cards that he attended Devonport's Grotto Circus in Cleveland.

A blow-down costs a circus almost as much money as it does the show's amateur photographers.

Fred K. Moulton, circus press agent for some years, is in Silvers Spalding in Ark., operating the Dixie Newstand.

Frank J. Lee is doing Old Mexico before joining Cole Bros. His wife and son, Gene Lee, is with him.

Ernest L. Thompson cards that he will be with Clyde Beatty this season.

When a headline read, "Dancing Stilletto Marries Cowboy Actor," the bulletin girls asked: "Is that news?"

Frank Burns, wintering in Bay City, Mich., says he will be in assistance to Charles Brady on Mills Bros.

Roger Anthers will be in the advance department of the Kelly-Miller Circus.

In the old days a manager threatened to leave actors trunks on lots. Now it's their house trailers.

Willard Backenstoe is spending the winter in Sarasota, Fla., Frank Sandusky, O., and reports he has framed a new Crime Show.

RENOWNED HIGH WIRE ACT

to be enlarged, wants one understander or young man willing to learn. Not under 20, height about 6'6". Salary, gives and room. Can be seen at Plant City, Fla. Delivery March 15th—$500 w. Board. Address: HOWARD INGRAM R. 3 Box 335-E, Sarasota, Fla.

TIGHTS

made by KOHAN

formerly of Brooklyn, now at 17 EAST 16 STREET NEW YORK 3, N. Y.

FOR SALE

Bale Ring 5, 120x240, light, wooden, waterproof, A-shape 75 years of patches. All poles, stakes and ropes. Can be seen at Plant City, Fla. Delivery March 15th—$595 cash. Address: HOWARD INGRAM R. 3 Box 335-E, Sarasota, Fla.

FOR SALE

MOTORIZED CIRCUS

Cash deal only. Address: BOX D-235, The Billboard, Cincinnati 22, O.

FOR SALE

Road Act, 12 rolls, 5'10" tall, 4 rolls, 5'6" tall, good condition. Make Mrs. EUGENE CHRISTY Box 104, Indiana, Pa.

HARRY S. BIGGS

Has money awaiting him from an estate in Memph., Tenn. Will send him to give information, please communicate with WILLIAM H. JUTTER, Attorney.

1840 Exchange Building, Memphis, Tennessee

WANT—SIDE SHOW ACTS—WANT

ALLEY TALKERS, AND TICKET SELLERS, CAPABLE OF MAKING SECOND OPENINGS FOR BAILEY BROS. CIRCUS IN H. S. AND FERNANDEZ CIRCUS IN HAWAIIAN ISLANDS

Start Work Immediately—Wage or Commission

PETE KORTES

3811 LAURIAT ST., PASADENA, CALIF. (PHONE: SYCAMORE 31045)

MELLO'S PEANUT COMPANY

637 Towne Ave.
VanAnde 6104
LOS ANGELES

POPcorn, Peanuts & Supplies

Originators

Of RED STRIPED Paper Bags and Popcorn Cartons

POPcorn EQUIPMENT—"ALL KINDS"

WE GUARANTEE SATISFACTION

All orders shipped same day received. Wire or write today.

GRAN CIRCO AMERICANO

OFFERS YEAR ROUND WORK TO Reliable Leapers and Catcher in Flying Trapeze Art. Serious Animal Man for Chimps and Elephants. Will pay immediate cash for Trained Medium or Small Elephant. Can also use Acts, Two or more numbers: reasonable salary. Wire—Write—Contact:

JEROME O. WILSON, American Consulate, Managua, Nicaragua

H-E-L-P W-A-N-T-E-D

Cookhouse now open. Lecturer. Big Top Men. Men to handle Animals. Must by Drivers. Dick (Heavy) Ellis, Howard Williams, wire. FLOSS, SNOW CONES, CANDIED APPLES OPEN. WANT good Circus Cook and Waiters. WANT FLEA CIRCUS. All people already contracted acknowledge this call by letter. Will buy Animals, including Elephant and Camel, for cash. State condition and lowest price in first letter.

PAN-AMERICAN MUSEUM

C. C. SMITH

116 Frederica
Jackson 22, Miss.

JAMES M. COLE CIRCUS

"America's Most Beautiful Motorized Circus" Can finance, due to current expenses. Will work Everywhere or any strong facility. Thomas, Single or Double Trap Acts, Openly. For Art. Transistors. Entertainers or any other high class Acts in our repertoire, with our guarantee that you will see or see more, more, more. Big, Top-Notch, Beautiful, Excitement and Property Men. Good all around. Address: JAMES M. COLE, 189 H St. R. 4, New York.

HOPALONG CASSIDY

Services previous shows. Billed with other top Acts. Wanted to top top shows. Address: PO Box 335-E, Sarasota, Fla.

FOR SALE

B & M WOODEN WIRE, 40 ft. 30" pole, 20" pole, heavy duty, 4" rope. Top, 8x8 and Universal. Address: HowARD INGRAM R. 3 Box 335-E, Sarasota, Fla.

WANT—HUGO BROS.' CIRCUS—WANT

Featured With Capoff Bros.' Shows

Circus Acts that do two or more, Tricks, Working Acts, strong Annex Attraction, capable Talker for Side Shows.

WILL PAY CASH FOR ELEPHANT

Address: VERNON PRATT, Hugo, Okla.

CORRECTION!

In the advertisement of
STEVEN BROS.' BIG 3 RING CIRCUS

On Page 33 of the February 21 issue, there was a line at bottom of ad which read: Opens April 1 in Philadelphia, Pa. This was incorrect as show will open near Hugo, Okla.

WANT—HUGO BROS.' CIRCUS—WANT

Please call when ready to book.

WILL PAY CASH FOR ELEPHANT

Address: VERNON PRATT, Hugo, Okla.

IMPORTANT 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)
Morgan To Open His Oxford Lake Spot March 25

ANNISTON, Ala., Feb. 28—W. E. Morgan, manager of Oxford Lake Park here, announces the funspot will open for the season March 25. "This is a few days earlier than our usual opening," Morgan said, "but in order to get Easter Sunday, which always has been a winner here, it is necessary for us to get a week earlier this year." The park operates seven days a week and will run thru Labor Day. Morgan says the spot has been renovated and improved in the last two years, and, he says, with the new improvements recently added, "I am really optimistic about the outlook for this season." Free acts will be used Sunday afternoons during the season, Morgan says. These proved highly successful and Morgan plans to enlarge this part of his program. The policy of free admission to the grounds and picnic grove will be repeated again this year, Morgan said.

Introducing the New DIAMOND DIVING BELL

CAN EARN OVER $2,000 WEEKLY IN AMUSEMENT PARKS
Patented and Proven
Advertising Persons
Diving Bell, Auxiliary Equipment and Instruction at Your Location $7500.00 Complete
(Includes $2,000.00 Electric Winch)
JACK DIAMOND, THE DIVING BELL
MacArthur Causeway, Miami Beach 35, Fla.

Free Acts
BREAK YOUR JUMP
Can use sensational Acts for one or two days of Sunday afternoon shows in park, opening Easter and closing Labor Day.

OXFORD LAKE PARK
ANNISTON, ALABAMA

WILL SACRIFICE PARK AEROPLANE RIDE
With Enid Clark, 65 ft. tall, in perfect condition, $8,000.00. Good form. Can be seen here at Chilhowee Park. There is no better park ride market now.

JHN GALLAGAN
839 BROWN AVE. KNOXVILLE, TENN.

POOL MANAGER
Can be Engaged At Once
Outdoor or Indoor Pool
Experienced Help Only
T. JAY QUINCY
265 West 46th St. New York 39, N. Y.
Tel. Circle 4-8407

FOR SALE
Dentzel Park Merry-Go-Round. 22 Stationary Animals, 20 Moving, 10 Ponies, 169 ft. 7 1/2 in. high. Set up in Park. In perfect operating condition.

FRANK S. PUZA
P. O. Box 106, shamokin, Pa.

Sitting 'Round the Table

Editor's Note: The current question is "Are you in favor of reduced prices on rides and concessions for all nights? What nights do you consider as off nights?" The response is not provided in the document.

Kraus, manager, Bertrand Island Park, Lake Hopatcong, N. J.

"Not Wise"

No, I do not believe it wise to reduce prices on what is termed off nights. Our experience has indicated that expenses are higher during such nights. However, expenses will be higher when prices are reduced on off nights. Our experience has been that we will have a family night, but this night must be set up as a regular, not just a刺激者. —"J. L. Penics, manager, Fairgrounds Amusement Park, Memphis.

Schott To Address N. E. Park Meeting

BOSTON, Feb. 28.—Edward E. Schott, president of the National Association of Amusement Parks and Beaches (NAAPPB), will speak at the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House, Wednesday, March 10. Paul H. Hiedepohl, advertising manager for the NAAPPB, will also speak at the annual meeting.

Rockaway Playland Adds Machine Shop

NEW YORK, Feb. 28.—A. Joseph Geist, operator of Rockaway Park Amusement Park, has recently built a machine shop and an art shop on the property.

The machine shop is capable of turning out practically all replacement parts for our equipment, such as the cars for the buses and the shop crew is currently building a stockpile of parts. The art shop is set up to create new layouts for the park's buildings and rides. Under supervision of Edward J. Hayden, it is at present designing a new Funhouse, the facade and interior of which will be made by the art department.

A. C. Beach Rebuilding

Will Cost $867,163

ATLANTIC CITY, Feb. 28.—Revised plans for building up this resort's beach places the cost at $867,163. If the State approves the project, the cost will be $2,757,163. The money will be raised by sale of bonds, with the city paying the remainder. The State has previously spent $78,000 for the purchase of the live stone jetties since its original approved budget was $60,000. While the jetties were built the Atlantic City following the 1944 hurricane, and has earmarked an additional amount for the $2,800,000 jetty not under construction.

Mr. and Mrs. Ed Carroll, Riverside Park, Agawam, Mass., attended the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House, Boston, March 10.

Spangler Hits Chi: Says Biz Outlook Is Good

CHICAGO, Feb. 28.—R. M. Spangler, operator of Rolling Green Park, Sun Prairie, Wis., was here this week, en route home after a trip to the West Coast and Mexico, and predicted the amusement business this year would enjoy another big season.

"I don't say we'll be able to get the fancy prices of a few years back, but we'll be able to get a fair price for what we offer. We'll need to do a bit more promoting, to be sure, but if you go after the business, such as pedestrian, etc., we'll wind up the year okay," Spangler said.

Spangler, accompanied by his wife, visited many parks on the West Coast and South, on his trip, including Harry Bitt at Pentictarn Beach, New York, and Mrs. Minette Dixon, Lake Winnipesaukee, Charanooga. While in Chicago, the Spanglers were guests of their son and daughter-in-law, Mr. and Mrs. R. M. Spangler Jr. The senior Spanglers expect to leave early next week for home and Spangler will attend the New England park meeting. The park meet will open on Monday, May 30. Rolling Green Park this year will boast a kiddieland, Spangler having purchased three rides from the Federal Park Co. at an initial cost of $37,500. A kiddieland train, a kiddie car, and a kiddie train at start, a kiddie whip, boat ride, and a kiddieland train at a cost of $28,700.

Other improvements at Rolling Green include the enlarging of the refreshment stands, building a 600-foot retaining wall along the creek which runs thru the funspot. The property is located on Lake Michigan, and the park will use free movies this year. The park will operate seven days a week, Saturdays, Sundays and holidays will be continued. The Rolling Green owner added that he has a total of 900 acres on the property, and the outlook is he will best that mark this year.

While in Los Angeles, Spangler reported renewing an acquaintance with George B. L. Carter, operator of the John R. Van Arman Minstrel Show back east, where the Spanglers own and hold their parking lot out there and he is more or less retired now," Spangler said.

Petition Withdrawn For Norwalk Spot

NORWALK, Conn., Feb. 28.—Because of the opposition of residents and property owners who appeared at the public hearing held by the zoning board of appeals for proposing Roton Point Amusement Park here as a new amusement park (February 23), the Roton Point Corporation thru its chairman, George P. McKendry, has withdrawn. McKendry indicated that negotiations are under way for future use of the property. The park has been in use for 70 years has been owned by the towns of South Norwalk and New York excursionists.

Berg Renamed Edgewater

DETROIT, Feb. 28.—Harold C. Berg, manager of the famous amusement and advertising representative for Edgewater here for the fifth consecutive season.

WANTED RIDES AND CONCESSIONS


MORTON TOTMAN
C/O GEN. DEL. FPAC, S. C. PHILADELPHIA, PA.
FOR SALE
4 ROLLER COASTER TRAINS
Consisting of three cars each, three trains in good running condition, the other used for parts. Made by National Amusement Device Co., operates on tract 24" inside measurement, trains equipped with safety bars.

PRICE $1,000.00 F. O. B. SPokane
LOYD VOGEL
P. O. Box 1273, Spokane 5, Wash.

FOR SPRING DELIVERY
GIGGLING GERTIE LAFFING LUKE
INDISPENSABLE BALLYHOO
YOU CANNOT AFFORD TO BE WITHOUT THESE ANIMATED LAUGHING FIGURES — THEY PAY THEIR WAY EVERY DAY!

Also
Those humorous and grotesque animated heads—the WITCH GIANT, DEVIL, SINGING GIRL AND BILLYPUP with or without bodies. Ballyhoo for the front of buildings or rides, or for interior of Dark Rides and Fun Houses.

Also
That outstanding park ride THE CUDDELY UP with its proven appeal, especially for women and children, its tremendous capacity, economical operation, belongs in a good location on every midway and amusement resort. ONLY ONE LEFT for spring delivery.

FOR SALE
SKEE BALL ALLEYS
REG. U. S. PAT. OFF.
America's Favorite Skill Game
MODERN STREAMLINED MECHANICAL
PHILADELPHIA TOBOGGAN COMPANY
130 E. DUVAL STREET
PHILADELPHIA 44, PA.

WANTED FOR
J.A. MECHANICAL CONDITION
COME AND SEE IT

sters, better than a new one

CHASE FREEMAN
700 Boulevard
Revere Beach, Massachusetts

Rocky Island Hotel Burns
NEW YORK, Feb. 28—Early morning fire Monday (33) caused considerable damage to the six-story Clement Hotel on West 15th Street, Rocky Island, adjoining the center of the resort's amusement area.

Harry Storin, president of the New England Association of Amusement Parks and Beaches, was discussion leader at a panel on picnics during the program of the third regional conference of the Industrial Relations Association at Springfield, Mass., Tuesday (17) thru Saturday. River Park, Warwick, Mass., where sponsoring a booth in the exhibit section, was represented by E. Carroll and members of his staff. About 300 members and guests attended the meeting.

FOR SPRING DELIVERY
GIGGLING GERTIE LAFFING LUKE
INDISPENSABLE BALLYHOO
YOU CANNOT AFFORD TO BE WITHOUT THESE ANIMATED LAUGHING FIGURES — THEY PAY THEIR WAY EVERY DAY!

Also
Those humorous and grotesque animated heads—the WITCH GIANT, DEVIL, SINGING GIRL AND BILLYPUP with or without bodies. Ballyhoo for the front of buildings or rides, or for interior of Dark Rides and Fun Houses.

Also
That outstanding park ride THE CUDDELY UP with its proven appeal, especially for women and children, its tremendous capacity, economical operation, belongs in a good location on every midway and amusement resort. ONLY ONE LEFT for spring delivery.

FOR SALE
SKEE BALL ALLEYS
REG. U. S. PAT. OFF.
America's Favorite Skill Game
MODERN STREAMLINED MECHANICAL
PHILADELPHIA TOBOGGAN COMPANY
130 E. DUVAL STREET
PHILADELPHIA 44, PA.

WANTED FOR
J.A. MECHANICAL CONDITION
COME AND SEE IT

WANTED FOR
SPavin Rock Beach
WEST HAVEN, CONNECTICUT
In the Heart of the Amusement Section
Will book several Rides on percentage. Must be in first-class condition.

Beach Front Amusement Co.
JACK TIERNAN, President
445 Beach Street
West Haven, Connecticut

Ridemen, Concessioners, Showmen
Established beach and park has large open area for expansion. No other park within 10 miles. Need all types of RIDES, CONCESSIONS AND ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write if you know what you have.

CHARLES SARENEK
W. LANDIS AVE
VINELAND, N. J.

Wanted—Rides for Winnwood Beach Park—Wanted
"Kansas City's Coney Island"
This Park located 8 miles from Heart of Downtown Kansas City. One million people draw to it each year.

FREED TO PARK
West Marrs—Go-Go Rides, Ferris Wheel, Slide, Two-Way Beach, Roll-A-Plane. To operate on 25 per cent of gross. Will maintain park. Write for contract and maps. FRANK ENBERGER, 1108 E. 36th St., Kansas City, Mo.

FOR SALE

MINIATURE GOLF COURSE
CONSULTING SPECIALIST
COOL CREST GOLF COURSE
1402 Freddie, Rl.
San Antonio, Texas

FOR SPRING DELIVERY
GIGGLING GERTIE LAFFING LUKE
INDISPENSABLE BALLYHOO
YOU CANNOT AFFORD TO BE WITHOUT THESE ANIMATED LAUGHING FIGURES — THEY PAY THEIR WAY EVERY DAY!

Also
Those humorous and grotesque animated heads—the WITCH GIANT, DEVIL, SINGING GIRL AND BILLYPUP with or without bodies. Ballyhoo for the front of buildings or rides, or for interior of Dark Rides and Fun Houses.

Also
That outstanding park ride THE CUDDELY UP with its proven appeal, especially for women and children, its tremendous capacity, economical operation, belongs in a good location on every midway and amusement resort. ONLY ONE LEFT for spring delivery.
Hughes Sails Soon on Hunt

Would present imported acts in front of grandstand, also import large band

TORONTO, Feb. 28—Canadian National Exhibition this year will feature variety talent and bands from England.

This was indicated here Wednesday (25) at the annual meeting of the Canadian National Exhibition Board when Elwood A. Hughes, general manager, outlined what he planned to seek on his coming trip to England.

Hughes, who will sail March 12 on the Queen Elizabeth, says he plans to scout for the best variety talent. It is expected the outing will result in excellent acts which will be available during the CNE run, they will be contracted for from the present. In addition, the 22,800-capacity grandstand now under construction will be the scene of the summer's main events.

Hughes added that he will investigate the possibility of bringing over one large English band or bands, in pre-war years, the presentation of a large imported band, such as the Australian dixie band, was the outstanding feature at the exhibition.

Hughes mentioned that he had learned the 22,800 seats would be reduced in size and it may be necessary to separate two or more of them to build a musical aggregation which may number between 75 and 100 men. He said they would bring that organization here.

Hughes will remain in England for three or four weeks, he said.

2056C to City

At the CNE meeting here the sum of $205,000, part of the profits of the 1947 exhibition, was turned over to the city of Toronto, which owns and operates the exhibition thru the exhibition board.

J. W. (Patty) Conklin, who with his brother, D. B., has continued his service with the board as a long-term CNE midway contract, arrived back from an extended trip to the U. S. to attend the meeting here.

Chilliwack, B. C., Annual Saled for September 8-10

CHILLIWACK, B. C., Feb. 28—Regional fall fair will be held September 8-10 following Pacific National Exhibition, Vancouver. This year a dog show will be added.

Co-sponsors of the event are: Chilliwack Agricultural Society, Denis. R. J. McPhee, A. D. Rundle, D'Arcy J. Baldwin, A. E. Menzies, A. Anderson, and T. Hughson. Section heads include Harold W. Gorm, T. C. Wilson, C. G. Welsh, C. W. Daniels, and I. O. Wilson. The dog show is sponsored by the Chilliwack Kennel Club.

Rodeo-Fair Association Organized in Olney, Tex.

OLNEY, Tex., Feb. 28.—Rodeo and livestock Association has been formed in Olney. It is planned, which will be in 1948, with dates as yet undecided. Glenn Attebery is acting chairman. Already $10,000 has been subscribed as operating capital. Plans are for a livestock show, rodeo and carnival.

Robert M. Hazlewood, a contractor, banker, insurance executive and lawyer, has been appointed general manager of the Atlantic Rural Exposition, which is scheduled to open May 26. Hazlewood, president of the company that operates the exhibition, will also be in charge of the permanent plant for the fairgrounds. Hazlewood, a former professional baseball player, has been associated with the exposition since its inception.

Around the Grounds:

Mitchell Continues as Richmond Expo Mgr.; Create New Position

SAN FRANCISCO, Feb. 28.—Preparations for the Bay Area Junior Livestock Exposition and Arena Pageant at the Cow Palace here from March 25, 26, in high gear, and several features have been added.

More than 1,000 4-H Club members and Future Farmers of America from all over the West will trail 2,500 head of beef and dairy cattle, sheep and swine into the Exposition Building. Six days of exhibition, judging, auction sales, contests and other events show similar to the 1947 event, will make up this Western livestock classic.

Latest feature to be added to the program, which will feature dog trials, was announced by Prof. Robert M. Miller, of the University of California, who will conduct the show and choose the jury of the Junior Grand National as the scene of this spectacular event which will be held Saturday morning, March 20, opening day of the event, to determine the winners of the dog trials, held under auspices of the California Sheep Dog Society, will be conducted in the amphitheater of the Coast dog fanciers and sheep ranchers who would not otherwise attend.

Jackson Miss., Back to State

JACKSON, Miss., Feb. 28.—A bill calling for the elimination of the State fairgrounds has been signed into law by Gov. Fielding L. Wright, the 28th governor, who signed the bill last Thursday, February 25, but during the past ten days, 100 days after the general assembly adjourned, no action has been taken.

The State, which is a 25-year period, the lease to the city contained a clause by which the State could cancel the lease if the city should public necessity.

The city's lease had run seven years.

Robt. M. Hazlewood—Naming

To Va. Annual's New Post

RICHMOND, Va., Feb. 28.—Robert M. Hazlewood has been named to the newly-created position of vice-president and general manager of the Atlantic Rural Exposition, Herbert P. Thompson, president, announced Tuesday (24).

Hazlewood and J. A. Mitchell, who remains as exhibition manager, have agreed in negotiations for the third annual five-State fair which will be held October 4-9 on the Strawberry Hill fairgrounds.

Amite, La., Sets Dates; Plans To Go at New Plant

AMITE, La., Feb. 28.—Tangipahoa Parish Fair has set its dates for October 7-9, the county officials expect a permanent plant to be established. The sale of stock, will be completed.

Frank L. Anzalone, Independence, has been named president; Hugh Goldsby, vice-president; James Les- tower, manager; E. S. Towlas, secretary, and Barbee Ponder, treasurer.
Pomona Guns for 1,000,000 Attendance in 48 Revival

POMONA, Calif., Feb. 28.—Los Angeles County Fair is proceeding with plans for an attendance of at least 1,000,000 persons at its first post-war exhibition, which opens September 17 for a 17-day run. This estimate exceeds that of the all-time high of 956,000 set one year set in 1941.

This was disclosed by C. B. (Jack) Affierbaugh, president-manager. At the recent annual meeting of the fair association when officers and directors were elected for an additional year, Affierbaugh, with W. A. Kennedy, chairman; Affierbaugh, Fred C. Freyberg, and J. C. Curran, M. E. Fellows, Dole, T. J. Brownrigg, Raymond E. Smith, Hugh W. Stys and Chaffey Shepherd, secretary-treasurer, was re-elected. Affierbaugh reflected an optimistic outlook for the coming fair. "All the hard work of the past six years is completely behind us. With the 1947 season we are facing a very difficult period in disposing of our finances. We have an estimated $950,000 in the bank. Our fair, however, can be made to pay its way if we can increase the attendance to 956,000. We are now working on a program for the fair which will include a tremendous amount of livestock and exposition fund for buildings and improvements."

It will be noted that since the 1941 fair, there has been an accumulated surplus of $125,000 from the fair's appropriation, including this year's allocation. If this accumulation is continued at the rate of $25,000 a year the L.A. fair will be ready to pay its own way.

New Roadway To Be Ready

Affierbaugh said that in confering with the county road department, it has been promised that every esha Boulevard will be completed before the fair opens. He added that this road will be one of the outstanding accomplishments since beginning of the fair season. Free thoroughfare is to be cut through the city's fairgrounds directly to the fairgrounds.

Snowboarding of supervisors for Los Angeles County has accepted from the fair $166,412 for purchase of the area. Another concurrent agreement is the county council and chief administrative officer with the fair association. The agreement makes the county fair fair and preparation and performance in the fair and recommended agreement extension.

Affierbaugh also confirmed the proposed opening of the fair and the fair association, with the centennial observance thru the State whereby the fair will be held and the Smithsonian Institute nationwide program under the theme "A Century of Progress."

Saskatoon Exhibition Skeds Light Horse Show May 27-29

SASKATOON, Sask., Feb. 28.—Saskatoon Exhibition board will put on a light horse show in the stadium May 27-29, with 33 classes oq the program, which is expected to be worth $3,000 in premiums. It will be the first show of its kind sponsored by the board since 1941. The feature will be the presentation of Bill Martin's sheep herding dogs, from Maple Creek, Sask., which appeared at the National Horse Show in New York last fall. Martin's dogs will make their appearance on the Central Exhition's light horse show, March 30- April 1.

Vallejo Breaks Ground

For New $50,000 Plant

VALLEJO, Calif., Feb. 28—Groundbreaking ceremonies for the new $50,000 County Fair plant were held here Sunday (22). The new fair site embraces 150 acres and will house livestock barns, grandstand, utilities and administration building. Al St. John is manager.

Howard W. Atwen

Is Named Manager At Danville, Ill.

DANVILLE, Ill., Feb. 28.—Howard W. Atwen has been named manager of Eastern Illinois Fair here, President Paul C. Jolley announced.

Attractions already on the fair contract. A grandstand review has been booked for three nights thru the Barnes-Carruthers Theatrical Enterprises, Chicago. Other features include a horse pulling team, a Negro minstrel show, and a Western horse show one night, a Western horse show one night, a Western horse show one night, and stock car races one afternoon. Hennies Bros' Shows have been contracted for the midway.

Letbridge, Alta., Plant

Lease Is Renewed by City

LETHBRIDGE, Alta., Feb. 28—City council approved the draft of a new lease on the city's waterfront plant to the Lethbridge and District Exhibition and Rodeo. The lease is for five years at an annual rental of $1.

One alderman opposed the lease, he said, it was unable to secure that in employing persons the fair board would give preference to present employees of the city.

Ald. A. W. Shackelford, council's member on the fair board, explained he could not give such a guarantee as he held only one vote on the fair board.

Other aldermen felt the council should extend the contract with the fair board, explained it would be to the city's advantage.

Haynesville Gets Plant Sets October 7-9 Dates

HAYNESVILLE, La., Feb. 28—Claiborne Parish Fair is slated to be held October 7-9 at a newly purchased plant which was formerly a cotton warehouse. First payment already has been made, and G. H. Sherman, fair president, reported $1,000 is in hand for initial construction of the fair and for the event. He said an option has been taken for additional acreage.

Bill Martin, chairman, sold Joe Webb, finance, committee; N. S. Causey, agricultural committee; G. H. Sherman, program; C. B. Affierbaugh, judge; F. M. Graves, publicity; R. W. Adams, pageant; Jim Jones, grounds, buildings and Dorothy Shill, home economics.

Woodruff Big Four Prexy

NASHUA, Ia., Feb. 28.—William Woodruff was elected president of Big Four Fair Association to succeed B. R. Wake, who resigned because of illness. Woodruff has been associated with the fair for 25 years. Mike Juhl fills the post of vice-president voted by Woodruff.

...
Recommenations made by legislative group in asking $1,503,276 Fair Budget SACRAMENTO, Feb. 28.—Recommendations that passes be eliminated and that the admission be increased to 75 cents or more highlighted the action of an amendment committee in approving a $1,503,276 (1948-49) California State Fair budget proposal recently.

Assemblyman Philip Boyd, chairman of the subcommittee of the ways and means committee that reviewed the admission should be 75 cents or higher. General admission to the fair is expected to be $1,000,000.

Assembliesman Glenn Anderson urged that the pass system be abolished.

"I think everyone should pay, including members of the Legisature, State employees, the press and others who have special privileges," said Anderson.

Success Elsewhere

Ted Rosequist, assistant general manager of the exposition, declared that the Tennessee and Texas fairs have adopted a "no pass system which works successfully.

Rosequist said that about 100,000 out of 651,000 admissions to the fair were thru 10-year pass holders.

The budget, which represents an increase of $835,715, or 58 cents per cent over the 1947-48 budget, was adopted by the assembly, the Senate, and the House. The budget is expected to bring about $20,000 to the state treasury.

Money for New Site

The budget contains an extra item of $1,250,000 to be spent during 1949-50 toward acquisition of a new site. The Legislature has appropriated $2,000,000 for this purpose.

The budget will be submitted immediately to the full ways and means committee of the Senate and Assembly, where it will be passed by the Assembly and the Senate.

NIXES URGED IN CALIF.

Upped Admishn Also Plugged

Motor Speed Round-Up:

Construction of 250G Midget Track Started in Cincinnati

J. C. Baker, general manager of the Cincinnati Raceways, Inc., said that the company has decided to build a 250G Midget Track at Reading and Glendale-Milford near Cincinnati, where it has already started, it was reported. The company operates the track at the Glendale raceway.

The track will accommodate 50,000 spectators. The admission should be two dollars for an adult, $1.50 for a child, and $1.00 for a car and driver.

The track will be ready for the 1948-49 season.
CARNIVALS
Communications to 155 No. Clark St., Chicago 1, Ill.

March 6, 1948

57

The Billboard

Carnivals

Royals in Torina, six New York Fairs

LODI, N. J., Feb. 28.—Justin Van Vliet, owner-operator of the B & V Shows, announces the signing of klara Torina, aerialist, as a free set for the coming season.

Van Vliet recently contracted six New York fairs. They are Oweoo, Whitney Point, Ithaca, Canasagua, Greenwhich and Fonda.

Jones's bing is already set to repeat the season with B & V, as are Tom Ely, kiddie rides; Coopert's pony track and Loop-o-Plane, and Sturges's long-range gallery. Also contracted are Nick Green, three stores; M. and J. Walker, two stores; Welkins, popcorn; Gene O'Donnell, custard; Gregory's cookhouse and French Fries.

Van Vliet said he had recently purchased two tractor-trailer units to supplement his fleet of trucks.

Tuesday night (17) with proceeds being divided between the Auxiliaries of the Tampa and Miami Showmen's clubs.

Managed Eddie Young entertained committees from Florida cities where the shows are booked for the next six weeks. Org also has been set for engagements in Albany, Ga., and Attalla, Ala. Harry (Irish) Gaughn has done a good job as concessions manager.

Showfolds Cemetery Draws High Praise From Patty Conklin

CHICAGO, Feb. 28.—J. (Patty) Conklin, in a stop-over here this week on route to Toronto from California and the Pacific Northwest, was loud in his praise of the strides made by the Show Folks of America in San Francisco.

Telling of his visit in the company of Harry Seber, past president of the San Fran org, to the club's cemetery, he described it as a "thing of beauty," adding that it reflected much credit to the club, "for the cemetery has been greatly developed in two years' time."

Twenty-two members and non-members are buried in the club's plot, Patty reported.

Away from Toronto for two months, Patty interrupted his U. S. tour once to attend the Western Canadian fair meetings in Winnipeg, after which he returned to California.

Following several weeks in that State, he made a visit to the State of Washington, where he visited Earl Douglas and the later's Greater Douglas Shows' winter quarters and also took a peek at the Sparks circus equipment. He also visited the Everly Aircraft plant, Salem, Ore., and inspected some of the sea cruisers.

NORTH HOLLYWOOD, Calif., Feb. 28.—O. N. Crafts, owner of Crafts Big Shows, announced the addition of several new major rides, along with the show's Hollywood Kiddieland to bolster the Orange Show date. Last year the annual event attracted approximately 300,000 people. Attendence this year is expected to exceed that figure.

Elarging of the amusement zone allotted to midway attractions has been completed, it was said. There will be 24 rides and 18 sideshows devices including several water rides, miniature Merry-go-rounds and a giant Dipper.

In addition to the regular concession line-up, the following concessionaires have arranged for space: Spec Parsons, watcha, bumber and dart; Italian Ice; J. K. Brown, fortune tellers; Jack Alpert, monograms; Fred Mortensen, popcorn; W. Vernon, auto coils; Alfred Galbeck, pitch-till-you-win; Max Silver, novelties; Bob Bucy, clone of Joseph Archer, salt water taffy; A. E. Van Horn, ice cream; Sam Silver, candy bars; Jake Schwartz, novelties; Churie and Holt, coils; Cecchino and Levaggi, bongo, cotton candy machines; Keeler's game gallery, pig wheel, baby duck wheel, plush toy wheels, ham-and-bacon wheel and glass pitch.

Al Wallace Buys Out Jack Murray

VALDOSTA, Ga., Feb. 28.—Al Wallace, co-owner with Jack Murray of the Wallace & Murray Shows, has bought out his partner and is now sole owner of the shows, which was announced at winter quarters here.

Murray's reason for selling was giving his partner time to 'rest and recuperate.'

Murray launched the shows in Florida on Dec. 1 and has been operating them in the outdoor show business for more than 25 years.

For the past several years, Wallace and Murray operated the shows independently.

According to Wallace, the shows will open for the season here April 3 and will play the Southeastern territory.

Change Show License Policy On St. Paul Playgrounds

ST. PAUL, Feb. 28.—Carnivals seeking shows on St. Paul park playgrounds must first get approval from city playground department, the St. Paul Park Board (26).

Action was taken on suggestion of Public Safety Commissioner Gus Barfuss, head of city licensing division

Lawrence Greater Signed

By Charleston, W. Va., Fair

NEW YORK, Feb. 28.—Lawrence Greater has been signed up to play the Kanawha County Fair, Charleston, W. Va., Herb Shive, general manager, announced the show, announced here. The date gives the nine fair nine in four States—Pennsylvania, West Virginia and North and South Carolina.

Change Made in License Set-Up At Baltimore

BALTIMORE, Feb. 28.—Carnival owners, contemplating Baltimore dates, will toe the mark according to a new ordinance passed recently here.

The former system, under which operators obtained permits from the mayor's office, often under casual arrangement with political and civic clubs, resulted in numerous complaints.

With the new ordinance, carnival operators must post the site where they intend to show at least five days in advance of applying for a permit. Property owners may then file protests with the police commissioner who may refuse the permit, if protests are deemed reasonable.

Applicants must sign applications in person, and sponsoring bodies must have the signatures of an officer and five other members accompanied by an affidavit.

Other provisions of the ordinance include a complete list of all charitable funds, if the show advertisement charitable purpose, and sponsoring organizations must post a representative on the lot to supervise the carnival.

The commission has the power to revoke a permit when any member of the carnival were permitted is convicted of a gambling charge, and he also is notified. The commission is appointed by the city engineer and the health department when licenses are issued for inspection of food stands, traffic conditions and sanitation.

There is no charge for carnival permits or license fees, but the person writing out one, are subject to fines up to $100.

Royal Crown Big At Winter Haven

WINTER HAVEN, Fla., Feb. 28.—Florida fans were treated to an Eddie Young's Royal Crown Shows, featuring 11 midway shows, this winter, and one of the most popular, the Royal Crown Big, and Winter Haven, the only show in the winter, was attended by many visitors from over the State on hand.

Agricultural Agent Mayo, of Tallahassee, Fla., was in charge of the Jay's festivities. Weather pretty uneventful and exhibit buildings were filled to capacity, fair officials said.

Royal Crown Shows, making their third appearance at the annual, presented 18 rides, 16 shows and 105 concessions.

Fair's new amphitheater (10,000 seats) was only opened.

Children's Day and featured the Ladies Be-Sented air tug, with Tom Moore and Ted Malone. Seven free attractions, featuring Bob Fisher's Featmaster, were also

On the midway, the Vanities, managed by James Ayers, and the Didacheana Revue, with James Ayers as manager, proved top-money show attractions. Laughton, operated by the twin Ferris Wheels and the new High Roll.

Dolly Young, assistant manager and director of public relations, spent the week in the local headlines as the result of injuries sustained in an accident. Tommy Carson had charge of the midway in his absence.

A bingie was held on the shows.

IMPORTANT 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)
WANTED—Good Electrician. We need two.

Tony Glass or any free-lancing, having contacts in our territory, write for details.

REMEMBER, WE PLAY MOSTLY FREE GATE CELEBRATIONS.

WANT-Ball Drivers. Write to Sam Goldstein, 905 Calhoun St., St. Paul, Minn.

Speedy Dress, Walter Petoskey, contact.

CONCESSIONS—Penny Pitch, Ball Games, Balloon Darts, Long-Range Gallery, Hoopla.

Frank Randall and Jack Lydick, contact Leonard Gould.

SAM GOLDSTEIN
Pahokee, Fla., This Week.

PACIFIC UNITED SHOWS

March 15

Have already booked
FAIRS AND CELEBRATIONS

CONCESSIONS WANTED—BALL GAMES, NOVELTIES, CRAB, HOOPLA, PITCH TILL YOU WIN, CORN, GUN, AGE AND SCALE, PITCHING OR ANYTHING NOT CONFLICTING.

RIDE HELP—FOREMAN ON WHEEL AND MERRY-GO-ROUND, MUST BE SEMI DRIVERS.

WILL BOOK GRIND SHOWS, SMALL P.C., ALSO ROLL-O-PLANE AND FLAT RIDE.

TONY SOARES, GEORGE JACKSON

2121 SHEILA WAY, SACRAMENTO, CALIF.

AMERICAN EAGLE SHOWS

OFFICIAL OPENING HOUSton, MISS., MARCH 22, SHOW STOCK SHOW WILL PLAY A STRAIGHT DATE MARCH 9, 10, 11 AND 12.

Will book Concessions of all kinds which do not conflict. Any Show of merit. One more flat Ride. Guaranteed 15 weeks of week Concessions and Fairs.

DANNY ARNETT'S AMERICAN EAGLE SHOWS. 905 CALHOUN ST., YAZOO CITY, MISS.
YOU WILL BE, IF YOU TAKE THIS TIP:

Advertising helps your business... by selling more goods, it creates more jobs, thus putting more money in circulation, hence more of a demand for products—your products. That's a long-range view, but it's an economic fact. Your competitor advertises, too. If he didn't, you wouldn't consider him much competition. His advertising budget may be small or it may be even larger than yours. But... and this is a big question... will his advertising be as timely as yours?

There's a big yearly market ripening now. Within a very short time it will be ready for reaping. It's the big '48 OUTDOOR SHOW BUSINESS market. And it can very easily be your plum if you go after it. Time and place your advertising to reach the buyers in this big market by advertising your products in THE BILLBOARD'S ANNUAL SPRING SPECIAL—it's made to order for you.

All showmen—carnivals, circuses, fairs, parks, tent shows, bookers, agents—will read the Spring Special—will use it as a Buyers' Guide—with their immediate needs and requirements for 1948 in mind. Your product, attractively illustrated and described, will be before their eyes as a reminder of what you have to sell. It's timely and selective advertising at its best.

RESERVE YOUR SPACE NOW
LAST FORMS CLOSE
MARCH 17

EQUIPMENT SUPPLEMENT

This big feature section of the Spring Special is designed especially for equipment advertising. Minimum space sold in Equipment Supplement is 1/4 page (single or double column).

FORMS FOR THIS SECTION CLOSE MARCH 15

THE BILLBOARD PUBLISHING COMPANY

In New York
1564 Broadway
Phone: Plaza 7-2500

In Chicago
155 North Clark St.
Phone: Central 8761

In Hollywood
6000 Sunset Blvd.
Phone: Hollywood 3931

In Cincinnati
2160 Patterson St.
Phone: Dunbar 0430

In St. Louis
300 Arcade Bldg.
Phone: Chestnut 0443

In Detroit
1009 Fox Theatre Bldg.
Phone: Randolph 1100

www.americanradiohistory.com
CARNIVALS

The Billboard
March 6, 1948

Pennky Pitch Games

Baseball; Import-

On hand in stock-

Entertainment; Pm: M. 50.

PARK SPECIAL WHEELS

30 in. Diameter, Single Spoke Steel Wheel. $12.25

BINGO GAMES

75 Player Complete

$25.00

100 Player Complete

$35.00

1/2 Dozen on All Orders.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Import-

On hand in stock-

Entertainment; Pm: M. 50.

Booklet, 12 P. P., Contains all 12 Astro-

Very Well Written. $6.00 per 100; simple 10

FORECAST AND ANALYSIS, 10-p., Fancy

Ears, Ea.

Samples postpaid prices. Orders

Label.

Signa Cards,

4-p. Goldfish Pamphlet,

ROSECAKE

1948

Answers

Booklet, 12

HUBERTS

WAFFLE

DWARF WHITE HULLESS

West

Wheels.

60

All

90-

W.
LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TESTED, SURE-FIRE MONEY MAKERS by EVANS!

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

Write for Complete Catalog
CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.
H. C. EVANS & CO.
1528 W. Adams St., Chicago 7, Illinois

story of his career along with a picture showing him "talking it over" with Joe Howard and Billy House, who were making local theatrical appearances and with whom Green claimed he was associated years ago.

Brunette Vicki recently arranged for a surprise birthday party for her sister, Zora, operator of the Garden of Allah attraction. Guests included Le-Ola, Cleo Renze, Sandra Lee and Zonette.

Bud Mellor, of Monongahela, Pa., and Paul Stahl and Joe Croder, of Pittsburgh, were among recent visitors at Al Zeller's Attractions headquarters at Jeannette, Pa. Zeller and Mellor also visited the Clyde Smith Shows' quarters at Cambridge, Md.

Mr. and Mrs. Benny Wolfe, owners of Wolfe Amusement Company, are back in Royston, Ga., quarters following a successful fishing jaunt in Florida waters on which they came up with a good catch of shark fish.

Pat Patterson cards from Harlingen, Tex, that Pearl (Pappy) Cooper, veteran trooper, is a patient in the Kansas City, Mo., General Hospital. In recent years Cooper was with Callett's Greater Shows and Hale's Shows of Tomorrow.

Visitors at Frank W. Babcock's United Shows season opener in San Bernardino, Calif., included V. Ben Williams and Dave Dauphinee, of Pacific National Exhibition, Vanouver, B. C., and Joe Blash Sr., duck pond operator on Ferris Greater Shows.

Members of the Robinson family, frozen custard ops, were fishing in Florida when word was received of the death of Edward E. Robinson, who was stricken with a cerebral hemorrhage while flying to Chicago. (See Midway Confab on page 62)

CONCESSIONAIRES!
CANDY PULLING MACHINE
* for 5 pound batch!

For more sanitary, customer appealing candy, start your 1948 season with the new Concession 95 - Automatic Pulling Machine. Stand it on a table or hang it on the wall where your customers can watch 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 10c - rugged, quiet. Very quiet and smooth running. Built for 10 pound batches, but built into any size for automatic pullers.ji Easy to assure first quarter delivery. Complete with motor, $150.00, 25% with order, balance on delivery. Hurry! They're going fast!

CONCESSION SUPPLY CO.
3916 SECOR ROAD
TOLEDO 6, OHIO

DOBSON'S UNITED SHOWS

FOR SALE
CARNIVAL SHOW BARGAIN
New "Buster" Walk-Through Show, Ideal "Carnival of 1,000" Features, a $600.00 Value, Buy it for $250.00, plus transportation. Win or lose

TELGE GULF STATION
Gregory, Tex., or come and get it

BUILT TO SELL AND
SOLD FOR $700
NOW $295.
F.O.B. CINCINNATI, OHIO

"Korn King"
POPcorn MACHINE
by KINGERY

A SURE-FIRE, YEAR-ROUND MONEY MAKER!

Popcorn machines are enormous money-makers today—in theatre lobbies, super-markets, drug chains, countless places that serve the general public. And here is the king of them all... the "KORN-KING"... by all odds the handsomest, most appetizing, most economical and profitable popcorn machine ever built!

ECONOMICAL... SIMPLE TO OPERATE... SPECIAL FEATURES!

There are many popcorn machines on the market, but there's only one KORN-KING—a product of Kinery, the oldest popcorn machine manufacturers in America. Almost three-quarters of a century's experience lies behind the many special features incorporated in this master product.

Remember, too—your earnings with the KORN-KING will go on in depression periods as well as in times of prosperity, because a ten-cent item is practically "depression proof!"

Put one or more KORN-KINGS to work for you... and watch the steady flow of dimes mount into a mighty flood of dollars!

PILES UP PROFITS... QUICKLY PAYS FOR ITSELF!

Profits with the KORN-KING are simply amazing. Day in and day out, in all seasons of the year, the KORN-KING works tirelessly, with superb efficiency and economy, stacking up big earnings in a steady stream.

$50 DOWN BALANCE CO.D
A-G-T LIQUIDATORS
2110 Monroe Ave., Cincinnati 12, Ohio.

[Check box: Deposit Enclosed, Shipping Information at once.]

Name______________________________
Address______________________________

www.americanradiohistory.com
HERE IT IS, FOLKS!!! MODEL 120
THE FLOSS MACHINE THAT EVERYONE'S WAITING FOR!

IT'S GOT EVERYTHING
1. Direct drive variable speed vertical motor.
2. Rubbed in coated — No Vibration.
3. Production — Good as the best — Better than the rest.
4. Compact — Base 18"x10"x10".
7. Heavy duty collector rings.
8. Heavy gauge 25" spun aluminum pan.
11. Fused for fine overloads—No burn out—ing panel.
12. All aluminum enclosed case.
14. Many other refinements.
12. Easily operated—Handy switches on work-

A MONEY MAKER WHEREVER
THERE'S A CROWD
$275.00 F. O. B. TOLEDO
25% Deposit, Balance on Delivery.

CONCESSION SUPPLY CO.
3916 SLOCOR ROAD
TOLEDO 4, OHIO

- - - - - - - - - - - - - - - - - - - - -

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cups—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 shack-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 HANK THEODORE JOE MOSS
281 N. Second St. 2900-14 Smallman St. 1261 E. Sixth St.

- - - - - - - - - - - - - - - - - - - - -

DUCKS! DUCKS! DUCKS!

Duck store men, take notice!
We are going to have ducks in March!

Weekly hatches! Contact us at once and don’t be disappointed! Book your season’s supply now! All orders must be accompanied by a deposit of 50%. Prices will vary with egg costs. Ducks are now 40c, but may be changed by egg prices coming down. All advance orders will receive benefit of any drop in price.

RIVERVIEW HATCHERY
215 Roberts Lane
Bakersfield, California

- - - - - - - - - - - - - - - - - - - - -

OCTOPUS ROLLOPLANE FLY-O-PLANE
World’s Most Popular Rides
EVERLY AIRCRAFT Co., Inc., Manufacturers, Salem, Ore.

SNOW CONES-POPCORN

Our 1948 Catalogue on Concession Supplies will be ready in a few weeks, over 50 pages of items for the Snow Cone, Popcorn, Candy Floss and Candy Apple stand. The biggest and most money-saving prices. Many new items, scarce items and valuable information. Get your name on our list today.

GOLD MEDAL PRODUCTS CO.
315 E. THIRD ST., CINCINNATI 2, OHIO

- - - - - - - - - - - - - - - - - - - - -

ROLL TICKETS PRINTED TO YOUR ORDER
DEPT. B
Keystone Ticket Co.
SHAMOKIN, PA.
Send Cash with Order. Stock Tickets, $20.00 per 100.000.

100,000 $25.00
20,000 $ 8.50
10,000 $ 5.25
5,000 $ 3.15

- - - - - - - - - - - - - - - - - - - - -

Midway Confab

(Continued from page 61)
He died at La Grange, Ga. Remains were shipped to Chicago for services at Lain’s Funeral Home. The de-

cased had visited his brother, Rob-

tert, each season for the past 35 years and was well known to outdoor showmen.

As the years rolled by it was proven that being in charge of the distribution of shipments on midway is better than a gun and mask.

Recent visitors to Pioneer Shows' quarters in Waverly, N. Y., included John Dunle, secretary Barlow’s con-

cessions; R. (Count) Golden, Tony Figaro, Mr. and Mrs. Garlock, Mr. and Mrs. Carl Lovejoy and C. B. Murray.

Mr. and Mrs. Archie Beauchaine, of Clarkston, Mich., recently booked their popcorn and clothespin pitch

with Tennessee Valley Amusement Company for 1948. Firm holds the concession contracts for the Panama

City Beach Park, Panama City, Fla., Theodore R. Meadows Sr., reports.

Among attractions on Frank W. Babcock’s United Shows at their opening in San Bernardino, Calif.,

Harttell and his Big Ov-ecotopus, which moved over from the Ferris Greater Shows. Pat Patterson,

acted by Joe McDonough, also

joined with his pony ride.

Ray Oakes, owner of the conces-

sion manufacturing company bearing his name, reports that the Scranton (Pa.) Dry Goods Company is using a

special duck pond in the store as an

Eastern promotion. The pond, put out by Oakes, will have 100 ducks and children will receive prizes.

Some kind of a ruling, either for or against, should be made for mid-

way operators who really isn’t for or en-

tirely against it.

Showfolk attending the fair meet-

ing in Columbia, S. C., January 21

counted to a purse which was presented to the Police Boys Clubs of Washing-

ton, with Carl Barlow, of Deluxe Concession Company, setting up the move-

ment. Barlow is inter-

ested in the various boys’ clubs in the Capital City.

Edward Sweeney has seen to it that The Billboard’s Cincinnati edi-

tional lads anoint their waffles prop-

- - - - - - - - - - - - - - - - - - - - -

CARBONS

for 60' Searchlights

A very advantageous pur-

chase of SEARCHLIGHTS

CARBONS from surplus stock permits us to sell them to you at a fraction of their normal cost.

These Carbons are for

searchlights, and are manufactured by the Na-

tional Carbon Co. They are type "K," which is a high

intensity, white flame.

Each set consists of one Positive (1mm x 22") and one Negative (1mm x 12”).

There are 24 sets to a metal container. These are $275.00 a set and contain

210.000 Carbons. Each set is packed in a wood case, in excellent condition.

$4.00

Per Container, when purchased in lots, as long as stock lasts.

Terms: Net Cash, F. O. B. Los Angeles.

R. M. B. CORPORATION
Wholesale Distributors
1505 E. 1st St.
Los Angeles 33, Calif.

- - - - - - - - - - - - - - - - - - - - -

NATIONAL SHOWWEN'S ASSOCIATION

GREETES YOU

You are eligible to Membership in this fastest growing showmen's or-

ganization if you are a showman or affiliated with the amusement busi-

ness. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th

Wednesday each month

Palace Theatre Building, 1564 Broadway,

New York, N. Y.

Mostly everyone of the Eastern

amusement family is a member.

Are you?

Write For Information.

Initiation $10.00

Dues $10.00 Yearly

- - - - - - - - - - - - - - - - - - - - -

TENTS OF ANY SIZE FOR SALE

Fully hand-rolled Concession Tents, Cook Houses, Bingo Tents, Merry - Go - Round Tents, etc.

"If It's Made of Canvas, We Make It!"

MAHAEFFY BROS.
Tent & Awning Company
195 SOUTH PAULINE
MEMPHIS, TENNESSEE

"Comfort and Protection"

- - - - - - - - - - - - - - - - - - - - -

INSURANCE

- - - - - - - - - - - - - - - - - - - - -

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Ernie Jordan Trailer Sales
"The Showman's Friend".
Industrial Quality Trailers. Rent-To-Own—White Goods.
Terms—Trade—deposit & Port.
606 & 8722, Quincy, Illin.:
1650 W. North Ave, Dallas, Texas

- - - - - - - - - - - - - - - - - - - - -

www.americanradiohistory.com
B. F. Brown, veteran press agent, has signed for his fourth season with the Dumont Shows. This marks Brown's 42d year in the business, during which time he's been with Barnum & Bailey, Ringling Bros., Hagenbeck-Wallace, Forepaugh, Buffalo, Sells Bros., John Robinson, Yankee Robinson, J. J. Kirkwood, Penn Premier and Ideal Exposition shows.

Max Gertz is managing the Globe of Death thrill show on Royal American Shows. Line-up on hand at the org's opener in Tampa included Fernando Rivero, featured rider; Mrs. Fernando Rivero, Rachel Casal and Bernardo Castrine, riders; Chico Sway and Jessie Saunders, ticket sellers, and Bill Blakely, grinder. Joe Money is handling the front.

Story about an early-day manager chasing his concessionaires and closing his show drew no comment from the sticks except, "What for?"

Jack and Virginia Barnes and Trixie Clark, of Twin City Shows, motored from quarters in Springfield, Mo., to Kansas City, Mo., for a visit with friends. Trixie remained in the latter city to attend the Heart of America Showmen's Club's Birthday Party Saturday (28). The Barneses moved on to Grinnell, Ia., where they visited Virginia's parents.

Louie Berger, assistant to J. C. McCaffery, general agent of PomCUS Bros.' Shows, returned recently from a two-week trip thru Southern territory. He attended the fair meeting in Jackson, Miss., and also visited Al Wagner at quarters of the Cavalcade of Amusements, Mobile, a unit of Amusement Corporation of America.

Mae Sopena, member of the Showmen's League of America, Ladies Auxiliary, plans a plane trip East soon to visit her daughter, Mrs. Lena Schlossberg, also an SLA auxiliary member, is planning a trip East. Mrs. Schlossberg recently returned from Hot Springs where she attended the wedding of Mr. and Mrs. Nobel Fairley's son.

This season modest but adequate concession rates will be charged and can be enjoyed by any concessionaire at the cost of his entire gross—plus 10 per cent for lights.

Ray Holding, concessionaire of the Douglas Greater Shows, and Ray Hodges, Puyallup, Wash., concession operator, were honored at a recent party given by friends on the Douglas and Ziegler shows at the Hodges' (See Midway Confab on page 64)

World of Pleasure Shows
NOW BOOKING FOR 1948 SEASON
RIDES-CONCESSIONS-SHOWS
Opening in APRIL—Vicinity of DETROIT
JOHN QUINN Temple
3350 Cass Ave.  Detroit  5222

RIDE—RIDES—RIDES
At liberty for FAIRS AND CELEBRATIONS for Pennsylvania territory. Have a few open dates. Write THOMPSON BROS., 200th 4th Ave., Altoona, Pa.

NOW CONTRACTING for 1948 SEASON
RIDES-SHOWS-CONCESSIONS
W. G. WADE SHOWS
C. P. O. Box 1480  Detroit 31, Mich.

BLUE GRASS SHOWS
NOW BOOKING FOR 1948
SHOWS—RIDES—CONCESSIONS
Address: Augusta, GA. General Delivery

WANTED
Prices on Children's Rides; Merry Co-Rounds; Children's Railroad, Boat Rides. Please send descriptive literature, delivery dates.

THE BEACH COMPANY
Isle of Palms, S. C.

3000 BINGO
No. 1 Cards, heavy white, black back, $0.10 ct., 2,000 at $0.09. No. 2 Cards, heavy white, black back, $0.50 ct., 2,000 at $0.45. No. 3 Cards, heavy white, black back, $1.00 ct., 2,000 at $0.85. All cards from 100 to 3000 $5.50. Special Numbered, 500, $1.50 per 100. Immediate Delivery Heavy Cards. 3,000 cards, weight 3:5 lb. in red, 4,000 in red, 5,000 in red. Immediate Delivery 1,000, No. 1 size, 5 lb. $14.40, 100 each. 3,000 cards, weight 3:5 lb. in red, 4,000 cards, weight 3:5 lb. in red, 5,000 cards, weight 3:5 lb. in red.

3000 KENO
Made in the West of 100 complete sets. Priced in 3 cards across the open and down. Light weight cards. Per set of 100 cards, tally card, calling cards, tally roll, 2,000 at $0.95. Light weight cards, 3,000 cards at $1.25. Immediate Delivery 2,000 cards at $1.50. Immediate Delivery 3,000 cards at $2.00. Immediate Delivery 5,000 cards at $3.00. Immediate Delivery 10,000 cards at $5.00. Immediate Delivery 16,000 cards at $8.00. Immediate Delivery 25,000 cards at $12.00. Immediate Delivery 10 cards only, no pads. Site 1,000 cards, $5.00 per 100, 3,000 cards, $12.00 per 100, 5,000 cards, $20.00 per 200, 10,000 cards, $40.00 per 400, 16,000 cards, $80.00 per 800, 25,000 cards, $100.00 per 2000, all delivery. Immediate Delivery.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal uniform. Can be obtained in assorted colors. 1,000 sets, $1.00 per 100, $1.25. In bag of 250 sets, $2.75 per bag, immediate delivery. Immediate Delivery 500 sets, $5.00 per 100, immediate delivery. Immediate Delivery 1,000 sets, $10.00 per 100, immediate delivery. Immediate Delivery 2,000 sets, $20.00 per 200, immediate delivery. Immediate Delivery 3,000 sets, $30.00 per 300, immediate delivery. Immediate Delivery 5,000 sets, $50.00 per 500, immediate delivery. Immediate Delivery 8,000 sets, $80.00 per 800, immediate delivery. Immediate Delivery 10,000 sets, $100.00 per 1,000, immediate delivery.

CHERRY'S SPOONER IN IOWA
3,000 Jack Pot Spoons (types of 7 numbers) $0.05 per 1,000, $0.10 per 2,000, $0.15 per 3,000. White, Green, Red, Yellow. No. 1 size, 1,000 at $0.80. Immediate Delivery 2,000 sets at $2.40. Immediate Delivery 3,000 sets at $3.60. Immediate Delivery 5,000 sets at $5.00. Immediate Delivery 7,500 sets at $7.50. Immediate Delivery 10,000 sets at $10.00. Immediate Delivery 15,000 sets at $15.00. Immediate Delivery 20,000 sets at $20.00. Immediate Delivery 30,000 sets at $30.00. Immediate Delivery 50,000 sets at $50.00. Immediate Delivery 75,000 sets at $75.00. Immediate Delivery 100,000 sets at $100.00. Immediate Delivery 150,000 sets at $150.00. Immediate Delivery 200,000 sets at $200.00. Immediate Delivery 300,000 sets at $300.00. Immediate Delivery 500,000 sets at $500.00. Immediate Delivery 1,000,000 sets at $1,000.00. Immediate Delivery. Immediate Delivery 10 cards only, $0.05 per 1,000, $0.10 per 2,000, $0.15 per 3,000. Immediate Delivery 50 cards only, $0.50 per 1,000, $1.00 per 2,000, $1.50 per 3,000. Immediate Delivery 150 cards only, $2.00 per 1,000, $4.00 per 2,000, $6.00 per 3,000. Immediate Delivery 300 cards only, $4.00 per 1,000, $8.00 per 2,000, $12.00 per 3,000. Immediate Delivery 500 cards only, $6.00 per 1,000, $12.00 per 2,000, $18.00 per 3,000. Immediate Delivery 1,000 cards only, $12.00 per 1,000, $24.00 per 2,000, $36.00 per 3,000. Immediate Delivery All sets are transportation extra, Catalog 25 cents, free with $1.00 order, or 50c. each with smaller orders. Immediate Delivery.

OTTAWAY AMUSEMENT COMPANY
19 W. JACKSON BLVD., Chicago 4, Illinois

STEAM TRAIN
BURNS COAL
Made a big load of visits to adults and children on every trip.

Attracts CROWDS in any amusement park or recreation center

You can't boat steam for appeal and repeat rides. It is planned for any other type of theme. Walter Foster, Concession Type of train. Write H. A. Foster, Concession 88 W. Main, Madison 12, Wisconsin. "Grown from $75.00 to $300.00 per day with M. A. Slady Shows."
WANTED—For ALL KINDS.

Popped Corn, Enclosed transmission.

Purified Raw Corn. Patented process increases yield and maximum popping volume. Enclosed transmission.

HEADQUARTERS FOR PURDUE HYBRID S. A. CORN

PAPPERS BOY PRODUCTS CO.

Go J. 13th St. CHICAGO 3

ALLAN HERSHEYELL
Park and Carnival Amusement Devices

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 HERSHEYELL COMPANY, Inc., N. Tonawanda, N. Y.

World's largest manufacturers of amusement rides

NOW! Complete Blevins Stacks and Service in ATLANTA and NASVILLE

BEE-HIVE Popcorn
Pan-Rite Seasoning
Beer and Bar S. A. Corn
Blevins Popcorn Co., Inc.

In Southeastern Industrial District
650 Murphy Ave. S. W., Ura 2, Band E.
Phone: Amherst 71-D

In Popocare Village
2098 Charlotte Ave.
Phone: 7-3727

Nashville, Tenn.

Poppers and Supplies in Public Warehouses in
New Orleans, Louisville, Memphis

WANTED—For the Following Shows—WANTED

HAPPY ATTRACTIONS POWESLON GREATER POWELEO RIDE UNIT, NO. 1

CONCESSIONS OF ALL KINDS. NO GRATIT. NO GYPSIES. SHOWS OF ALL KINDS. No Girl Shows. COOK HOUSE AND POP CORN BOOKED. WANT READY FOR ALL RIDES.

HAPPY ATTRACTIONS
COCHOSTON, OHIO

A.M.P. SHOWS

Opening in April in Phoenixville, Penna.

CONCESSIONS, Carnival, POP CORN, Popcorn Machines, Ball Game, Snake Game, Love and Short Game Galliards. Guns not containing. AFFOWS—Side Shows. Monday, Saturday, Wall Life, either shows at merit not containing. Jimmy Walls, center me at once. All replies:

A. M. PODSIBINSKI

M. “CURLEY” GRAHAM

514 High St., Phoenixville, Pa.

FOR SALE—COMPLETE CARNIVAL

No. 5 Purcell Wheel, 7-Pul. Til-til Wheel, 2-Allround. Parker Merry Go Round, Chairhame, 2 Molesi Trucks, 1 Horse Quality Tandem Straw, Ferris Pitch, Horse Game, Cigarette Game, Bil-J 6 Wheel, Jack-A-Lot, Trucks, 1947 Headliners 25 & 35 Coaches, for sale. 1,000 sq. ft. of new Border Caucasian, 4 Public Athletic Machines, plus 2 manifestations equipment in winter quarters, all show equipment in good condition, running order. Can be seen at winter quarters at Milwaukee, Wis. Phone for quick sale, 215-000-08.

Winter Quarters Address: WO 1550 SCOTT ST., MILWAUKEE 4, WIS.

GIELOW RIDES

(Continued from page 63)

Wanted to buy

in Puyallup. Gifts to the guests of honour, bridge, pinhole and refreshments were features of the get-together. Guests included Mr. and Mrs. Earl Douglas, Mr. and Mrs. Bud Douglas, Mr. and Mrs. Ray Holding, all of the Douglas shows; Mr. and Mrs. George Hiseck, Mr. and Mrs. Leon Breck, Mr. and Mrs. Stiles, Mr. and Mrs. Bob Hurlburt, of the Ziegler Shows; Mr. and Mrs. Kurt Andersen and Mr. and Mrs. Tony Buhr, of Tacoma, Wash.; Mr. and Mrs. Charles Hagerott, of Fife, Wash., and Mr. and Mrs. Ingalls.

John Phillips, Hi-Striker manufacturer, is in a Detroit hospital for an operation. His son, Walter, will handle the business during his father's absence.

Mom Cole, carnival operator with Mighty Page Shows last year, recently presented her daughter, Lucille, with a new car and cooker present in celebration of the latter's birthday.

Bill and Jean Bacon and the latter's sister, Maxine, recently joined Paul's Amusement Company for the 1948 tour with their cookhouse.

HAROLD EUTAH WANTS AGENTS

For String Game, Fish Pond, Dart Balloon, Cook-Fry-Fry, Ping Pong Pitch, two Penny Pitches (Dish and Board), Over and Under Pan Game, Pea Pool, Coke Bottle, Stock Ball Games and Hit and Misses. All Concessions, except Percentage worked on 50-50 basis. Following shows, wire me: Bill Catter, Dale Farnish, Mr. Donlop and Louise Selzter.

HAROLD EUTAH

409 W. JOPLIN, MISSOURI

On Account of Disappointment WANT

First-Class Billposter

One that can and will put up paper. We pay top money if you can produce.

WORLD OF TODAY SHOWS

BOX 692, MUSKOGEE, OKLA.

RIDE HELP WANTED

For men on Rides. Top wages and hours at end of season. Also, for girl sides. Top salaries. Must be strong, be sober and reliable. Join us now. Wire me: L. L. Peppers.

PEPPERS ALL STATES SHOWS

Florence, S. C.

FLOYD O. KILE SHOWS

WANT

TO RENT ONE, MORE RIDE: ED. Wheel, Carnival. Will rent for cash or 3% on gross or 10% on net. Average cost of building, $1,000.00. Will rent all winter. Write: FLOYD KILE, Box 84, Baltimore, Md.

HERMAN REYNOLDS

Reynolds Amusements

1620 Hames St.

DALLAS, TEXAS

CARNIVAL WANTED

July 4th Celebrations, July 2-4

Want Carnival of usual size to play in four Shows. Foundation 2000. Address Lorten.

BOX F

GAYFIELD, MINN.

WANTED

ELECTRICAL EQUIPMENT

Economical rates at Universal Motor Company.

UNIVERSAL MOTOR COMPANY

426 Universal Drive • Oak Park, Wisconsin

FROZEN CUSTARD MACHINE

NEW MILLS MODEL, 5-25, 2-10, with or without 1 R.P.M. Electric Compressor. Will handle in 30 days.

GUY LAWS, 731 Main, Joplin, Missouri

PEANUTS

RAW OR ROASTED

No. 1 Fancys

21¢

F.O.R. Nashville only.

Blevins Popcorn Co.

Nashville, Tenn.

www.americanradiohistory.com
BALLYHOO BROS. CIRCULATING EXPO
A Century of Profit Show
By Starr De Belle

Sand Bar, Fla. February 28, 1948.

Dear Editor:
While other midways are preparing for the comfort and pleasure of their patrons, we are preparing for the comfort and pleasure of our employees. We make up the lack of paydays with joy, companionship and the finer things in a troupers life. Those are the things that have kept this big happy family intact, especially the companionship. Surprises for our people never cease.

After checking the box wagons it was learned that they were loaded to full with show and ride equipment that only 40 per cent of the space was left to load beds, springs, trunks, iceboxes, bedding, pots, pans, dressers, wash tubs, dishes and grub boxes. The boss ordered all extra stakes poles, burla curtains, ride parts, steps, platforms and all neon signs to be junked, which now provides enough room for wagon-dwellers to bring their relatives along with them as well as enough space for them to pick up a bunk or two by hurling a concessionaire's booth.

We have eliminated the portable restaurant and replaced it with a circus-style cookhouse. Plenty of eating and sleeping is our motto. The charge for board will be $1 per day, but since there are no salaries on this show the bunk per day will be deducted from bonuses. Even where there will be no money involved, a cashier will sit by the exit. That will make the diners heel by the sidewalk route. Just another of the finer things in life, cookhouse heeling, that make us happy.

When we arrived here to winter, the burg's mayor met the train, with, "Make our town your town." To date we have made our town ours (had to build 10 more wagons to carry it). To co-operate with the town council, the boss agreed to help the burg by appointing our night watchman as dog catcher. A dog hurry-up-wagon went with the position, which the newly appointed dog guzzler has converted into a popcorn wagon. Right now we have impounded in quarters about 73 pooches. Manager Pete Ballyhoo said: "The dogs come under the heading of joy and companionship, and a dog will be issued with every stateroom. But we'll furnish no linen." So, 75 pooches and no linen.

Under our joy-and-finer-things-in-life set-up, only the way the office will have to done is an employee for breaking a rule will be by taking the dog away from him or her for 10 days or by having the cookhouse steam-table man hold the beef out of their beef stews. This is no longer a troupe—it's a sect.

P.S.: Word has just come from the office that as an additional finer thing-in-life we will be permitted to throw trash and garbage out of the wagons and leave it on the lawn. Our show pulls off the lot, and that each wagonized family may build and carry a portable restroom. As our special agent is considered a worldly man he gets more. It will be his job to either hire someone and pay him out of his pocket to do the hole thing or to dig them in the largest two days before the shows' arrival. Yes, money isn't everything.

Major Privilege.

ROLL OR FOLD TICKETS

DAY & NIGHT SERVICE

SPECIALTY PRINTED

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.

STOCK ROLL TICKETS

1 ROLL $1.50

FORT SMITH, ARKANSAS

8 ROLLS $4.00

10 ROLLS $5.00

RELATION, 213 S. W. 8TH ST.

WELDON, WILLIAMS & LICK

TICKET PRINTING

The Best Show Stars Of Place Where Stills Are Taken.

Write or Wire:

JRAFT, President

FUMACE AMUSEMENT CORPORATION

2427-35 BOARDWALK

ATLANTIC CITY, N. J.

LA CROSS AMUSEMENTS

Want for season, opening April 16

Ride Foreman that can take charge of Merry-Go-Round, Ferris Wheel and Kiddie Whip and see that the Rides go up and down and kept in shape. Only top man wanted. Good salary. Also can use Second Man on Merry-Go-Round and Wheel. If you drink or don't intend to stay, don't answer. Will book Shows, any kind; also Hanky Panks and Crind Stores and give X on same for $10.00 per week. Write—Phone—Write immediately.

PAUL M. LA CROSS

158 LAKE ST., ST. ALBANS, VERMONT.

J. AND B. SHOW

WANT—

On account of disappointment, can place sensational Free Act for season—opening 1st of April. Write or wire

HAYES AND FLynn

J. AND B. SHOW, 2021 CHAMBERLAYNE AVE., RICHMOND, VA.

JOHN R. REID PRESENTS

HAPPYLAND SHOWS

THE BEST IN OUTDOOR AMUSEMENTS

NOW BOOKING FOR OUR 20TH SEASON—1948. RIDES, SHOWS, CONCESSIONS

Opening vicinity of Detroit, Mich., in April.

PHONE: Plaza 7224

March 6, 1948

PRAIRIE SCHOONER TRAILER CO.

ELKHART, INDIANA

WANTED! WANTED! WANTED!

For 5 of the Biggest Celebrations in North Carolina. Shows, Rides, Concession Acts, Name Bands, Thrill Shows or any Money-Getting Shows.

Everybody write for details.

CAROLINA ARTISTS SERVICE
A. C. WILLIAMS, R. E. LEE OR HAROLD CRADEN
BOX 206, HIGH POINT, N. C.

YOU CAN MAKE CLOSE TO $3,500 PROFIT A YEAR

SELLING TO HOFFIE BUNWICHES PER HOUR EVERY 12 HOUR DAY

Inquire about an exclusive franchise on the

HOFFIE FRANKFURTER BAR

... Colorful Stainless Steel Unit, 241/2' x 36', complete with equipment, arrangements for Hoffie Quality Buns, Frankfurters, Relishes and Glazing Serving Bags.

HOFFIE National System, Inc., 122-B N. W. 1st Street, Evansville, Indiana

JOE KANE WANTS

For PRELL'S BROADWAY SHOWS

AGENTS FOR BALLOON GAME, WATCH-LI, HOTLIES, TUNES, DECK FOND AND P. C. Dixie Bites, Johnny Moore, Johnny from Laugh, come on. All others come on. Show opens March 15, Charleston, S. C. Everyone report March 12 on 34. We play best spots in the East.
**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

**SIDES T** T. JERSSP G.S.O. W. J. HASSON

**UNITED STATES TENT & CROW TROUS**

Chicago 17, Ill.

Rents and Sales

**CHICAGO**

**39.50**

**32.50**

**32.50**

**49.95**

**9.95**

**39.50**

**THE BILLBOARD**

**March 6, 1948**

**CLUB ACTIVITIES**

**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

**SIDES T** T. JERSSP G.S.O. W. J. HASSON

**UNITED STATES TENT & CROW TROUS**

Chicago 17, Ill.

Rents and Sales

**CHICAGO**

**39.50**

**32.50**

**32.50**

**49.95**

**9.95**

**39.50**

**THE BILLBOARD**

**March 6, 1948**

**CLUB ACTIVITIES**

**National Showmen’s Association**

1564 Broadway, New York

**CHICAGO**

Feb. 28.—Mike Wright president at the regular meeting held Thursday (26) in the absence of Vice-President Lou Keller, who is on convalescence from a recent operation. Absent C. T. Lewis from membership. Applications posted for the next meeting included those of Ralph Winarski, Haverhill, Mass.; Dominico Cristiani and Dominick Bommarto, both of New York; Ralph Delaney, Hadji Del- sanj and Earl Shipley, New York.

**Tents—Side Show Banners**

The Best Flameproofed Fabric Available.

**BERNIE MENDELSON—CHARLES DRVERS**

O. Henry Tent & Awning Co.

807 N. Clark St. Chicago 50

**SIDEWALL**

**NEW FLAMPROOF**

Following finished sizes, comply with Grom- mets. Price per Doz.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>16&quot;x100&quot;</td>
<td>55.60</td>
</tr>
<tr>
<td>16&quot;x150&quot;</td>
<td>58.00</td>
</tr>
<tr>
<td>16&quot;x200&quot;</td>
<td>94.80</td>
</tr>
</tbody>
</table>

Made in any length at the above rate per Doz.

**MICHIGAN SALVAGE**


**SHOW CIRCUS CONCESSION BOARD-BORDER CENTRAL CIRCUS COMPANY**

HARRY SOMMERVILLE—FOSTER BILL

191 Wabash Blvd. Kansas City 8, Mo.

D. M. KERR MFG. CO. TENTS

1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

**PHOTO Machines**

(all types)

Original

**SODA & ACID ENGINES**

Single or Double Cylinder 400 lbs. Type. Optional with cast or wheel. With single or separate control. Mixers, Coolers, etc. WRITE FOR ESTIMATE. **USE—GOOD** Mix. By writing on tag of engine. Original tags will be cut off. Write for Industries. **Packed In Insulated Cartons.**

**MERRITT'S**

**$175.00 each**

**FIRE EXTINGUISHER**

**Mfd. by**

**FIRE EXTINGUISHER COMPANY**

1550 E. 1st St. Los Angeles 39, Calif.

**WANTED**

Spitfire kline capable of handling 1946 ride. Top salary and bonus. Lives and ride for Till—a-Whirl and Merry-Go-Round. Semi drivers preferred. Open April 12th. Concessionaire that will work for show and has transport with address.

**LEE UNITED SHOWS**

100 So. Farragut St.

Baylor, Mich.

**MERRY MIDWAY SHOWS**

BOOKING NOW FOR 1948 SEASON

Contact Secretary Black Stunt man, Bismarck, N. Dak. All other bookings written. Dress for show, if possible. Address:

**ALBERT BANKER**

2622 W. 39th St. Des Moines, Iowa.

**FOR SALE**

**ELECTRIC POPCORN MACHINE**

**FIRST 100.00 TAKES IT**

E-3, 8 PCAL E-30, 8 each.

**J. C. WRIGHT**

1150 Cordova St.

DALLAS, TEXAS

**CARNIVAL WANTED**

FOR ANNUAL FISH FRY AND PICNIC

GIVEN BY BEN HOUSTON, CITY COUNCILLOR, 8TH WARD

**JAMES BIAUM & ANTON SASSO**

BEND, ILLINOIS

**WANTED**

Thrilling Amusements Engine, Railroad Show, Must be in excellent condition. Must be equipped. Also Athletes and other Optical Goods, Clubs, Concessions, Savings Banks, etc. Write.

**ELMER BROWN**

320 Arcade Bldg.

ST. LOUIS 1, Mo.

**FOR SALE**

Link Tractor, generator, supercluth. This machine will power lights, fans, etc. Very pretty. Price, $500.00.

**LAMBERT'S MUSIC CO.**

502 S. 4th, Milwauke, Wis.

**HORSES**

**FOR ANY USE, BARGAIN, Set, Comed, Streamlined, only trained. Quiet.**

**ELMER BROWN**

320 Arcade Bldg.

ST. LOUIS 1, Mo.
Missouri Show Women's Club
415A Chestnut St., St. Louis
ST. LOUIS, Feb. 28.—Regular meeting was held Thursday (12), with President Louis Francis presiding. Board of Directors voted to purchase a $1,000 government bond for the club.

Visitors included Esther Speroni, Trenka Warlick, and Bill Hoy, former showman who now is the army engineer in Adak, Alaska.

Letter from President Joe Robinson was acknowledged from Dorothy Williams and Kay Gawle.

Babe Weinstein and Flo Parker are recuperating from illnesses.

The Valentine party held in conjunction with the International Showmen’s Association was a big success. Norma Lang was awarded first prize for the best fem costume, while Meyer Katz was the winner in the men’s division.

Among the others in costume were Jane Baker, Goldie Fischer, Blanche Heth, Daisy Davis, Gertrude Lang, Elka McKey, Lois Francis, Gus and Mary Forster, Sally Prevot, Mildred Laird and Harriett Maher. 

Ruby Cobb was at the mike, assisted by Red McCoy.

Pacific Coast

Showmen’s Association

1235 S. Hope Street, Los Angeles 15

LOS ANGELES, Feb. 28.—The Monday (16) session was conducted by President E. W. Coe with Vice-President Joe Krug, President Bootman, Treasurer Al Weber, Chaplain Jack Hughes, and Walter L. Main, guest, also on the rostrum.

Carl J. Folk was elected to membership.

Kings and members present after absences included Max Kaplan, George E. Henschel, Bill Hobday, Jerry Jackson, Arthur Bubenthal, Murray Estelle, Vic Lopez, Jack Hawthorne, Fred Mortensen, Frank Tritle, Edgar Hennesy, Ivan Stanford and Ellis Zemansky.

Sixth list includes Barney Tulley and Jerry Howard, both of whom are convalescing from recent illnesses.

Ed Kennedy presented a donation of $18, collected from members of the Ferris Greater Shows, to the furniture fund. A total of 132 chairs have been pledged to date.

Drawing was won by Jimmy Dunn.

Ladies’ Auxiliary

President Madge Buckley presided at the regular weekly session Monday (16), Ann Doolan and her guest, Mrs. McKernan, both of Chicago, were invited to sit on the rostrum. New members introduced were Victoria Johnson, Mae Jackson, Mabel Mortensen, Clara Conners and Mary Bagciapli. Guests, in addition to Mrs. McKernan, were Mrs. Stegge, Mrs. Walter Main, Mrs. Snyder and Mrs. Pete Kortes. Called on for talks were Marie Forrest, Gracie Hanneford, Martha Kenyon, Helen Henn, Mrs. Main, Mrs. McGlynn and Ann Doolan.

Blossom Robinson was reported ill in Calif. Maryanne Bennett, Vivian Goodwin and Nancy Myers were reported on the mend. Ethel Krug has recovered her recent illness.

Pillow cases, donated by President Buckley, were won by Norma Burke; the cookies donated by Doreen Dykes were purchased by Clara Zeitger; the cake donated by Peggy Steinberg was won by Opal Manly, and door prizes, donated by June Gilligan, Eliza Berry and Sue Cummings, were won by Nina Rogers, Martha Riley and Donna Day. The bank award went to Betty G. Coe. Margaret Farmer’s guessing game realized a tidy sum for the furniture fund. Canister Leiterman made a donation to the furniture fund.

The dinner given by President Buckley and Margaret Farmer never netted a profit. On the banquet committee were Ann Wasserman, chairman; Grace Merkle, Gertrude Di Santi, Martha Riley, June Gilligan, Nis Dyer, Estelle Wampler, Marie Rhodes, Bette Dorn, Rose Beards, Norma Burke, Lily Schuh and Charlotte Cohen.

Ohio United Showman’s Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., Feb. 28.—Regular meeting was held Monday (33), with President Adam Shorb presiding. Plans were announced for the spring round, scheduled April 18 at the Dino Ranch.

Another, it was announced, meetings of the club will be held every two weeks regardless of the date. The auxiliary holds its meeting the second and fourth Mondays of each month, under leadership of Mrs. Margaret Leitcham. Next meeting will be in the form of a St. Patrick’s Day party.

L. J. HETH SHOWS

NOW BOOKING FOR 1948

Shows, Rides, Concessions, Acts.

WINTER QUARTER

North Carolina, N. C.
**WANTED! WANTED!**

**SHOWS & LEGITIMATE CONCESSIONS**

**THE WEST'S GREATEST SPRING CELEBRATION**

**NATIONAL ORANGE SHOW**

SAN BERNARDINO, CALIF.

— ELEVEN BIG DAYS —

MARCH 11 TO 21 INCLUSIVE, 1948

**1947 ATTENDANCE, 300,000**

All Legitimate Concessions open. Also Shows not conflicting must conform to this show's standards.

**WRITE, WIRE OR PHONE SUNSET 2-3131**

**CRAFTS 20-BIG SHOWS**

7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.

**DICK'S GREATER SHOWS**

RICHARD E. GILDSFORD, General Manager

**WANT**

**WANT**

**CONCESSIONS: COOKHOUSE capable of taking care of Help. PENNY ARCADE**

**SHOWS:** SIDE SHOW, FUN HOUSE, RIDES; Miniature Train, Rolyopoly.

HELP: FOREMOVER on Rocket, Chairplane, Ferris Wheel. Second Men on all Rides. **TOP SALARIES TO MEN WHO CAN QUALIFY.** Semi Drivers preferred.

**WINTER QUARTERS NOW OPEN**

Write or wire

R. E. GILDSFORD, Box 1582, Norfolk, Va.

**BRIGHT LIGHTS EXPOSITION**

**SHOW OPEN APRIL 15TH IN VIRGINIA**

FEATURING CORDA SMITH, 125 FEET IN THE AIR, AS OUR FREE ACT

**WINTER QUARTERS NOW OPEN**

**WANT**

**WANT**

Show of all kinds not conflicting with anything else. Concessions—Plaza Sidewalk, Hotdog Stand, Water Grille, Ice and Noodle, Country Store, Ringling, Spring, Devil's Festival Alley, Glass Pots, Rides, Mule Bells, Arcades, Boxes, Monti, Rolyopoly. Also Rides for small children. Ferris Wheel, Chairplane, Western Wild West, Airway, Airplane, Swing. Also want Lot Portable, Carley Show, etc. All our old Ride Bikes, let me sail them too. No Winter Quarters are at Evanston, Ill. Write or wire:

JOHN GEOCMA or L. C. HECK, Owners and Managers

222 EMPIRE BLDG.

Phone Grant 5813

PITTSBURGH, PA.

**ROBERTSON BROS.' SHOWS**

JOHNNY J. DENTON #2 UNIT

**LAST CALL**

Opening March 12, Downtown, Grand, Ala., Lithia Club; close March 20th.

**CONCESSIONS:** Hot Dog, Pop, Soda, Coke, Ice Cream, Animal Show, Carnival, Bicycles, Cards, Dimes, Dime Shows, Horse, Free Cokes, Rides, Mule Bells, Games, Rides, Joe and Wayne, Half Stalls, French Paris, Newsboy, Long Home Bowling Gallery, Carnival, 2 Shows.

**SIDES:** Good support for following Rides: Kiddy Ballet, Pierrot Scooter, Contessa, Doll's Plus.

**PERSONNEL:** Jack Hanna, some bills. All travel to:

BOB RObERTSON, Napier Field, Dothan, Ala.

**MIAMI SHOWMEN'S ASSOCIATION**

236 W. Flager St., Miami

**Ladies' Auxiliary**

President Louise Endy presided at the Thursday (19) meeting. On the motion of Mrs. Walter, Vice-President Alvin Roman, Second Vice-President Martha Myers and Treasurer Mae Levine, Hilda Roman acted as secretary during Lois Hanson's absence. Members attending for the first time this season were Betty Wiseman, Elsie Keesler and Peggy Hirsch. Irene Moore donated $10,00 of total receipts to $500. Dolly Young, of Royal Crown Shows, held a bingo at Winter Haven, Fla., that program. President Louise Endy, Hilda Roman and Martha Myers were present at a card party held in the clubrooms February 23. Proceeds were $326. Door prizes were awarded. Virginia Feldman, Agnes Ginter, Bertha Cohen, Hilda Marini, Ethel Weer, Sue Walters, Hilda Solomon, Matt Harris, Mrs. Wilcox, Garber and Ceasare Buzzelli. Membership applications were received from Ethel Harris and Phoebe Carsky. Sophie Tucker was brought to by Pat Fagan. Sterling silver membership cards were awarded Peggy Biswas and Jean Berger. These cards are given to members donating $100.

There was discussion of the purchase of new clubrooms to house the Miami Showmen's Association and the auxiliary. It was agreed that the ladies loan the men's club additional room to complete the purchase. Building is located at 3350 N. W. Seventh Avenue. President Endy announced March 1 as the date for selection of the nominating committee.

Membership is served by Ceasare Buzzelli and Mildred Scott.

**ROCKY MOUNTAIN SHOWMEN'S CLUB**

1421 Arapahoe, Denver 2, Colo.

DENVER, Feb. 28.—Annual banquet was held in the clubrooms. Tiny Oliver, club president, was in charge. Ada Smith and Marie Williams were in general charge of the affair. Following the banquet, dancing held until the wee hours.

Commodities on display, are in charge of Custodian Elmer Bush. Auxiliary has Ladies' Night every other night this year. Ada Smith was hostess at the first one.

Ceasare Buzzelli, president; Ralph Adams, vice-president; Frank Swarts, secretary; Jim Power, director; Elmer Bush, custodian. The board of directors includes Ralph Smith, Marie Williams, C. T. Miller, John Lynch and Frank Swarts. Newly elected members are Scott, John Lynch, Babe Smith, William Neely and Tex and O'Dell Clark.

**FRANKIE BURTON**

Joe Tom Berry, of the Western Showmen's Association, sold Burton an additional contract.

Joe Queen left for the West Coast. The Lamb's are leaving next week for Galveston.

Ray Browder's father died at his home in Boulder, Colo.

**MICHIGAN SHOWMEN'S ASSOCIATION**

3153 Cass Ave, Detroit

DETROIT, Feb. 28.—Harry Stahl, president, presided at the Monday (22) meeting. Other officers present were Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Bernard Robbins, secretary, and Jack Dickstein, past president.

Communications were read from Fat Nelson, Harry Solof and the Pacific Coast Showmen's Association.

Sam (Pork Chops) Ginsburg is a patient in the Diagnostic Hospital and Julius Berk is ill at his home.

Secretary Robbins is in a cast due to a fractured wrist sustained in a fall on ice.

Harry Stahl was the chair at the Monday (16) meeting. Other officers present were Ben Morrison, Oscar D. Wade, president; Louis Rosenthal; Bernard Robbins and Jack Dickstein.

Oscar Hanlon was voted a membership.

Communications were read from A. McNeil, Harry Levine and Marvin Keys.

Highlight of the meeting was the box social given by the auxiliary. A total of $294 was raised for the building fund as a result. The following members of the auxiliary prepared boxes for raffle: Mayne Wade, Hazel Liddon, Ann Borke,1 Lawrence Smith, Rosa Rosenbach, Wanda Cherry, Phoebe Urquhart, Mrs. Bud E. Anderson, Edith Smith, Belle Morgan, Bertha Ford, Fat Croagals, Dottie Galvin, Basie Gallagher, McMeen Bellick, Louisa Fals, Harry Cohen, Mrs. Stapleton, Dorothy Gold, Geraldine Lawrence, A. V. Calun, Ethel Evans, Florence Wilson, Freda Riser, Clara Silber, Jo Fieldman, Bette Pender, Bela Rieu, Betty Peach and Faye Green.

Bob Morrison officiated as auctioneer, assisted by Ben Morrison.

**HUGO SHOWMEN'S CLUB**

Hugo, Okla.

HUGO, Okla., Feb. 28.—Regular business meeting was held Monday night. D. R. (Dorey) Miller, of the Kelly-Miller circus is president; Smith Laton, local business manager; and O. A. Brewer, local attorney, secretary. Luncheon was served at the auxiliary Saturday night by two members. The club is quartered in a new ground floor building, with ample space for card room, billiard tables, ping pong and other games.

New members include Forrest Grimes, Walnut Ridge, Ark.; Mr. and Mrs. J. W. Frazier, Hugo; Miss Bertha Conn, Hugo; Joe Rossi, band leader of Dixie Bros. Cirque; and L. H. Wall, local president of the association.

The writer just completed a summer drive which resulted in several local showmen and ex-troupeers doing the same.

The club will hold a bingo party in the near future. There is nothing going to the club. Recent visitors included George Hanneford and family, Jimmy Armstrong, Jimmy Ray and Joe Rossi; Pete, Bill, and Al Lindemann; Luther Fuller, Red LeVida, Bonnie Baker, Jack Hoxie, Howard Evans, Milton Herriot, Paul and Mildred Banta, Doc and Ruby Banta and family; and Mr. and Mrs. Don Whitney, who will bring with Kelly-Miller show.

**AERIALIST**

To work High Hat Act. 30 weeks' work. Good salary. Write or wire JAMES A. AULSEN

20 North Warren St., Trenton, N. J.
Greater Tampa Showmen's Association
406 Fortune Street, Tampa

TAMPA, Feb. 28.—A special meeting was held February 8, at which time officers were elected and committees were appointed. Clover Fogle was named president. Other officers elected were Jeri Ringling, first vice-president; Lois Sedlitz, second vice-president; Eise Brienzdine, third vice-president; Mary Cain, secretary, and Mary Lee Holman, treasurer.

Named to the board of trustees were Jeri Ringling, Eise Brienzdine and Louise Sellmay, with Dolly Wise as chaplain. Elected to the board of governors were Hazel Maddox, Evelyn Kelder, Grace Fillingham, Betty Hartwick, Ruby Hall, Dotty Carroll, Rachel Lilly, Helen Julius, Vera Hancock, Betty Morgan, Marie Hauaghey, Vera Larkin, Mickey O'Reilly, Grace Le May, Blanche Lemid, Arlene Cooper, Berrie Perot, Evelyn Blakely, Irene Beatty and Bea Miller.

Committee chairmen appointed were: Hazel Maddox, ways and means; Evelyn Blakely, house; Kay Yeung, sick; Evelyn Kelder, entertainment; Nellie Golden, membership; Billy Cooper, refreshment, and Jeri Ringling, finance.

Dolly Young presented the auxiliaries from American flag. Piggie Bejano was appointed flag-ager.

FOR UNLIMITED CHOICE
of TOP QUALITY TRAILERS
(all sizes and prices)

FOR THE MOST LIBERAL
EASY-TO-PAY
FINANCING PLAN
(TAILORIED TO YOUR NEEDS)

Call on Rogers ... one of the oldest and best-established trailer sales-service organizations, backed by a perfect record for squareness among trailer owners the nation over.

Here you’ll find probably the biggest line of top quality trailers on the most liberal easy-to-pay financing plan available anywhere! It will pay you to investigate...

FOR SALE

Dixie, a 12x14 double water, 26' x 10', Aardvark, head truck; 1-11', 1-9' and 1-7', (all new for 1948), $750.00. (Located 8 mi. from Haines City, Fla.)

Ceylon, 11x16, water, head, 800.00.

GIANT, 13x18, water, 800.00.

Double water, 1-26', 1-11' and 1-9', $1000.00.

WANTED: Manager for Girl Review. Want Concession Agents. Phil Ochotin wants Concession Agents. Phil Ochotin wants Concession Agents.

FOR SALE

New Smith & Smith Kiddie Attract A Ride, Set up only 90 days old. Listed at Location: Osceola, O. Blossom.

BOX D-242

The Billboard

CARNIVALS

FOR SALE

D-35 INTERNATIONAL TRACTOR—$500.00 CASH
MODEL 702 WHITE TRACTOR—$400.00 CASH

Both tractors in good condition with fifth wheels and braking equipment. Have been overhauled and recalibrate. They can be inspected at our factory. Also have 100 gallons of Blue Firechief Flameproofing Compound for sale — 75¢ per gallon. Address inquiries:

GOODING AMUSEMENT COMPANY
1635 NORTON AVE., COLUMBUS, O. 

Eddie's Exposition Shows
Want Manager for Girl Review with at least 3 Girls. Want Concessions—Frozen Custard, Photo Gallery, Cigarette Gallery, Strolling Game and Bumper, any Grind Concessions that do not conflict.

July 3rd — Presider

Eddie Dietz

615 N. MONROE ST.

BUTLER, PA.
American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Feb. 28.—The 1948 membership drive will be inaugurated shortly. Letters, signed by President Oscar C. Buck will be sent to all known non-members, together with applications and copies of the 1947 annual report.

A reduction in income taxes during the current year is now a virtual certainty, and action on the pending tax bill is expected to be completed early in April.

The Interstate Commerce Commission has approved a 2-3 cents per mile increase in railroad coach fares for various Western and Southern railroads.

The War Assets Administration has a variety of alloy and carbon steel in various forms available for resale. The WAA has solvable about 33,000 fire extinguishers. They are being offered to State and local governments on a first refusal basis with the expectation that any unsold items will then be available for general sale.

Attention is called to the fact that many individuals in the carnival industry are engaged to file estimated taxes on their 1948 income tax.

A research service shows there is now available a new type of aluminum hoist, suitable for carrying up to 50 pounds 40 feet in height, an electric tow unit claimed to be available on a low operating and maintenance cost basis, a non-slip belt for motor traction purposes and an automatic welding equipment unit.

Gala Party Marks Opening
Of PCA's New Clubrooms

LOS ANGELES, Feb. 28.—A gala evening of refreshments, dancing and entertainment marked the official housewarming of the Pacific Coast Showmen's Association's new clubrooms at 1233 South Hope Street, Monday (23). More than 300 members and guests attended the festivities which began an hour late.

The beautifully appointed clubrooms were decorated with flowers and the dancing took place in the auditorium of the men's portion of the building.

A buffet dinner was served by the ladies.

Indianapolis Ups License Fees; To Tighten Controls

INDIANAPOLIS, Feb. 28.—A hike in license fees on street fairs, carnivals and circuses was announced recently by Mayor Al Feeny, who also said that the city will maintain tighter control on sanitation and safety measures at such events.

Present license fee is a flat $30 a day. New sliding scale will be introduced, with minimum set at $20 a day.

Elkins Inks West N. Y.

NEW YORK, Feb. 28.—Edward Elkins has contracted with the Catholic Legion of the War Veterans of West New York, N. J., to put on a carnival and the city in conjunction with the festivities being arranged by the civic committee in honor of the 50th anniversary of the founding of the town.

B & V Shows will furnish midway and attractions.

PAGE BROS.' SHOWS

LAST CALL

8 RIDES—6 SHOWS—35 CONCESSIONS

OPENING SPRINGFIELD, TAIL, SATURDAY, APRIL 10TH.

We have concessions for West Tennessee theaters. February 10th, Memphis, Tenn.; March 23rd, Chattanooga; April 6th and 7th, July stops in the South. Martin, Tenn.; and Tipton, Tenn., and 8 stops in August. All need concessions for week. Write "PAGE Bros."

RIDE HELP—Can place Wheel Foreman and Spitfire Foreman. We will pay a base money route of still dates in Illinois and Indiana, with the choice of Illinois Fairs, including DU QUOIN, CHAMPAIGN-URBANA, CHARLESTON, LINCOLN, GREENUP, with Tennessee and Mississippi Fairs to furnish. Also have OLDEN, ILLINOIS, biggest 4th of July Celebration in the State. Will open in Springfield, Ill., week of April 10th.

TURNER BROS. SHOWS, Petersburg, Ill.

SWEENEY'S UNITED SHOWS

OPENING APRIL 10TH NEAR WHEELING

WANT—WANT

Rides, Shows, Concessions. Will buy or look at 45 Ferris Wheel, small Alley-Co-Op. Read Want Grind Shows with own transportation. Concessions of all kinds except Bingo and Percentage. No grumpy, no grouch, no grumbles, no brattish, no wisick. Write Mr. Fred Sweeney.

GLENDALE, WEST VA.

P.S. Chas. Britton, write at once.

WILLIAM B. GEREN

Concordia, Missouri

AGENTS WANTED FOR THE FOLLOWING STORES:

Box 63, 6th Street, Concordia, Missouri

ROY McCURDY or F. H. BROOME

PEPPER'S ALL-STATES SHOWS

OE STARR SHOWS

Now Booking Shows and Concessions for 1948 Season

Open April 1, downtown, Isabel, Okla. Can place all kinds of Stock Concessions; Shows with own transportation. Write or wire

ED WHALEN

Hugo, Okla.
ATTENTION, CONCESSIONAIRES

Coin Operated Popcorn Machine

You have been overlooking one of the best money makers that would fit into a Circus, Carnival or Amusement Park. This machine is completely automatic and has proved to be one of the most profitable ways of merchandising popcorn. By inserting a dime in the slot the customer receives a hot, delicious bag of popcorn within 5 seconds' time. These machines could be placed in various places through Circuses or Carnival. In this way it would catch the eye of every customer.

1. Machines weigh approximately 50 lbs.
2. Have separate locks to money box.
3. Has sturdy steel cabinet with attractive paint job and large visible dome displaying popcorn.
4. Has only four moving parts when in operation, therefore practically anyone can maintain the service of this machine.
5. 15 machines can be hauled on half-ton pick-up truck.
6. Corn is popped with a special process and can't be compared to corn you purchase at thimble.
7. Corn may be purchased directly through us in lined, sealed containers and will stay fresh for at least 45 days. Cost: $0.26 per bushel—will not you $0.30 per bushel.
8. Maximum earning power, $72.00 an hour.

List price, $235.00 (new). We have a small number of used demonstrators that have been reworked and reconditioned for $175.00. (10% discount on 10 or more.). ½ deposit required with order.

TRI-STATE DISTRIBUTING COMPANY

248 Charlotte Street
Phone 3517 or 2542
Asheville, N. C.

KELLEY'S BIG SIDE SHOW

CAN PLACE

WORKING ACTS—TICKET SELLERS—TALKERS—LECTURERS

CANVAS MEN WHO CAN DRIVE SEMIS

CIVIL AND MILITARY js, Bennett and Billy Jewel, answer this ad

WOULD LIKE TO HEAR FROM ALL MY OLD PEOPLE—
NO MORE PARTNERS

Address:
T. W. (SELM) KELLEY, Box 14, Gibsonton, Fla.
OPENING IN APRIL WITH JOHN H. MARKS SHOWS, RICHMOND, VA.

ATTENTION

RIDE OWNERS

LEASE—BOOK—BUY

Major Rides, especially Merry-Go-Round, Ferris Wheel—all Rides open—for Lake Forest Pleasure and Amusement Park—Bathing, Boating, Rides, Concessions—on 4-lane highway—inside city limits—have a drawing population of 500,000 within fifty-mile radius—in that heart of East Texas. We invite all Ride owners interested to visit us or communicate with us at once. Park opens May 1st. Nine hours lead into city. This is not a promotion. Park is owned by city of Henderson and operated by seven-man park board.

A. M. WILKINS, Chairman

PHONE 39. WRITE P. O. BOX 625, HENDERSON, TEXAS.

WANTED—EXPERIENCED ELECTRICIAN

We have our own transformers. Second Men on all rides. Must drive and be sober and reliable. Top wages. All apply

HARRY LOTTTRIDGE SHOWS

HARRY LOTTTRIDGE, Manager
P. O. Box 933, Birmingham, Alabama.

OMAR'S GREATER AMUSEMENTS

OPENING MARCH 1, CAMDEN, ARK.


FAIRGROUNDS. FLORENCE, S. C.

WANT—ORANGE BLOSSOM SHOWS—WANT

For Valdosta, Ga., March 1st to 8th; Altav, Ga., 8th to 15th; Sylvester, Ga., 15th to 20th; then north, West Cooshaw or Columbia. Grab to join on with. Want two more Buck Concessions. Chief Apple Digger. One Talker. Hit'N Hitter String Band. Want two or three Grand Shows with own wurlitzers. This show a fun show north east. If interested contact me as soon.

A. P. HINNANT

W. H. MYERS
TWINTER QUARTERS

Ted Lewis

FAIR LAWN, N. J., Feb. 28.—Ted Lewis, owner-manager of the shows bearing his name, returned to quar-
ters after attending the fair opening in Raleigh, N. C., and taking a brief vacation at the Florida State Fair, Tampa.

Shows will carry six office-owned rides and about 20 concessions. Cur-
rent ride calls for about 22 weeks around New Jersey, after which the
show will be sold for the Southern fairs. Lewis recently appointed
Joseph Neelke ride superintendent.

Quarters work is expected to begin
under way soon with the rebuilding of the show, as trailers, one for the Per-
ris Wheel and the other for the Merry-Go-Round. Kiddy airplane
is expected to be ready for the opening slated for April 2.

A job on the trailer has been de-

erived and five more are on order.

Mike Sahlers will leave his Mt.
Pleasant, Pa., home soon for quarters to ready his popcorn trailer. Paul
Robbins will transform his trailer into a duck pond.—K. Lewis.

Prell’s Broadway

CHARLESTON, S. C., Feb. 28.—

Winter quarters are in full opera-
tion. Two new rides purchased by
Owner Sam Prell during the Chicago
season have been ordered. They are a Tilt-a-Whirl and Hi-Bal. The
show now has 15 major and six kid-

Rides

SHOWS

Can play two more shows of merit
Wild Life, Mechanical or Monkey Show.

CONCESSIONS

Some Stock and Shum Concessions are
open. Can place American Palomistry.

WANT FOR POLK COUNTY FAIR

Lakeland, Florida, 6 Days, March 15th to 27th.

WANT OPERATOR FOR GIRL REVUE

Must have not less than Six Girls, Wardrobe and P. A. Sets. Must
operate as revue and not a cooch show. If you can produce and have
the show, we have the finest framed show on road. Walk thru. all panel front. long season. Reply

JIMMIE CHANOS SHOWS

WANT

 Được kết hợp bởi một số công việc và kế hoạch khác, trong đó có việc tổ chức các sự kiện như:
- 30 WEEKS OUTSTANDING ROUTE FOR 1948 SHOW OPENS IN APRIL WITH THESE 18 PROVEN FAIRS AND CELEBRATIONS STARTING IN MAY
- WE HAVE CONTRACTS FOR WESTERN PLAINS RODEO, COLO., KAN.
- Buffalo Bill Rodeo, North Platte, Neb.
- IOWA'S BIGGEST JULY 4TH CELEBRATION, RED OAK LEGION CELEBRATION, CRETE, NEB.
- ANNIVERSARY CELEBRATION, DOWNS, KAN.
- WESTERN NEBRASKA'S GREATEST OUTDOOR EVENT, TRENTON POPWOW
- ADAMS COUNTY FREE FAIR, HASTINGS, NEB.
- NORTON COUNTY FREE FAIR, NORTON, KAN.
- TREGO COUNTY FREE FAIR, WAKEEKEY, KAN.
- NORTH CENTRAL KANSAS FREE FAIR, BELLEVILLE, KAN.
- CLAY COUNTY FREE FAIR, CLAY CENTER, KAN.
- BUTLER COUNTY FREE FAIR, NUNDEE, KAN.
- DOUGLAS COUNTY FAIR, WATERLOO, NEB.
- GAGE COUNTY FREE FAIR, BEATRICHE, NEB.
- CHAUTAUQUA COUNTY FREE FAIR AND REUNION, SEDAN, KAN.
- YELL COUNTY FREE FAIR, DANVILLE, ARK.

WANT OPERATOR FOR GIRL REVUE

Must have not less than Six Girls, Wardrobe and P. A. Sets. Must operate as revue and not a cooch show. If you can produce and have the show, we have the finest framed show on road. Walk thru. all panel front. long season. Reply

E. L. YOUNG, Royal Crown Shows

Sebring, Fla., this week.

JIMMIE CHANOS SHOWS

WANT

ROXY 43rd Year in Business

BROOKLYN, N. Y.

WINTER QUARTERS

Ted Lewis

FAIR LAWN, N. J., Feb. 28.—Ted Lewis, owner-manager of the shows bearing his name, returned to quar-
ters after attending the fair opening in Raleigh, N. C., and taking a brief vacation at the Florida State Fair, Tampa.

Shows will carry six office-owned rides and about 20 concessions. Cur-
rent ride calls for about 22 weeks
around New Jersey, after which the
show will be sold for the Southern fairs. Lewis recently appointed
Joseph Neelke ride superintendent.

Quarters work is expected to begin
under way soon with the rebuilding of the show, as trailers, one for the Per-
ris Wheel and the other for the Merry-Go-Round. Kiddy airplane
is expected to be ready for the opening slated for April 2.

A job on the trailer has been de-

erived and five more are on order.

Mike Sahlers will leave his Mt.
Pleasant, Pa., home soon for quarters to ready his popcorn trailer. Paul
Robbins will transform his trailer into a duck pond.—K. Lewis.

Prell’s Broadway

CHARLESTON, S. C., Feb. 28.—

Winter quarters are in full opera-
tion. Two new rides purchased by
Owner Sam Prell during the Chicago
season have been ordered. They are a Tilt-a-Whirl and Hi-Bal. The
show now has 15 major and six kid-

Rides

SHOWS

Can play two more shows of merit
Wild Life, Mechanical or Monkey Show.

CONCESSIONS

Some Stock and Shum Concessions are
open. Can place American Palomistry.

WANT FOR POLK COUNTY FAIR

Lakeland, Florida, 6 Days, March 15th to 27th.

WANT OPERATOR FOR GIRL REVUE

Must have not less than Six Girls, Wardrobe and P. A. Sets. Must operate as revue and not a cooch show. If you can produce and have the show, we have the finest framed show on road. Walk thru. all panel front. long season. Reply

E. L. YOUNG, Royal Crown Shows

Sebring, Fla., this week.

JIMMIE CHANOS SHOWS

WANT

Dawson’s United

WILLERNE, Minn., Feb. 28. —
Cold weather has hampered work in quarters up until the last two weeks.
Work, in charge of Pete Jensen, with R. O. Pickering and Bill Schmal-
low, carven painting, has been moving fast, with most of the inside painting
finished and two new kiddy rides built.

One new tractor and a semi have been added, and Bill, Norton and J. R. 
Schmalow are on a trailer and working on the new popcorn wagons.

Recent visitors have included Wil-

Dobson’s United

WILLERNE, Minn., Feb. 28. —
Cold weather has hampered work in quarters up until the last two weeks.
Work, in charge of Pete Jensen, with R. O. Pickering and Bill Schmal-
low, carven painting, has been moving fast, with most of the inside painting
finished and two new kiddy rides built.

One new tractor and a semi have been added, and Bill, Norton and J. R. 
Schmalow are on a trailer and working on the new popcorn wagons.

Recent visitors have included Wil-

Dobson’s United

WILLERNE, Minn., Feb. 28. —
Cold weather has hampered work in quarters up until the last two weeks.
Work, in charge of Pete Jensen, with R. O. Pickering and Bill Schmal-
low, carven painting, has been moving fast, with most of the inside painting
finished and two new kiddy rides built.

One new tractor and a semi have been added, and Bill, Norton and J. R. 
Schmalow are on a trailer and working on the new popcorn wagons.

Recent visitors have included Wil-

Dobson’s United

WILLERNE, Minn., Feb. 28. —
Penn Premier

SANFORD, N. C., Feb. 28.—Oz, which closed its '47 season in October and which has been wintering here, is preparing for the '48 season. A crew of 10 men was busy all winter building five new wagon fronts and reconditioning other equipment. At Altoona, Pa., a crew of 15 men has been added.

Jack Wright Jr., founder and president of the James E. Strates Shows, will head the org this year as general representative. He will be assisted by Franklin Carlson, who also will handle second week and prelims.

The Twist has been overhauled and shows, with the addition of a Merry-Go-Round and kiddie ride. Jim L. Forbus, ride superintendent, has all rides in shape. Arch Beauchaine is in charge of painting and building work.

UNA MEADOWS

Jimmie Dupree

LAS CRUCES, N. M., Feb. 28.—Everything with it has been overhauled and painted. Opening has been set for March 1. Owner Dupree purchased a new Diesel light plant, which has been mounted on a four-wheel trailer. Org plans to carry five rides and shows. Locations will be in New Mexico, Colorado, Kansas and Nebraska. General Agent J. Torres had his office from a second-inch Box thru Kansas and Nebraska. Harry Gold, who will have charge of the ball games, is in quarters.

AT LIBERTY

LEGAL ADJUSTER

BUSINESS MANAGER

Capable of handling Railed or Truck Show.

Address:

BOX 130, e/o The Billboard
390 Arcade Bldg.
St. Louis, Mo. 1, Mo.

LEAD SHOOTING GALLERY

FOR SALE


Playland Amusement Co.

413-15 7th St., N. W., Washington 4, D. C.

DO CROSBY

Contact me at once.

J. MARSH

Care Royal American Shows
Tampa, Fla.

CASSVILLE, WIS., AUG. 7-8

SECOND ANNUAL SPORTSMEN'S SHOW

Get your guns and come. It's a great show.

Walter Perry, general agent-

Box Cassville, Wis.

J. F. DIETRICK

SECOND-HAND SHOW PROPERTY FOR SALE

$300.00 new 60 ft. Great Western, 1 horse power, 24 ft. long; $200. 00 new 50 ft. Great Western, 1 horse power, 20 ft. long. Simlices can be sold by the bunch or single.

WANTED TO BUY

Find Monroe's new show trailer—Permit Badger Shows. Must be jockeyed and in good condition. Will pay top price if freight prepaid. Will trade for trailer. Triples $200.-

GRIFFIN AMUSEMENT COMPANY

FOR SALE

1940 CHEV. TRACTOR

Has new 1947 20-cu. ft. and 24 ft. Van Semi Trailer. This equipment is in very good condition and priced to sell.

H. L. TAYLOR

5500 Asher Ave., Minneola Ctr., Little Rock, Ark.

FOR SALE

Single Loop-o-Plane

Perfect condition, new motor. No extra refund.

EOW. TRACT, 472 Brin St., Fairview, Min.

HARRISON SHOwS

GREAT RIDE SHOWS

PRESENTING THE SHOWS OF SHOWS

LAST CALL LAST CALL LAST CALL

Opening March 15, Johnston County, Iowa. ANNUAL PEACH

BLOSSOM FESTIVAL

In heart of town. Band concert, air show, floats and parade.

All people contracted with this show acknowledged at once.


J. W. PINKSTON

BOX 512, ALTA, ALA. All Other Wire COLUMBUS, S. C.

FRANK HARRISON, Owner & Manager

TEL. 2701

WANT . . . WANT

WANT CAN PLACE SIDE SHOW—Will furnish Top and Front. Also Mechanical, Hillbilly, Motordrome, Big Snake, Monkey Show. Crime and Fat Show or any worth while attractions.

WANT OCTOPUS, SPITFIRE, FLYOPLANE AND MIX-UP (with own transportation).

GIRLS FOR REVIEW. Address Mrs. Lucille Newman.

Long season, with ten Texas fairs and other celebrations.

WANT MEN, WALTER PERRY, general agent, for Ridenour Shows. Address: West Virginia, New York.

WANT RIDES, WALTER PERRY, general agent, for Ridenour Shows. Address: West Virginia, New York.

RIDE HELP, FIRST AND SECOND MEN

Long season. Finest truck show in America. No agitators or riff raff. If you drink or cannot drive truck do not answer this ad. Address

E. L. YOUNG, Royal Crown Shows

Sebring, Fla., this week.
**THE NEW SMITH & SMITH Ride**

**RIDE CENTER**

**NEW EQUIPPED WITH CENTER DRIVE**

Mighty Page

WILSON, N. C., Feb. 28.—A skeleton crew has been working in quarters since shows closed November 1, but little has been accomplished because of inclement weather. Tex Points has had mechanical difficulties, but not so much as Little Boy Boykin, ride superintendent, are getting rides and calling for more rides for the new show. Roland Page, assistant manager, purchased a Roll-O-Plane at the Nashville Fair meeting. Mack House, business manager, purchased a Ferris Wheel giving a total of 10 rides.

Owner Bill Page, accompanied by Roland Page and Mack House, attended fair meetings in Tennessee, Georgia, and North Carolina. Manager Page reports the shows will play all fairs on the 1947 route, with the exception of one. He also added four new annuals to the 1948 route. Jethro Harris will be back to manage Harrison's A-Poppi Minstrel, and Margie Hutzler again will be back with her gook show. Concessionaires include Ray Price with 10, including the courthouse; George Keeler, 10, and Bob Prince with Bingo. Staff this year includes Bill Page, owner and general manager; Roland W. Page, assistant manager; Mack House, business manager; Paul A. G. Lusse, general manager; Mrs. E. J. Langley, secretary and treasurer; Dwight Murray, stage agent; Pete Hendrix, electrician; Tex Perrymon, mechanic and transportation superintendent; Red Corble, Diesels and sound equipment; and Little Boy Boykin, ride superintendent—MRS. E. J. LANGLEY.

**Harrison Greater**

LEXINGTON, S. C., Feb. 28.—With good weather the workmen were busy getting in plenty of time. A crew of 14 is on hand and more will be added. New front is finished. George Nineties is being built and will have a 100-foot front. All new cars have arrived. There are about 80 persons in quarters and trailers are arriving daily.

Advance truck has been overhauled and repainted and is ready to hit the road. Burt Howell, who supervised his ankle recently is okay again. Harry Frank Harrison reports a good fair route. Tony Pomperino, business manager, is a daily visitor. Stan Hecht, again, is a daily visitor to quarters from New York for a visit with his son. He left again for the North.

New faces this year will include Chance, Bennie Straw, J. C. Hodges, Mr. and Mrs. Lucas, George Patterson and Fred Phil. Recent visitors included Riley Reynolds, John James, Bo Bo Tillman, John B. Williams, Harry Crooky, C. C. Baxter and Mr. and Mrs. Lewis.—CLYDE MILLER.

**Capital City**

NAISHVILLE, Feb. 28.—Owner-Manger McGee, Mr. and Mrs. Kef, have ordered D. B. Sterling and Secretary Jack Rainey returned from the Georgia Fair meeting at Atlanta and announced that they had booked Hartwell, Manchester, Cubitown and Fort Gallatin, all in Georgia.

Quarter work gets underway in mid-March. Plans have been completed for the addition of 10-in-1, Snake and Monkey shows. These additions will bring the total of shows to seven, all of which will be office-owned with the exception of the Mr. and Mrs. Wilson (Speedy) Lanko's motordrome.

Two searchlights, mounted on a 26-ft. crane, have been added, and an office trailer purchased recently from Wallace & Murray Shows, will be added. Shows will open here last week in March. V. L. Collier has been engaged as business manager in place of Charles Griggs.—JACK SNOW.
W. C. Kaus
Nor Bern, N. C. Feb. 28—Russell C. Kaus, general manager of the W. C. Kaus Shows, has announced that 20 men are prepping the org for an early April opening in North Carolina. Work has been hampered by the unseasonable weather, the worst in years for the Carolinians. George F. Whitehead, org's business manager, is on route to Miami following a group in Canada. He says the Canadian veterans' hospital, and expects to arrive in quarters about March 15th.

Mrs. Helen G. Owens, secretary, is building a new trailer to house her office.

Graves H. Perry, general representative, will attend the Mississippi Fair Meeting at Jackson, was hospitalized two days but is back on the road.

Experienced Ride Help
WANTED
For Caterpillar, Ferris Wheel, Tilt-a-Whirl.
People who worked for me before, contact me. Quick Edmond (Petes) will contact me. Have your withholding tax receipt.

RALPH N. ENDY
820 N. 60th St.
MIAMI, FLA.

FOR SALE
SHORT RANGE GALLERIES
1 st Crystal River, Fl. 600, built on tracks, Allied inset the last route. Good time.

W. E. BURTON, Box 261, JONES, W. VA.
FOR SALE
Crystal River, Fl. 1 st. Elkhart, Ind. 600, built on tracks. No complaint. Selling time 1472.00 cash.

2220 Avenue "E" ENDALE, Fla.

W. E. ATTR ACTIONS
"In Sunny Georgia"
Can play a few Shows Considerable. Also High and Grind shows. Worthwhile.
Will play the cream of Georgia. Collins, Ga., March 6, 1 to 6 at 10.00. Will return to one. 2 new milks with new payroll.
The Pity Show, nine shows to March, opening. Get place extended Charlotte Open.

W. E. WEST, Owner
P. R. W. WE HAVE NO ROOM FOR AGITATORS.

MERRY-ROUNDFOR SALE
Phipps Bros. type, 4 platform sides, seat builder 4 row. Good show. Low time. In good condition.

C. C. HALE
295 Gold St.
LIMA, LINDA, CALIF.

Queen City
SMITHFIELD, N. C., Feb. 28—Crew is ready for equipment in early March bow. Manager Curly Little is directing the work of painting and rigging all rides has been hampered by the unseasonable weather, the worst in years for the Carolinians. Sam Frye is readying his popcorn trailer and doing the electrical wiring in addition to stepping up the transformer wagon. Herb Cantrell, second in line, is busy operating them. Film will be expected soon. Ted Cole will have the bingo stand and duck pond. He will come in from Kentucky, where he is making new ponds and structures.

The writer is secretary: Sam Frye, electrician; Herb Cantrell, hot-superintendent, and W. E. (Bill) Vandergrift, general agent. Shows plan to stay in town, rides for all ages and a number of concessions.

Vandergrifft reports that the spring route is virtually complete. Shows will go far north as Ohio and Indiana before starting its route of fall fairs and celebrations — RUTH LITTLE.

Lawrence Greater
KINGSTREE, S. C., Feb. 29—Sam Leavitt of Leavitt Shows from New York Sunday (13) and work was stepped up. The tobacco warehouse, used for quarters, is about 200 feet, has grove-like lights and ample facilities.

Lois Guehl, Ben Cheek, Bob Young, Scotty Johnson and Furgus (Muscles) Miller head a crew which has been at work all winter. Some new equipment, including plants, has been purchased.

Cassie, who had the corn game the latter part of 1947, again has booked for this season. Also has booked his Pincushion and Spitfire. The Funhouse has been sent from Detroit and the Spitfire will arrive in time for the opening, set March 27.—HERB SHIVE.

Sunflower State
HASKELL, Tex, Feb. 29—Fourteen men are working full-time here fixing things ready for the opening date, March 3 at the San Angelo, Texas, Fair Stock Show and Rodeo. Show runs thru March 7.

The new Funhouse is about ready for the new season. Diesel light plants and six government projectors have been purchased.

Supervising work in quarters is W. C. Kaus. The crew, recently returned from a booking trip thru Oklahoma, Kansas, Colorado and Nebraska.—FRANK GASKINS.

OPEN MARCH 27TH
AGENTS WANTED
FOR MERCHANDISE FLASHERS AND WHEELS, FROZEN CUSTARD, FRENCH FRIED POTATOES. COTTON CANDY, CANDY APPLES, POPCORN.

LADY AGENTS FOR BALL GAMES, DUCK POND, FISH POND, DART GAMES.

(Couples Preferred)

PARK CONCESSION CORPORATION
Jack L. Greenspoon, Pres.

OCEAN VIEW PARK
NORFOLK, VA.

J. I. PAGE SHOWS
OPENING JOHNSON CITY, TENN.

Want Men to take complete charge of Ten-in-One. Must furnish own show and pay salaries. Good earnings, good commission. Work is with care. Write: J. I. PAGE SHOWS, Box 110, Johnson City, Tenn. Will book all Hanks Parks except Popcorn and Candy Boys. funnel for all rides.

J. J. PAGE SHOWS, P. O. Box 705, Johnson City, Tenn.
P. S. Want for season A-1 Sound Car.

WANT—CONCESSION AGENTS—WANT
For Pop Ball and other Popcorn Stands, Fish Pond, Swine Game, Ball Game, Balloon Dart, Hammer Ball, or will furnish Concession to sell Agents. Prefer one of a Fun at all times. Write me. No ducks accepted.

OUR 8TH YEAR WITH SNAPPY'S GREATEST SHOWS.
14 pairs tied, also good Bill Stott Concession. Opening April 7th. Address:

AUL M. FARRIS or JACK ROWE
112 Park Ave., Chaffee, Mo., until April 11, S6 118 Virginia, Jackson, Mo.

CARNIVALS

W. C. KAUS SHOWS
WANT
WANT
WANT
For brand new opening of 1948 season—New territory, new fairs and brightly lighted with floodlights, towers and will carry 10 rides and 10 fairs. Shows beginning July 19 and continuing until November.

Will open 2d of April
SHOWS—Any Walk Thru or Grind Show. Fun House or Motor-drive. Complete Side Show; we have brand new Top and Banner Line for Snake of Geek Show. Happy Jack, write me. Musicians and Dancing Girls for Minestril Show—can place High Act, three people or more.

CONCESSIONS—All Stock or Grind Stores, like Bowling Alley, Duck and Fish Pond, Ball Games, String Games, Hoop-La, Pitch-Til-U-Win, Cigarette Gallery, Long Range Shooting Gallery and others, also French Fries.

RIDES—Will book reasonable: Tilt-a-Whirl, Caterpillar, Ride-O-Whirl or any other Flat Ride.

Ride Help, in all departments, that can drive Semi Trailers. Waiting to hear from you. Rusty. Write,

Russell C. Owens, Manager and Lessee, Box 269, New Bern, N. C.

All communications.

GENERAL MANAGER, RUSSELL OWENS

AMERICAN MIDWAY SHOWS
WANT FOR ENTIRE SEASON OF 1948
ANY CONCESSIONS THAT WORK FOR STOCK.
SHOWS, WITH OR WITHOUT OWN EQUIPMENT.
WILL BOOK OR WITHOUT TILT-A-WHIRL.

ALL ADDRESS:
DON M. BRASHEAR, Mgr.
HONDO, TExAS, this week; then per route.

SALT

LAST CALL

JOHN McKee SHOWS
LAST CALL

OPENING MARCH 12TH AT YAZOO CITY, MISS.
WANT
WANT

RIDES: 3 or 4 Kiddie Rides. Any flat ride not conflicting. SHOWS: 10 or 11, Glass House, Merry-Go-Round and any other Ride of worth. CONCESSIONS: All Stock, Grind and Banner Line, any or all, French Fry, Hub Sticker, Country Store, Hoop-La, Newsstand, Band Pond, Pig Joint and Glass Pond. WANT COOK HOUSE HELP (MAN AND WIFE PREFERRED).

Whitey O'Neal wants Agents for Fish Pond and Shum Stores (Men and Wives preferred).

John McKee, Mgr.
YAZOO CITY, Miss.

SAMY'S FUNLAND SHOWS
WANT FOR 32-WEEK SEASON
Opening March 27th. One work in South Carolina, then North Carolina and Virginia.

CONCESSIONS—Will sell X on rings that works for pitch. Also Photo. Sit Down Box that enters any show for $5.00 per route. Good earnings, good commission. Work is with care. Write: SAMY FUNLAND SHOWS, Box 11, ELON, NORTH CAROLINA.

SAM Fogleman, Box 11, Elon College, North Carolina
P. S. Josef Gilmour, 279 Western Avenue, Atlanta, Ga., called Big Apple, and Pan Pond, 10-12 Top and French. and Pitch-Till-U-Win, 10-12 Top and French.

STRAIGHTLY STRONG
ESIKO, YUKON AND WOOLY KIDS

MRS. EMILY WARSHAW
482 Washington Street Atlanta, Georgia

PENN AMUSEMENT CO.
NOW BOOKING FOR 1948—OPEN EARLY IN MAY

BIRMINGHAM, ALA. (Cats & Dogs Cigarette Gallery), Window, Hub La, Hub Sticker Display, and Concession.

CARNIVALS—Will book MONKEY, SNAKE, 3-5, Mathematical or any Shop will get big profit and transportation. CONCESSIONS all Grind, Fish Pond, Hoop-La and French Fry.

EL SOBER, Mgr.
324 Market St., Sunbury, Pa.
P. B. F. Fair and Celebration Committees in Pennsylvania and Virginia, have few open dates.

FREY'S UNITED SHOWS
Opening Early in April
Wanted—Pop Corn, Fish Pond, Lead Gallery, Scales, High Sticker, Jingle Board, Hoop-La, Window, Hub-La, Hub Sticker Display and Concession. SHOWN Will book MONKEY SNAKE, 3-5, Mathematical or any Shop will get big profit and transportation. CONCESSIONS all Grind, Fish Pond, Hoop-La and French Fry.

ROY FREY
GENERAL SALES MANAGER, EPHRAIM, KANS.

www.americanradiohistory.com
**Carnival Routes**

Send to

<table>
<thead>
<tr>
<th>Route</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>American Midway: Houston, Tex.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Burkert, Frank W., Wilson, S. B.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Rhoads, Frank, W., Dayton, Ohio</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Brown, G. B., Ar., Coperator, Mich.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Big State Am. Co. La. Prar, Tex.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Bolin &amp; Sons Union: Columbus, Ark.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Burke, Merry: Port Allen, La.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Central St. Am. Co. New Brunswick, Tex.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Crafts 23 Big: Imperial: Calif. &quot;Fair&quot; San Bernardino, Calif.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Crystal Ego: Lake City, Fla. 12-20.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>D. &amp; R. St. Am. Co. N. Y. City</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Dusdland: Lexington, Ky.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Dyer Bros.: (Fair) Springfield, Ill.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Exposition at San: Savannah, Ga.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Freeman &amp; Garrison: Cedarville, Ga.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Gentry, R. A.: Port Gibson, Miss. 8-12.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Glenwood: Montgomery, Ala. 8-12.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Greater Boston: Boston, Tex. 8-12.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Heart of Texas: Brownwood, Tex. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Judy Am.: Lodge, S. C.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Kilpatrick: Hoke County, N. C. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Majestic: Palatka, Fla. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Model: Torrance, Calif. 11-20.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Pacific Coast: Harvard, Calif. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Palmetto Expo: Cleveland, Ga. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Pleasureland: Newton, Ga. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Raymondville: Port Isabel, Tex. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Roper's Midway for: Mexia, Tex. 8-13.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Southern Valley: Natchitoches, La.</td>
</tr>
</tbody>
</table>

**Circus Routes**

Send to

<table>
<thead>
<tr>
<th>Route</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Besty, Clyde: Shreveport, La. 11-14.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Circle Bros.: Marshall, Tex. 3-4.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Grand Circus Am. Panama City, Panama 8-12.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Hemmel-Morlan: Kansas City, Mo. 3-4.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Pierce Bros. (Western): (Medina Temple) Chicago 8-13.</td>
</tr>
</tbody>
</table>

**Misc. Routes**

Send to

<table>
<thead>
<tr>
<th>Route</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Bradley &amp; Benson Hillbilly Jamboree: Baker, Idaho. 6.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Bulger on Ice (Gater Bow): Jacksonville, Fla. 8-11.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Bullpups of 1948: St. Louis, Mo. 4-14.</td>
</tr>
<tr>
<td>2160 Patterson St., Cincinnati 22, O.</td>
<td>Plunkett's: (Fair) Sebring, Fla.; Eustis 3-4.</td>
</tr>
</tbody>
</table>

**IMPORTANT NOTICE TO OUTDOOR SHOWMEN**

To take care of longer press runs, necessitated by the fact of maintaining our early distribution schedules, it is necessary 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)**

**WANT SIDE SHOW PEOPLE FOR WORLD OF MIRTH SHOWS**


GLenn Porter
Gen. Del., Gibsonton, Fla.

**Wanted for JAYCEE INDOR CIRCUS**

**BLYTHEVILLE, ARK., MARCH 19 AND 20**

**WANTED FOR Acrobats and Aerial Acts. Girls for Ladders and Weds. Harrison-Heinzlins, Matheus, all who answered before, please write again.**

**Colonel Hicks**

Glencoe Hotel, Blytheville, Ark.

**Wallace United Shows Owing to Disappointment**

**Books and Wires to all cities. & write to Lincoln, Nebr., 1-7; Dayton, Ohio 9; 3-4; J. I. P. 3-4; Bolivar, Mo., 4-14. Attorney and Solicitors PLEASE NOTE: ALL WANTED. 5-6; Sarasota, Fla. 2-4. E. L. Wallace, Des Moines, Iowa.**

**Crandall's midway Deluxe WANTS**

**HI-STRIKERS**

**Seasoned Dogwood Mallet Heads, 5x7"**

**Hickory Mallet Heads, made to specifications. 20 ft., 22 ft., 24 ft. Hi-Stikers.**

**Colonial Heights HI-STRIKER**

P. O. Box 1163
Petersburg, Va.

**ARCHERY RANGE**

**6 ft. range.**

**Custom Ranges, 6 ft. and larger. Arrows, target faces and sign boards.**

**C. H. W. & W. M. Maltby Co., 1-7-6, 2-4.**

**GROVER KOROTKIN**

4093 Warner Rd.
Cleveland, Ohio
Majestic Greater

VERE BEACH, Fla., Feb. 23.—In- clusion of the Central Circuit to the combined Majestic Greater Shows and Florida Amusement Company, on the program, was considerably dampened during the first four days and jobbed by heavy rain-like storms. Glen Porter's Side Show and Art Spencer's Wall of Death drew top grosses, with Tina and the Atom's Age very much in the race. The Pretzel and Sylvester's kidde rides did well.

Howard Ingram, general director, returned here from a business trip. Mrs. Mrs. Baker, owner of the Sheesleyites and United Shows; Dick Coleman, Colored Shows; Carl and Goldie Baker, former Sheesleyites and Mel Thompson. The writer is now improved after this recent illness.

St. Lucie County Fair, Fort Pierce, proved one of the best. Children's因地制宜, stands; estimated 1,500 adults and 6,000 children. Matinee for native children appeared to be a big day (2). Duke Warren, president of the Junior Carnival, where commerce, sponsor of the fair, and his associates were active in promotion.

Rennir Constantine, who was in- jured in an accident while working on the show in Tampa, returned from the hospital and has returned to her home to recuperate. Mrs. Jack Reed, carnival owner, eavesdropped seriously ill at the Fort Pierce Hospital. Mrs. Goldstein, mother of the show's owner, spends much time on the hospital. Dick Thompson, the show's publicist, and Dave Harrison, assistant manager, of the show, was well received by the opera."
WINTER HAVEN, Fla., Feb. 28—Perfect weather, excellent entertainment atmosphere and a hardy crop of citrus and allied-industry exhibits combined to draw a record crowd to the Winter Haven Florida Citrus Exposition here, February 16-21, according to the late Eddy Young, owner of the Winter Haven Royal Crown Shows, refurbished with paint and new tents, made up of the finest exhibits of the South. Visitors passed thru exhibit buildings to get to the midway and Soldier's Field.

Tom Moore's Ladies, Be Seated and Ted Malone, Westinghouse story teller, aired coast-to-coast daily from the Winter Haven Exposition. Young's Royal Crown Shows, refurbished with paint and new tents, made up of the finest exhibits of the South. Visitors passed thru exhibit buildings to get to the midway and Soldier's Field.

Mr. and Mrs. Bud E. Anderson made a flying trip to Emporia, Kan., where they were entertained by Mr. Waddell, took a trip to Kansas City, and stayed over with relatives.

Mr. and Mrs. E. R. Anderson, who had been living with Mr. Waddell, took a trip to Kansas City, and stayed over with relatives.

Cirrus Historical Society
William Woodcock left by plane for Honolulu to deliver a lecture and for a trip to the Philippines, appearing with the E. K. Fernandez Circus.

President B. M. Eastman of the Avenue, Melrose Park, Ill., would like information on the formation of the Fernandes Company network. Among things Fred would like to know are races coming into Chicago and also the presidency.

Harry Bowman, Jeanette, Pa., who has been a riding bore, has a report much improved. Timothy James Woodcock left by plane for Trinidad to deliver a hand-carved model of the 40-horse team and the two horses sold to the F. W. Field Company for the Flying Bandit Circus.

We are sorry to report the death of Mrs. Walter Tyler's sister.

Founder Don Smith and Walter Fielischman caught the Detroit Show. The Grand Central Terminal, the Maine Avenue, and H. H. Conrey, president of the CFA—DELEONARD.

Notes From Wichita
WICHITA, Kan., Feb. 28.—The Police Club will be held here March 8-14, with Hamid-Morton supplying the horse show. The winter horse show will be held in March at Bartlett.

The Harrison Trio will leave soon to join Gray's Amusement Enterprises, playing their show in March at Bartlett.

Wichita, the No. 1 Ringling car, says the blue birds are not going to entice him this season.

Ludwig, the Barnum Bros.' general agent, is sweating it out until time to open.—DELEONARD.

Crescent for Lethbridge
LETHBRIDGE, Alta., Feb. 28.—City council here has authorized the issuance of a license to Henry Meyerhoff's Crescent Shows of Pentichon, T. C., for a date starting July 27.

UNDER THE MARQUEE
(Continued from page 51)

bet bear, which is being trained to perform on motorcycle, two-wheel bicycle and roller skates.

E. Deacon Albright, steam calliope operator, has been here for the past week in Glasgow, Ky., leaves for Macon, Ga., March 5 to join King Bros. He carries with him a large steam calliope making recordings in April.

Mr. and Mrs. Bud E. Anderson made a flying trip to Emporia, Kan., where they were entertained by Mr. Waddell, took a trip to Kansas City, and stayed over with relatives.

In the line-up of Frenchy LeBour's 14th of March show, it was announced that on February 14 opening at La Grande, Tex., were Jimmy Milliken, Frank Patrick and Spooks Burchett.

Frank T. Lewis, of Shelley, Mont., was among recent visitors to Stevens Point, Wis., and took his grandchild and companion on a railroad tour of the city. Mr. Lewis was in town to see his daughter.

Horton R. Shinn, formerly with Cole Bros.' Circus and currently in the restaurant business in Roanoke, Va., has been here, where he has handled the pie car on Dailey Bros.' Circus for 20 years.

Almost every beginner who believes every Cent he has an idea of making money, generally involving decom- to show.

Dave Murphy, Clyde Beatty press agent, returned from Chicago, where he made money, generally involving decom- to show.

Bill Allens, press agent for the Big Olly Show, reports that the Home Hotel was a success in Ft. Worth, Tex., where he was a patient four days following a slight heart attack, and is going on to Hollywood hotel for a trip east to prepare for the coming season.

E. L. McCollum, of McCull's Dog and Pony Show, has been here in Sarasota, Fla., and bought 40 acres of land in Mexico, Mo., for permanent quarters.

A birthday party for Penny Mill- lei, aerialist, recently held at the home of Albert and Chuckie Powell, Sarasota, Fla., was attended by many Ringling circus artists, including Ira and Jimmie Milllette, Albert Powell and Marion Sieford.

Albert B. Hayes, 69-year-old re- tired cyclist, who formerly trouped with the Jackson Family circus troupe in early 1900's and later did wonders as a stuntman in vaudeville, made the February 22 issue of Sarasota Pioneer, where he said of his life and five pictures taken at various stages of his career.

According to a writer: "Operators of steam calliopes are as antique as are the structures themselves.'

Fritil Barton, former Ringling aerialist, who suffered a double frac- ture of the skull and other injuries when he fell as he was riding at the Tower Circus in Blackpool, England, was recently permitted to leave the hospital and return to his home in Switzerland.

Jake J. Dish, known as Officer Corrigan, the Cop, writes he recently celebrated his birthday. Dish also says that he is to be a candidate for alderman of the First Ward in his home town of Cedar, Wis., in the primary March 16.

A feature story, with art, in The Vancouver (B. C.) Sun dealt with "Mexicana," who recently celebrated his birthday. "Mexicana," with her horse and burro, is being inspected by the Inland Empire Horse and Donkey Control District, their owner, and Their home is on a farm near the city of Yuma, in the primary March 16.

A feature story, with art, in The Vancouver (B. C.) Sun dealt with "Mexicana," who recently celebrated his birthday. "Mexicana," with her horse and burro, is being inspected by the Inland Empire Horse and Donkey Control District, their owner, and their home is on a farm near the city of Yuma, in the primary March 16.

Love salaries on early-day circuses weren't bad. They always gave you a sporting chance to save yourself if you showed a turn.

Carl and Hilda Oranto, who were injured during their act at the Detroit Shrine Circus, report they are better, still in hospital, patients, expect to be discharged in a few days. They are vacationing at Highland Park General Hospital, Detroit, and report they have been improved with flowers, cards and letters.

Ada Mae and John Sabo are rest- ing in their North Hollywood, Calif., home. The former is recovering from an engagement she was engaged to from his post as superintendent of the menagerie. Sabo has held a number of years. Mrs. Sabo, the former Ada Mae Sabin, is reported to have several recent motion picture film celebrity parties.

Don and Carrie Stewart, conces- sions manager for the Barnum and Bailey Circus for 245, have been visiting in Florida, and are planning to stay in South Carolina and Florida, and a visit to their son, Mrs. Walter Royer,往返 with party honoring the Stewart's

around Harlingen, Tex. At present he is visiting clown Walter Scheyer in Gonzales, Tex., before leaving for the R-B quarters in Sarasota.

Clown Ernie Burch writes he has signed a '48 contract with Ringling-Barnum after playing indoor dates

Polack Gets Top
Biz in N. J. Bow
(Continued from page 48)

old, who are going with the Clyde Beatty Circus, and Madison's three and half hands. Those who left for Chicago. Pallenberg's also Bill Ames, the Barnum Bros.' former top announcer, was announced as the new announcer for the Barnum Bros.' show, which opens in New York City March 6, 1948. Under the Marquee, opp. page

Birney Bartin Clicks
Bilary Boynton joined recently and clowns with an unusual small crowd. Outstanding hit was scored by Penny Millleigh, formerly Barnum Bros.' Ringling, and Franks' wire route was highlighted by specimen of his former stunts. In his two ties at a backward somersault from the top of a pole, he was a sensation. Bates, the former Joe Cully, joined, scored with a ruling that was both entertaining and educational. Six of the Elephants are well routed. They are seen at the ring circus show.

Polack's quaint stars are the Randolph, father and son. Working with them are Dime Wilson, S_ENCODER S 준 and Neil Stansly, a large man who is a perfect acrobat. On the farm in April.

Polack Clench
of a New Frontier
Strassburg, Feb. 28.—Circus
Amar, French tented circus which recently moved into the center of France, has moved into quarters here. Show is well stocked and features a number of regulars of a big menagerie. Admission is charged for viewing the animals, and are permitted to watch the animal trainers at work and look over the menagerie.

Fisher Bowl Set for April
San Francisco, Feb. 25.—Harry Polack, who recently completed his 40th year in outdoor show business, has completed arrangements for the opening of his Golden West Shows, of which he is owner-operator, and the Big Bowl show is set for April 5 in this area.

and Waddell. Bowers has purchased land near Worton, O., where he plans to build a home and possibly winter-quarter buildings.

Joe Roski has signed for the sixth straight year with the国内 Barnum Bros.' band and says he will be at work with his plane. Key members are Joe Ballard, Leon Dar- row, B. C. Williams, Wally Whitaker, Banky, Jack Campbell, Phil Wright, Emilio Pao- lo, Charlie Reed, Delio Galli, Mario and Ivanov, Mr. Beson, Al Quinlan, Donnie Farnell, Sam Barton, Ted Girand, H. V. Paulsen, Louis Grabb, and Joy Bower.

Then there were the early-day circus owners who threatened employees who were leaving without giving notice, with refusal to pay. But they have no more trouble, and those employees who have been accused of having "a definite and definite cause for friction" have been able to go on their way.

Hub Thumper Ron Rambelld moved to Regina, Sask., in the interests of (See Under the Marquee, opp. page)

www.americanradiohistory.com
Toured With Ringling

The late Al T. Ringling was responsible for Harry's first tour with a circus.

"That was in 1910," Harry says. "Al offered me a $50-$50 proposition to make and then sell souvenir postcards on the show. As my wife and I had a small honeycomb, we decided to make the tour. Frankly, I looked on it pretty much as a honeycomb—I wasn't a pitchman, and my heart wasn't in selling. All, however, as times have changed, it was at his best in the years around 1907-09. And what a story teller he was!"

"I'll bet I've heard stories about Harry as the best I've ever heard," Harry reminisces.

(Continued from page 48)

Harry Atwell, Circus Photog, Was Fate of Teddy Roosevelt

Over the years, Harry has photographed many famous persons, including Raymond Hitchcock, Mary Garden, T. Roosevelt, and John Barrymore. A studio was built especially for him at Chicago's Opera House, and he used it for five years. He has taken photos of all of the famous opera names in pictures in which they appeared, including the most remarkable baritone and exceptionally good in the role of Pagliacci.

During the turn of the century, Harry concentrated his own picture-taking chiefly to circuses, in which he photographed any photos than any other photographer.

Works in Cage

Harry once was introduced to the last of three brothers, Sime, and he was "as having shot more wild animals than any other man," Johnson didn't challenge that claim.

The Chicago camera clicker has been in the cage with Ciccio Beatty, Terrell Jacobs and Mable Stark.

"I just lockstep behind the trainer, making every move he makes to keep my camera in sync, while I keep an eye on the camera as we move in together, and, when I am ready, the trainer steps into the cage to make his routine..."

While on a most nerve-wracking experience he ever had was when he tried to take a picture of a polar bear, this time without the protection of the trainer.

"As I focused, the bear's curiosity was piqued, he started to circle me. My eyes were down, intent on what was continuing ahead and I kept on re-focusing until the first thing I knew he was facing my box was right on top of me."

This spring he will prepare material for the Ringling-Barnum, Cole Bros., and Polack Bros. circuses. He also will shoot stills using pictures from the Ringling Bros. and Barnum & Bailey Circus, the Atwell Luncheon Club and the Johnny J. Jones Exposition.

It was his wide friendships in the various phases of show business which led to the formation of the Atwell Luncheon Club. For several years up to 1931, when the club was chartered, it was to check for Harry to have lunch with him, Had a membership an owner, agent or performer—who'd either be doing business in Chicago.

There were many attractive women present, but Harry Bert, an old-time circus executive with RKO in Chicago, upon seeing him, came in a couple of days later, and said, "Mr. Atwell, we're going to start a luncheon club; it will be an Atwell Luncheon Club. The name caught in which is the best picture-taking club in the world, and I want you to join Blackstone, the Magician, in August."

Diamond Jim Speagle, who has been a big indoor circus, in Mississippi and Texas the last few weeks, reports the dates have been okay, considering the weather. After a few more dates in Louisiana and Texas, Speagle will return to winter quarters.

"Hello, Harold," Mrs. Pearl Castong, 75, former bareback rider and for many years a resident of the Home for Incurables in Chicago. Mrs. Castong is the only member of the old-time Morton Circus there from a wheel chair, and she also went home from the house as guests of the Shrine. Mrs. Castong had been with Barnum & Bailey and E. W. Waller, and Mrs. E. Waller, the latter, will speak at the church at the Old National Speedways, with E. Sweeney and Gaylord hopping here to ink the pact. STEWART Sales Company, In- dianapolis sold the fair board a helicopter ride to fly through the fair. There also will be five harness races a night; half-mile. Other attraction people present for the three-day-talent-buying meet were D'Oriole and L. J. DePue, Woolfolk office; Ernest Young, Ed Scott, C. W. Thompson, Jack Sloan and Frank Winkle.

PRENN PENN (Continued from page 27)

show is photography, Harry's interest lies in fish.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fishing.

"I have always been of the opinion that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fish- ing.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fish- ing.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fish- ing.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fish- ing.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.

Next to the luncheon club and pho- tography, Harry's interest lies in fish- ing.

"This is the first time I have ever thought that photography I'd probably be an Izaak Walton fan," he explains. "As a result of the trip and the fishing, I have been given to up to the Wisconsin woods each year, and the last 20 years to do some fishing."

The Atwells are childless, but Harry has a few at the picture club, and this provided one of the most amusing incidents of the season, as the members at attendance the day a fish, a minnow, was guest. After the fair closed, there were three agents, so the story goes, each was told! to get out to the woods and either man, who was in- tending such and such fair com- ing up, and of course, these agents, who were not free, were there.
Toronto's Hell on Wheels Paying Off at Box Office

CINCINNATI, Feb. 28—The spotlight was turned on roller hockey in the January 10 issue of New Liberty, the Canadian counterpart of the American Liberty magazine, which devoted eight pages to a feature article, including 25 pictures, to the game as it is played at the Toronto Mutual Street Arena.

According to the author, Frank Hamilton, more than 5,000 fans had paid 50 cents each to see the game played on a plastic floor of 23,259 feet the night he visited the rink. Participants were the Toronto Bombers and the London Tucumcari. In addition to losing the game by a 4-2 count, the Bombers lost two players during the melee, one suffering a broken arm and the other a broken rib.

Spectators were wildly enthusiastic about the game, Hamilton reported, but that is nothing new to E. L. Dickson, Arena manager, who is one of the game's boosters and who recently announced formation of a club with 150 members who are interested in forming a professional league.

Dickson points out that all the roller hockey player is as well protected as the player on ice, the game is twice as rough because of the speed of the players in stopping and turning. Altoha a player now uses skates with springs that allow front and rear wheels to turn, the danger in making stops remains. The skates, taken in contrast with the green floor, has ball bearings on each side to keep it smooth.

Dickson, the article points out, is the "czar" of Canadian roller skating. Since taking over the rink's management he has innovated improvements such as synthetic floors, elimination of vibration, air filters and a plastic surface. One application of the plastic floor is to prevent last skates. These innovations have paid off as the reported $140,000 gross of the arena last year.

A between-halves feature on hockey night is the "catch of Canadian roller skating." According to Dickson, the average attendance in the club's show, staged annually by about 300 of its members.

Six night sessions and two matinees weekly are open to the public, with admission at 35 cents for skates. According to Dickson the average attendance in the club's show, staged annually by about 300 of its members.

The next night skaters from a nearby rink visited the Coliseum, an active feature of the United States Amateur Roller Skating Association.

Harry Warner Sees
Hyped Club Program
As a Slump Stopper

TAMPA, Feb. 28.—An increase of 200 percent in membership of the Tampa roller club has turned this Skating Rink here during the past four months, it was reported by Harry J. Warner, who points out that an active club is a big help in bucking the business during that some rinks are experiencing.

Warner believes a well-planned program that includes bus trips to other rinks and social activities of Coliseum is responsible for the growth of the Tampa club.

The most recent event held by the club was a Valentine party at which refreshments were served and games and dancing filled the evening program. The next night skaters from a nearby rink visited the Coliseum.

N. Y. Skate Queen
Contest Plans Set
By Empire & 'J-A'

NEW YORK, Feb. 28.—Entries are being accepted by Bill Love, of The New York Journal-American, for the National skate queen contest which is held annually at Empire Roller-drome, Brooklyn. The Empire management and the newspaper are again sponsoring the contest and have scheduled eliminations for April 17, with finals to be held the following Saturday.

The eighth annual event is open to any girl who has not skated professionally. Judging is done on the basis of beauty and personality. Skating skill is not considered in determining the winner. The only requisite being that contestants appear on skates. Judging will be done by a panel headed by Horia Kopf, East- ern talent scout for Paramount Pictures.

The winner will receive a loving cup, a Chicago Velvet Tread skate with an engraving of the 1948 at the Center Theater. Second and third place winners will receive Chicago outfits, Benrus watches and tickets to intercourse. Finalists will be given certificates of honorable mention.

Sefferino on Fla. Vacation

CINCINNATI, Feb. 28.—William F. Sefferino, manager of Empire Roller-drome here, left February 14 for a vacation in St. Petersburg, Fla. According to reports, Sefferino will receive Chicago outfits, Benrus watches and tickets to intercourse. Finalists will be given certificates of honorable mention.

Wolverine Champs Join 'Dimes' Drive

UTICA, Mich., Feb. 28.—Clintdale Junior Champs here recently joined the "Dimes' Drive" to help raise funds for the March Of Dimes campaign, three of its members.

Featured performer was Laurene Anselmy, Juvenile girl figure and speed skater of the Rollerdrome Skating Rink Operators' Association of the United States.

Anselmy, William and Paul Lampkin, State and Great Lakes regional champions, also competed during the drive. The two were a part of the team of Anselmy and Lampkin returned for an interpretative dance. Anselmy and Lampkin also visit Manchester teams, turning in neat performances of three tangos.

Speed Matches
Pack Them in At Hackensack

HACKENSACK, N. J., Feb. 28.—Before a packed house racers of Hackensack Arena, of the American on Wheels chain of rinks, welcomed the Reading (Pa.) Racing Club by a score of 28 to 20 Saturday (21) at Hackensack, reports Jack Edwards, AOW director of speed.

Hackensack Arena stands second with 210 points to the leading Mount Vernon (N.Y.) Arena 35-19. All of the previous racing competition, goes to Reading March 6 for return matches with the Pennsylvania chain. Bill Scherer and J. Albright lead the Interstate in the Points Race.

Results of the February 21 races here: Ladies, 440 yards, Jane Conroy, Hackensack, and Joan Furman, Reading; ladies, 880 yards, Millie Bruno and Jennie Viola, Hackensack, and Joan Furman, Reading; men, 880 yards, Frank Schaeck, Luther Wan- nel and Kenneth Goncal, Reading; men, one mile, Harold Heim, Hackensack, and J. Albright and A. Misser, 1,200; men, 1,500, Harold Heim, Hackensack, and Ray and Ray and Plump, Hackensack.

Rollerdromes were disqualified in the men's two-mile race for argu- ming with the referee, Charles Lanzotti, of the United States Amateur Roller Skating Association.

Van Horn Lands
Publicity Break

NEW YORK, Feb. 28.—Earl Van Horn's Minnesota Roll Rink in Hackensack received a great publicity break in a New York newspaper. The New York Ta- bloid, PM, which devoted a two-page spread to shots of the rink and its skaters, pictured as well-known skaters as Fred Ludwig, Bar- bara Gallagher, Donald Monmag and June Heinrich.

The article accompanying the layout described the move to Hackensack to the establishment of roller rinks as social clubs, the growing popularity of roller skating as the popular form of entertainment, and the development of rinks and smart promotion. Report that is a special effort in Hackensack were a March of Dimes show which netted $166, a Valentine party at which 100 boxes of candy were given winners of a contest and a party for members of the Oldtimer's Club.

Good turnouts of spectators greeted the seventh anniversary show staged at Empire Rollerdrome, Brooklyn, February 21. The evening, directed by William and Dorothy O'Grady, Empire pro, featured guest numbers; The First Best Skate

QUALITY

RICHARDSON BALLROOM SKATE CO.
Established 1944
3512-3519 Halstead Ave.
Chicago, Ill.
The Best Skate Today

www.americanradiohistory.com
Northern Skaters Give Swell Polio Benefit at Jax Rollery

JACKSONVILLE, Fla., Feb. 28—Star amateur skaters imported from New York to the Rollerdrome benefit show presented January 28 and 29 at Jax Rollery here received an encore presentation at Jacksonville's Twin City Auditorium January 31 and 32. It was responsible to a great extent for the success of the benefit event, reported Mrs. and Mr. James Gradwell, Jax operators.

The benefit was for the show, sanctioned by the United States Amateur Roller Skating Association, which began its business in 1947. All skaters are members of the organization.

W. M. McIntosh, pro at Charles Z. Kornegay's Rollerdrome, Atlanta, is reported preparing a speed program there.

Northern Skaters Give Swell Polio Benefit at Jax Rollery

Frank Gallagher, instructor at Fordham Rollery, Bronx, N. Y., has been appointed manager of the show.

Mr. and Mrs. Joseph L. Bell, operators of Bell's Rollery, Fort Wayne, Ind., celebrated the show's 30th anniversary recently.

W. M. McIntosh, pro at Charles Z. Kornegay's Rollerdrome, Atlanta, is reportedly preparing a speed program there.

Northeastern regional contests of the Rollering Rink Sportsmen's Association of the United States will be held at Gay Blades Rollery, New York City.

New Jersey championships of the United States Amateur Roller Skating Association have been awarded to Boulevard Arena, Bayonne, N. J., May 5-8.

Bay Ridge Anniversary Show

BROOKLYN, Feb. 28.—A cast of about 100 members of the senior and junior rinks took part in the eighth annual anniversary show held February 8 and 9 at Bay Ridge Rollerdrome here. Directed by Jim and Millie Ferris, Bay Ridge pros, Maris Gras in Rio featured five group numbers with Latin-American theme and a number of acts, including John Pergolivvi in a clown number and Patricia Deveaux and Phyliss Riggs in artistic routines.

xy. Company Incorporates

FRANKFORT, Ky., Feb. 28.—The secretary of State recently granted a charter of incorporation to the Rollerdrome Amusement Company, Inc., Henderson. The firm is capitalized at $20,000. Incorporators are Mrs. John R. Gorum, Mrs. John F. Fitzgerald, John D. Byrne and Covington Overfield.

Woolfs Open in Gaylord

GAYLORD, Mich., Feb. 28.—New State A-47 Rollery in Gaylord is being handled here by William and Lloyd Woolf. It is a quarter mile north of city limits on U. S. Highway 28. Rollery has been surfaced with a maple floor measuring 50 by 100 feet.

Roller Rumbles

Frank Gallagher, instructor at Fordham Rollery, Bronx, N. Y., has been appointed manager of the show.

Mr. and Mrs. Joseph L. Bell, operators of Bell's Rollery, Fort Wayne, Ind., celebrated the show's 30th anniversary recently.

W. M. McIntosh, pro at Charles Z. Kornegay's Rollerdrome, Atlanta, is reportedly preparing a speed program there.

Northeastern regional contests of the Rollering Rink Sportsmen's Association of the United States will be held at Gay Blades Rollery, New York City.

New Jersey championships of the United States Amateur Roller Skating Association have been awarded to Boulevard Arena, Bayonne, N. J., May 5-8.

Bay Ridge Anniversary Show

BROOKLYN, Feb. 28.—A cast of about 100 members of the senior and junior rinks took part in the eighth annual anniversary show held February 8 and 9 at Bay Ridge Rollerdrome here. Directed by Jim and Millie Ferris, Bay Ridge pros, Maris Gras in Rio featured five group numbers with Latin-American theme and a number of acts, including John Pergolivvi in a clown number and Patricia Deveaux and Phyliss Riggs in artistic routines.

Kunzel Holds 'Dimes' Party; 78 Kids in Beginner Class

SANTA ANA, Calif., Feb. 28.—W. K. Kunzel, Santa Ana Rollercade owner, held a party February 11 in which proceeds of the evening and services of a raffle personnel were donated to the March of Dimes campaign.

Kunzel reported that two more of his skaters, Jo Anne Underwood and Lenore Hendricks, both under 12, have passed the bronze dance tests. June Kunzel, Rollercade pro, is conducting a Saturday morning class of step programs in elementary skating and dancing. Pupils range in age from four to 12.

WANTED

No speaker, skate grinder, two blower furnaces. Wanted.

LUCY MYERS

box 57, detroit, mich., u. s. a.

FOR SALE

ROLLER RINK

Portable Maple Floor and Marker Portable steel build- ing. 50'x100' 10'x15' par Chateau Aces, B-100+ rink marker, rink grinder, two blower furnaces. Good business and all equipment A-1 condition.

R. Bonner, Newton, Ind.
Plunkett Chalks Successful Bow At Aransas Pass

ARANSA PASS, Tex., Feb. 26.— Plunkett’s Stage Show, which wintered locally, closed a successful three-day opening stand here February 24. It played a full house, and opened with a nifty blue and gold big top. Line-up for 1948 includes Mr. and Mrs. Roy Plunkett, advance; Mr. and Mrs. Ed Plunkett, Mrs. Melvin Plunkett and Gloria Plunkett, ticket; Mr. and Mrs. Dave Midget and Jerry Plunkett, concessions; Jim Plunkett, bass canvassman; George Mosey, assistant sail maker; Alvin Mattingly, big top, WOODROW Stubbsfield, stage manager; Martin Herold; Joe Rapp, animal department; Dave Midget, electrician.

Ork includes Leon Brock, leader and piano; Les Lyle, trumpet; Jim Plunkett, sax; Snooks Plunkett, drums, and Fuzz Plunkett, bass. Also with it are Jerry, Maize, Gloria, Billie and Marie Plunkett; Ricoky Midget, Clee and Jim Plunkett, Sonny Noel; and Kennedy Swann, who is dramatic director.

Featured this year are Capt. Fuzz Plunkett’s trained chimps, Congo; seals, sea lions; chimp; Capt. Fuzz Plunkett, a midget; Gloria, Clee and Jerry Plunkett are presenting their trampoline act, while songs are handled by Mrs. Jim Plunkett. Billie Plunkett presents the trapeze act.

Mrs. Rusty Plunkett designed and painted the strobolo costumes. Recent visitors included Cork and Norma Plunkett, Mr. and Mrs. Jack Leonard and daughter, Linda Louise; Jean Allen, Farrah, Monte, Whitey, Harold; Brown; Thomas, Eddie Gilliam and Sledge Wilson.

FOR SALE
Text equipped, 20th Century, screen front, electric cable wiring, folding chairs, electric, etc. All in good condition. 250.00.

NORMA GIVINAN
Fayette, Ohio

Rep Ripples

SHARPLEY PLAYERS are around in Corpus Christi, W. H. Henry A. Mulford, old-time reporter, located in Fort Wayne, Ind., would like to see some of the members of the John Lawrence Players, 1920-21. Gordon Ellison has a vaude- pic unit in New York. In the Pabst, former repertoires agent and musician, has been managing our show in Ontario. . . . LaVine Show, in the Sarnia, Ont., sector, will move east to its established territory. Jackson Players are making sponsored dates in Nashville.

GREELEY’S Tent Show, colored, will make some dates near Birmingham before its carnival season opens. W. H. Tyler, with his finished 50 school dates with his two-piece vehicle. He confined his dates largely to city schools, mostly in Ohio and Pennsylvania. . . . Griffin Players, four people, are well into their season. . . . F. L. Bailey will have a flesh tent show, opening around Galveston, Tex., within a few weeks. . . . Old State Players, four, are playing dates around Louisville under auspices. . . . Delcro Troope, offering French-speaking plays, have been playing sponsored dates in New England for French society groups. . . . Doss & Nae Show is back in Frederick, Oka., recently.

Carpenter To Launch Tenter

BIRMINGHAM, Feb. 28.—A. A. Carpenter last week finished organization with the Ted E. Faust Minis- vaude-film unit, which will open its season here April 1.

Locke Recalls Halcyon Days Of The Trouper

PORTERVILLE, Calif., Feb. 28. W. H. Locke, old-time circus and tent show field, revealed from his home in West Virginia on a recent contribution to this department rang the bells of memory. He added that the piece probably is an irresistible old dreamer like himself on a nostalgic stroll down memory lane.

"How well we remember," says W. H. Locke, once-dead circus promoter, Bruce recalls. His article took me back to the halcyon days of show business and actor-folks I knew and worked with. My truant fancy often drifts back to the 80’s and 90’s when there were many more roads open in the land and the towns had open houses for them to play in.

"There was the Sharpley Theater Company — Ad Sharpley and his wife, Ada Lanham. Ada was "Mephisto," perhaps the only woman ever to tackle that great part. Ad put out an elaborate production of the old classic. He offered me a part, but, as the show was to go to the Pacific Coast, I declined because in those days actors were not given traveling West Coast jobs for fear of not getting back. Afterward I was somewhat sorry we didn’t use me.

"The Peruchi-Beldini Company — Chelo Peruchi and Adalina Beldini performed in the Southern States for a few years and finally settled down in New Orleans producing a full-scale opera. Their W.W. Steel Co. Company was very popular in the South. The Peruchi-Beldini Company did a lot of playing dates in Texas in 1903 when they played a weekend stand in the Greenwall Opera House at Fort Worth. John King, my partner, John Rapier and I were promoting a first-rate opera with horses, chorus and the Greenwall for a charity (and our) benefit.

"Guillermo Billy Brodball Comedy Company: In repertoire. First time I met Brodball was in Trinidad, Colo. . . . Billy was playing in a stock tent at a Jaffa Opera House. Billy finished his show down in the city, but he struck oil and, as rumored, became quite wealthy. . . .

"Peruchi-Comedians, with the indomitable Dick Ferris, was popular through the South and West and certainly he was known in the South in 1900 was successful with his stock in the Boyd Theater, Oklahoma. Later on Dick played in California and finally he went quite wealthy. He made some big amusement projects and in 1910 ran for lieutenant governor of California with a popular candidate. He ran for governor, just to be elected by only a few voices.

Then a number of years later he operated a permanent stock in a downtown Los Angeles theater and attracted city-wide attention by putting on "million-dollar stock" mornings at 3 o’clock.

"Mr. Locke: blurted, how many of these I knew in the ’80s, ’90s, etc., are still among these present? I’d like to hear from them.

Lonesome Pine Co. Gets Biz in Ohio Ky. and W. Va. Spots

CHARLESTON W. Va., Feb. 28.— Trail of the Lonesome Pine Company, an Audubon Playhouse Company here, under direction of Byron Gish, is playing engagements at the Lyric-Box, West Virginia, etc., with good results, Gish says.

Gish adds, through emphasis on scenic, Carruthers, Rose White, Ruth Francis, Phil Burrows, Harold Trull and Chris Keefe. Rolling stock includes a new Dodge and scenery trailer.

FOR SALE SHOW BUSINESS

We supply you complete 16MM, 35MM, and 500,000 feet Sound and Vision equipment, and everything required.

BRYANT SUPPLY CO.
Emporia, Va.

FOR SALE

COMPLETE TENT THEATRE.—(Finest in the South)—Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.

FOR SALE

"SEABEE" HAYWARD

414 H. SKINNER BLVD.
SAINT LOUIS 5, MO.

FOR SALE NOW

COMPLETE TENT THEATRE.—(Finest in the South) Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.

FOR SALE NOW

COMPLETE TENT THEATRE.—(Finest in the South) Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.

FOR SALE NOW

COMPLETE TENT THEATRE.—(Finest in the South) Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.

FOR SALE NOW

COMPLETE TENT THEATRE.—(Finest in the South) Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.

FOR SALE NOW

COMPLETE TENT THEATRE.—(Finest in the South) Jason H. Tinkle, Minstrel Tent Company, with 16MM. projector, sound, spool, tie, zip, spool, all new equipment, complete. Must sell. All must be seen to determine its value. Above now in operation. Tinkle, 428, Arkansas, Ark. See ad.
MEASUREMENT—COMPLETE STOCKS for mail order business. Emblem, Souvenir, Novelty, Jewelry, etc. By mail, cash or delivery. Exclusively handling. No cash. Address: Capt. H. D. Young, Box 347, Columbus, Ohio.

MEXICAN DESSERT RESERVATION PLANTS—Outdoor gardens; all kinds of tropical plants. For sale: 22 hundred. Two samples, 60c. General Merchandise Co., Laredo, Tex.

MEXICAN CLAY MECHANICAL NOVELTIES—Newly discovered. Automatics, among the neatest and smartest. Safety No. 88; assorted Mexican Vase Toys, 25c each. Send money order. Hank Jone, 1119 S. San Pedro St., Los Angeles, Calif.

NOVELTIES—MECHANICAL TUBES, ARMS & MACHINES—By mail. Headquarters for the Southwest, the Sunshine State, and the Carolinas. Send money order. H. J. Jones, 1119 S. San Pedro St., Los Angeles, Calif.

PLANT NOVELTIES—MEXICO RESERVATION—Many varieties, tillers, bulbs, $1.25 to $150. Mexican Cactus, Paddle, etc. Send 60c for specimen. Send money order. New National Products Company, Laredo, Tex.


PRIVATE LABEL PRODUCTS—FLAVORS—Preliminary Blends, Pure, Syrups, dressings, spices. Write for free samples on request. The Van Ostrand Company, 861 W. Forty-fifth St., Chicago, Ill.

RUN MIDWIVES—BIG YEAR ROUND PROFIT—Juicy Fruits, finest grade, one of each, $1.50; and Midwife Works, Dept. B, Laredo, Tex.

SALESBOARDS DEALERS AND SALEMEN—You will be handled, mail order. We are ready. Write for particulars. We have two items which are selling the country over. 112 No. Yr. All around. Wholesale, M. A. C., 787 W. Forty-fifth St., Chicago, Ill.

SLIMMERS—CLOTHING FOR ENTIRE FAMILY—(Children, women, men, and pets) to fit. Over 2000 patterns. Greatly reduced prices. Largest stock in the world. Write us. Write us. We are C. D. & Co., 1116 20th St., Laredo, Tex.

SEND 50c for KITCHEN MENU KIT—COMPLETE with everything, 1200 recipes, and all necessary household equipment. In a tin box. Order from: W. E. M. Company, 100 N. San Pedro, San Antonio, Tex.


SPECIAL NOVELTIES—FANTASTIC PRIZE—all kinds. $1.00, 100c, 50c, 25c, 15c. Order from: W. E. M. Company, 100 N. San Pedro, San Antonio, Tex.

STRAWBERRY "DIY" WINDOW CLEANER—SELLS ITSELF. For use on windows, carports, etc. Write for sample. Buffalo Trading Co., 509 Fifth Ave., N. Y. C.

TERRIFIC SELLING CIGAR STORE NOVELTIES—Many varieties. Excellent display. For sample and details, write: H. C. Robinson Co., 1300 West 12th, New York, N. Y.

UNION CHICAGO CUTTING TOOLS—Complete assortment. Made of the best material. A complete line. Address: H. C. Robinson Co., 1300 West 12th, New York, N. Y.


WOMEN LOVE THEM, MARBLEIZED TEA LEAVES—Excellent value. Write: M. W. Company, 100 N. San Pedro, San Antonio, Tex.

AMAZING MYSTERY LIGHT BULB— illuminated but you have to see it and handle it to believe it. Every order shipped prepaid. Paul H. Smith, Box 1, Fort Worth, Tex.
**ANIMALS, BIRDS, PETS**

**A BUSINESS OF YOUR OWN—START IN THE SPRING**

Are you interested in starting your own advertising agency, shops for beguiling animals, birds, etc.? If so, get complete details about starting your own advertising agency, shops for beguiling animals, birds, etc. Complete details, written or by telephone.

**Sweep**

**for**

**We Swept Off a Ball**

"BALLOON MAD" a sensational, low-cost, complete sweepstakes program, 

Item: 

"PUFFY" 633, Hotel Ind. $2.98 each.

100 Miniature Parakeets—PULL AT WILL. $100.00 postpaid.

"KINKAJOU"—Cage, $9.50.

FOR SALE—OSTRICHES—MALE, 40.00 each.

FOR SALE—GOLDEN ORANGE CHAMELEONS—LONG-TAIRED, 50.00 each.

FOR SALE—FRONTIER RIFLES—6-150, 20.00 each.

THE STAR OF THE SHOW CO. offers you the opportunity to realize a fortune in a very short time. For full details, write to Mr. William Mars, 118 East 23rd St., New York, N. Y.

**BUSINESS OPPORTUNITIES**

**ATTENTION!!**

**PUNCH NEEDLE WORK DEMONSTRATORS**

All punch needle work materials are now available:

- Over 100 different patterns
- Tassel brushes
- Background materials
- Needles
- Toxidermist eyes

**IMMEDIATE DELIVERY**

**AT NEW LOW PRICES!**

For complete information, mail check $1.00 to cover cost of postage and handling.

**DOROTHY FLECK INDUSTRIES, INC.**

115 W. Grand Avenue

Chicago 22, Ill.

---

**WRIST WATCH**

Attractive

**WHITE FUR BUNNY**

Stuffed soft and cuddly. Made of highly processed white rabbit skins.

- Beautifully finished
- Colorful decorative x-ray bow
- Luminous safety eyes
- Embroidered eyes individually bonded

**ONLY $24.00**

Mail Order Co. Dept. B, 233 W. 26 St., New York 1, N. Y.

**A SURE-FIRE EASTER SELLER!**

**ST. PATRICK’S DAY CARNATIONS**

Made of low-grade Carnations with Pale Pink on green twisted stem. An outstanding value! Order 1 dozen $1.00, case 2 dozen $4.00, 50 dozen $12.00. Total order limited. Filled 100 to box.

5000 Per Box $4.50. Per 1000 $3.50. Cash in full with order, we pay postage.

**KANT NOVELTY COMPANY**

223 Third Avenue

Pittsburgh 22, Pa.

Pesh or White Carnations for Mother’s Day will be available to our customers.

**PENNY CANDY and St. Patrick’s Day CARNATIONS**

**MIDWEST CANDY CO.**

**MIDWEST CANDY CO.**

**ATTENTION!!**

**PUNCH NEEDLE WORK DEMONSTRATORS**

All punch needle work materials are now available:

- Over 100 different patterns
- Tassel brushes
- Background materials
- Needles
- Toxidermist eyes

**IMMEDIATE DELIVERY**

**AT NEW LOW PRICES!**

For complete information, mail check $1.00 to cover cost of postage and handling.

**DOROTHY FLECK INDUSTRIES, INC.**

115 W. Grand Avenue

Chicago 22, Ill.

---

**WRIST WATCH**

Attractive

**WHITE FUR BUNNY**

Stuffed soft and cuddly. Made of highly processed white rabbit skins.

- Beautifully finished
- Colorful decorative x-ray bow
- Luminous safety eyes
- Embroidered eyes individually bonded

**ONLY $24.00**

Mail Order Co. Dept. B, 233 W. 26 St., New York 1, N. Y.

**A SURE-FIRE EASTER SELLER!**

**ST. PATRICK’S DAY CARNATIONS**

Made of low-grade Carnations with Pale Pink on green twisted stem. An outstanding value! Order 1 dozen $1.00, case 2 dozen $4.00, 50 dozen $12.00. Total order limited. Filled 100 to box.

5000 Per Box $4.50. Per 1000 $3.50. Cash in full with order, we pay postage.

**KANT NOVELTY COMPANY**

223 Third Avenue

Pittsburgh 22, Pa.

Pesh or White Carnations for Mother’s Day will be available to our customers.

**PENNY CANDY and St. Patrick’s Day CARNATIONS**

**MIDWEST CANDY CO.**

**MIDWEST CANDY CO.**
**KIPPS’ REMOVAL CLEARANCE**

KIPP BROTHERS ARE MOVING INTO LARGER QUARTERS 60,000 SQUARE FEET TO SERVE YOU BETTER

Our New Address After April 15th—240 SOUTH MERIDIAN ST., INDIANAPOLIS 4, IND.

**NEW 3-WAY CHANCEABLE LETTER SIGN**
- Upright
- Hanging
- All Lines Removable
- 12" Bold—22" Wide.

Price: $7.75 ea.
Minimum New—No Returns.

**FOR SALE SECONDHAND GOODS**

ALUMINUM PLATED CUP CARDS—

- All styles—Hand Painted Brass, Copper, Pewter, Enamel, Silver, Gold, Pewter, Silver, Copper, Brass, Aluminum.
- Handmade, hand-painted, hand-engraved, hand-carved.
- Regular Price, $1.50.
- Now at 50c.

**THE BILLBOARD**

**MERCHANDISE-CLASSIFIED**

**NEW COSTUMES, UNIFORMS, WARDBROBES**

**MINISTERS, MEN—FULL LINE OF MINISTERS' COSTUMES FOR A MENSWEAR \$2.10 MODE**

**ATTENTION!**
Concessionaires—Saleboard Operators
Novelty & Gift Shops

Write for 1948 money-saving catalog.

**BERK'S SPECIALTIES**
729 S. Marion, Indianapolis 22, Ind.
Phone: IRVING 2327

**ALUMINUM GEARRED POPPING KETTLES—**

- All styles—Popcorn, Peanut, Coffee, Candy, Poppy, Poverty, Snuff, Cigar, Rice, Popcorn, Peanut, Coffee, Candy, Poppy, Poverty, Snuff, Cigar, Rice.
- Each, 75c.
- **LOT BARGAINS—NEW BURLINGTON**
- All styles—Hand Painted Brass, Copper, Pewter, Enamel, Silver, Pewter, Silver, Copper, Brass, Aluminum.
- Handmade, hand-painted, hand-engraved, hand-carved.
- Regular Price, $1.50.
- Now at 50c.

**NEW DESIGNS Distributed by NEW LOW PRICES**

LEVIN BROTHERS

**TERRE HAUTE, INDIANA**

**& 50%**

**Write for Special Bulletin on Closeouts.**

**KIPP BROTHERS**

117-19 SOUTH MERIDIAN STREET

INDIANAPOLIS 4, IND.
FOR SALE—SECOND-HAND SHOW PROPERTY

ABORT MAKEs POPPERS AVAILABLE—1250, copper popper set. 32 All-Electric, from 150. ... 1928, 125. Lidded. Limited. Ilifb. and


COMPLETE EQUIPMENT FOR 860 SEAT THEATRE—Complete theatre equipment. Write Grand Miss Film Supply, Grand Junction, Colo.

COMPLETE BASKET BALL GAME—3 BAILS, 6 in. to 15 in. Van Nuys, Cali.

DRIP IN THE EQUIPMENT—New products. 82194, Art, millionaire, Chicago, Ill.

LEVIN BROTHERS

MILLER CREATIONS MFG. CO.

5-Pc. SUPER-EDGE CUTLERY SET!

PREWAR PROFIT MAKER BACK AGAIN! AG A BIG $9.50 VALUE BIGGER AND BETTER THAN EVER! EVERY HOUSEWIFE AN EAGER BUYER! LOOK AT THESE SELLING FEATURES!

• Stainless Steel, Minor-Finish Knives
• Tempered Carbon Steel, Full Tang, Mirror-

Finish, Color Coated
• Brass-Belied Coco-Bolo Handles
• Complete Gift Writ Set contained in

Colorful Box

MATCHED SET INCLUDES

7" Carving Knife 7" Butter Knife 11" Slicer Knife 11" Slicer Knife 11" Slicer Knife

ORDER NOW

JOURNEY & SONS, Inc., 1380 W. 63rd St., Chicago 10, Ill. SEND FOR SAMPLE AND CONVINCE YOURSELF

BANNER NOVELTY CO. 725 W. 36th St., DEP. 9-5

CHICAGO, III.

THE BOARDWILL March 6, 1948

CONCESSIONAIRES'S STOCK PRICE LIST

Concessionaire's

MINIATURE GLASS MUGS...Per Gross

Glass $0.60 Flakers...3.00

White Paper Flag Bows...60

Sheer Crepe Paper Per Lb...1.00

Plaster Drag, Cat., etc. ...1.00

Shake Set Repair Print...$1.00

Mirror Memo Books...3.50

15" Comic Hat Bands, Per 100...1.25

6" Comic Hat Bands, Per Doz...1.50

Shake Set Repair Print...$1.00

Crown Hats, Per Gross...90

20" Paper Squawkers, Per 100...75

Weighted Feather Dots, Doz...1.25

Lucky Straps, Per Gross...50

L. 36" Swaggers, Gross...9.00

Aluminum Cake Baskets, Each...65

Wood Milk Bottles, Each...45

Croc Handled Candy Cane...50

For Talks, Per 100...$60.00 to 25.00

Crimson Tins, Can, Cane...50

75k Sheen Laces, Silk or Bwn...1.24

Playing Thimbles...3.50

Daisy Cork Cans, Each...5.95

Essen Cans, Per Gross...1.00

Large $5.00 Up Packages...2.00

ATTENTION! GOLD WIRE ARTISTS

Square and round rolled, gold plate wire, all quality wire, any standard, at lowest prices. Extras 'as follows: leaves a star & triangle, braid or solid, etc. Steel wire

Gle = pierced

Beads, 2.50.

Send 12334 MILLER

MILLER

Color

Plated

Color

Enameled

Fur Tails.

Over

Each

Direct From Manufacturer

Catalogue

Overseas.

Follows:

S.

C.O.D.

2.25

H. C.

JEWELRY ENGRAVERS!

No License—No Square—No Contractor.

Get each one with a written guarantee.

EDGAR

T. B.

O. S.

C.

B.

R.

M.

G.

90° Acetabular Head Unit...45.00

90° Acetabular Cup Unit...50.00

110° Acetabular Head Unit...48.00

110° Acetabular Cup Unit...53.00

125° Acetabular Head Unit...50.00

125° Acetabular Cup Unit...55.00

15° Acetabular Head Unit...35.00

15° Acetabular Cup Unit...40.00

MECH-PRODUCTS

3015, 3, 2000, $1.00

LEONARD

J. THOMAS & Co., Dist. A-01

8205 Kedzie Ave., 3205 W. 36th St., Chicago, Ill.

FUR TAILS.

150° Acetabular Head Unit...48.00

150° Acetabular Cup Unit...53.00

175° Acetabular Head Unit...50.00

175° Acetabular Cup Unit...55.00

200° Acetabular Head Unit...55.00

200° Acetabular Cup Unit...60.00

225° Acetabular Head Unit...60.00

225° Acetabular Cup Unit...65.00

250° Acetabular Head Unit...65.00

250° Acetabular Cup Unit...70.00

10° Acetabular Head Unit...25.00

10° Acetabular Cup Unit...30.00

13° Acetabular Head Unit...30.00

13° Acetabular Cup Unit...35.00

22° Acetabular Head Unit...35.00

22° Acetabular Cup Unit...40.00

45° Acetabular Head Unit...45.00

45° Acetabular Cup Unit...50.00

90° Acetabular Head Unit...50.00

90° Acetabular Cup Unit...55.00

5° Acetabular Head Unit...35.00

5° Acetabular Cup Unit...40.00

Jewelry Star—All sizes and shapes. 

Beads, 2.50.

Send for Catalogue

MILLER CREATIONS MFG. CO.

6028 Kedzie Ave., CHICAGO 37, ILL.

OHIO'S SALE!!

Need room desperately—will trade for merchandise at least less than cost.

15 JEWEL MENS WRIST WATCH

Cleveland, 0.

In blue, gold, white.

1. Brand new, signed.

2. Brand new, high.


4. Brand new, high.

5. Brand new, high.


25c. Brand new, high.

15c. Brand new, high.

FIVE JEWEL POCKET WATCHES.

Watched and guaranteed. In high.

Your price $1.25 each. Minimum order 12.

DEALER IN MFG. C.O.D.

J. THOMAS & Co., Dist. A-01

12354 7200, 2000, $1.00

LEONARD

HOPKINS DIST. CO.

305 North Ave., Phoenix, Ariz.

LESS THAN 2 CENTS EACH

Industrial Offer—Assorted Key Chains...

30c.

Fingeren Offer—Fingeren—First Quality...

30c.

DEALER IN MFG. C.O.D.

HOPKINS DIST. CO.

305 North Ave., Phoenix, Ariz.

LESS THAN 2 CENTS EACH

INDUSTRIAL OFFER—ASSORTED KEY CHAINS....$0.30

FINGEREN OFFER—FINGEREN—FIRST QUALITY....$0.30

DEALER IN MFG. C.O.D.

HOPKINS DIST. CO.

305 North Ave., Phoenix, Ariz.

GET ON THE BALL!

THIS IS NOT!

RETAIL 10-98

START ROLLING UP BIG PROFITS!

MADE OF GENUINE

GALORE

GOLD

No losing. Expands to 5-Ft.

Texture-Length

Contrasting Color

Wristlet, Fanny Pack, and a

thimble—bargain set.

EXTRA LARGE

1 Doz...$15.00

2 Doz...$20.00

Cross...$16.00

2 w w 222 W. Jackson Blvd.

GEM PRODUCTS

MANLEY INC., KANSAS CITY, MO.

WHOLESALE ONLY

Fine quality. Popular Havens. 2-tick packs in 4-m mixed cards. BUBBLEGUMS.

AMERICAN CHEWING PRODUCTS CORP.

4th and Mr. Pleasant Ave., NEWARK 4, N. J.

BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.

Write for bulletin.
NEW SPORTS
frequently
Circuses,
March
D4-Be1a
sr
7th
Groups
S.
9a
IÑ
Dept.
TOEN
10.00
Wood Fold-
plates,
for
bazaars. etc.
Largest
PIE
CAR
Wood,
IrA
K.
N. J.
EACH
MAGICAL APPARATUS
A BRAND NEW CATALOG MINDEDREAD
mental, Mentalism, Show Effects, Magic Mysteries, Facial Charts, 148-page illustrated Catalogue, plus Master Catalogue, 1064 pages, Published House, 523 S. State St., Chicago, III.
MAGICIAN'S HEADQUARTERS - 400 PAGE IMAGINATION show your talent in advertising. Write for samples, 22
dozen orders. 50 CENTS, BALTIMORE 3, Md. 3.00 each. 15.00 each.
AZE WHOLSLE TRADES MARK CATALOG
for Magicians, Retailers, Book Stores, Library, Schools, etc., containing 9 1/2" x 14" complete
Body of magic literature for the use and benefit of the trade. Write Kenyon, B-1311 Walnut, Philadelphia
Philadelphia 7, Pa.
"I AM A VISIONARY" TELL YOUR
friends how low 1948 science illustrated
American
MAGICIAN'S HEADQUARTERS. 790 High St., New Brunswick, N. J.
LARGEST VISIONARY SCIENCE, LONGEST LITE-
NANO'S DANCE HOUSE, Dayton, Ohio.
MISCELLANEOUS
AIRCRAFT TIRES, SEALED, TUBES, TOOLS, AND
the same as used by the U. S. Navy and other
in the complete range of sizes and types.
PILOT HOUSE, 120 West 34th St., New York 1, N. Y.
BALLROOM AND EINK EFFECTS - CRYSTAL BALLS
and accessories, Press Co., 110 W. 36th St., New York 1, N. Y.
BE FRESH AS A DOLL, EYES, EYES
BRIGHT, BRIGHT, BRIGHT, DOLL EYES. WRITE
for samples, 1211 Valentine, New York 33, N. Y.
BE BALLROOM AND EINK EFFECTS - CRYSTAL BALLS
and accessories, Press Co., 110 W. 36th St., New York 1, N. Y.
THERMOMETER, AIRCRAFT TIRES, SEALED,
the same as used by the U. S. Navy and other
in the complete range of sizes and types.
BE INDEPENDENT - TUNED PIANOS, MUSICIANS, AC扼MENTS.
Be the first to fill tremendous demand for your
rare, unique, genuine, professional, well-made specimens. Almost any
sight, we shall be happy to have your
BINGO SPECIALS
Regulators - 7 colors, 1500 series
Padded 4-5/6 or 7 to the pad
3000 Sets $77 each and amount of samples
marketing. Write: 1211 Valentine, New York 33, N. Y.
BE INDEPENDENT - TUNED PIANOS, MUSICIANS, AC扼MENTS.
Be the first to fill tremendous demand for your
rare, unique, genuine, professional, well-made specimens. Almost any
BE INDEPENDENT - TUNED PIANOS, MUSICIANS, AC扼MENTS.
Be the first to fill tremendous demand for your
rare, unique, genuine, professional, well-made specimens. Almost any
BE INDEPENDENT - TUNED PIANOS, MUSICIANS, AC扼MENTS.
Be the first to fill tremendous demand for your
rare, unique, genuine, professional, well-made specimens. Almost any
}
PERSONALS
MAGAZINE, 151 W. 47th St., New York 18, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING
ATTENTION—DIRECT POSITIVE OPERA-
tions authorized distributors. Write for 1948 catalog, containing medium-sized metal and plastic frames. Fillmore Camera Co., 401 W. 42nd St., New York 18, N. Y.

DIRECTIONS PHOTO OUTPUTS—ALL-SEE-
ING EYES CO., 210 S. 5th St., Los Angeles 9, Calif.

FOR SALE—BEAUTIFUL BOOKING HOUSE.
G. L. BINGO, Proprietor. Maple Grove Co., 3726 Leslie St., Rochester, N. Y.

PRINTING
ATTRACTIVE. 100 $5.11 LETTERHEADS and 4%% Stamps. Insulated Envelope, 6c. each. Write for order blank. J. T. Bloom, 12248 Cedar Ave., Kansas City, Mo.

SALESLENS WANTED
JUST TAKE ORDERS—WE DELIVER. 100-
0 copies of 32-page catalog, 100% satisfied. Sold at $2.50 each. Write for sample. 11, 1125 N. 41st St., Kansas City, Mo.

SALESLENS WANTED—AGENTS—SELL CRU-
ts. 35% commission. Calling card, 10c each. T. M. Lee, 2178 W. Washington Blvd., Los Angeles 5, Calif.

SALESLENS WANTED—FREE CATALOG.
COURT LARIAT. 3 in. w. x 3 1/2 in. h. 1000 copies for $10.00. Also 11x17 LETTERHEADS and 6% EYES, each 50c per 1000. Send postpaid. Samples are free,光滑.

SALESLENS WANTED
WANTED—HUGE TYPE VENDING MACHINE.
Get paid $300 first time you fill. Or sell for $800 cash in 30 days. Ten machines at $55.00 each. Write for catalog and price list. National Distributors, Inc., Box C-465, Sandusky, Ohio.

SALE-BEAUTIFUL PHOTOGRAPHS—WHOLE-
sale and retail. Prices high. Write for samples and prices. W. U. B. Studios, 728 Leslie St., Rochester, N. Y.

WANTED—1948 BINGO CARDS.
FOR SALE—1948 BINGO CARDS and 11x17 LETTERHEADS. Complete line of BINGO.

WANTED—5000 CATALOGS. Send $2.50 fot samples. Send $25 for orders. C. T. Morgan, Box 348, Galveston, Texas.

WANTED—FREE CATALOG. FAST PRINTING.
WANTED—FREE CATALOG. WRITE FOR SAMPLE.

SALESLENS WANTED
CASH, C.O.D.—MACHINES—TO RENT.
WANTED—FREE CATALOG. WRITE FOR SAMPLE.

FANCY ASSORTED CHOCOLATES, 40c lb.
Two Dozen sets of BINGO CARDS, $1.00.
We have:
• Plush Toys
• Fur Animals
• Dolls
• Table Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want

THREE 1948 ALL DUTY MOUNTED BINGO CARDS—$3.95
AND OTHER BINGO SUPPLIES. SEND
YOUR ORDER TO:
MORRIS Mandell, Inc.—Dept. B
131 West 14th St., New York 11, N. Y.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.

FANCY ASSORTED CHOCOLATES, 40c lb.
Attractive Assortment, Two Dz. in a Case. Less than 1 Case $5.50. Dz. 10 cases $50.00. C.O.D. Only. Sample 50c. Send 50c.
Barbara Fritchie Chocolates, Frederick, Md.
LADIES' NEW RHINESTONE COCKTAIL WATCHES


LOWEST PRICE IN YEARS...
7 JULY | $18.95
17 JULY | $22.55
Also available in Banana, Black, Brown, Blue, and Taupe. With matching band. Write for new free catalog.

ORDER TODAY—Timely Delivery!
25% off with order of 40.
No returns except wholesale only. Must be returned to original condition. Write for new free catalog.

J. P. REDINGTON & CO.
257 E. 57TH ST., NEW YORK, N. Y.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Pattison St.
CINCINNATI 2, OHIO

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

LETTER LIST

Letters and addresses assigned to persons in care of The Billboard will be added to this list two times a year. If you have a mailing address to our office, look for your name on this list. It is held according to the office of The Billboard where it is held, and the list is available to New York, Chicago, or St. Louis. To be listed in Columbus, Ohio, or St. Louis by Wednesday morning, or Sunday morning in Cincinnati office by Thursday morning.

RINGS

NEW BIG SELLERS!

Hey, Irish!!

Look This Way
For St. Pat's Day
Plain Shamrocks, Gr. ...

Irish Flags, Gr. ...

Green Ribbon, 50-c. roll, Gr. ...

Carnations, 1 Doz.

Shamrocks with Clay Hat, Gr. ...

Irish Flags, Gr. ...

Green Radio Speakers, Gr. ...

Floral Padding

Prices Above Do Not Include Postage

KIPP BROTHERS

Wholesale Distributors Since 1880

At Your Favorite Retailer

23rd & Indiana

NEWEST AND BEST SELLER IN RUBY CENTER ALL WHITE STONES

Spin-Jacs

A COLORFUL NEW PLASTIC NOVELTY

Write today for samples and prices.

 proto-

TRIO MFG. CO.

425 E. Broad St.
Elyria, Ohio

Spin-Jacs

Made from DuPont NYLON

Guaranteed 1st Quality

45 Gems, 20 Beads, $15.40 Do.

51 Gems, 21 Beads, $27.60 Do.

25% with order, balance C. O. D.

DIAMANT NO. 3

1011 M. E. St., Lima, Ohio

www.americanradiohistory.com
MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.
Chicago 1, Ill.

Chandler.

STAINLESS STEEL FEATURE
Attractive

knives

nickel-silver

Charles Beagles, Harry

B.

Boydia

Chicago (Chef) Brady,

Day, William

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.

D.
FREE BEERS
Would not attract any more jobbers to the New York Toy Fair than ODGIN'S new line of year-round fast
selling Toys, Novelties and Souvenirs
Be first to see our new super sensation
at Room 1014, Hotel McAlpin, Mar. 8-21.

OBDIN MANUFACTURING CO.
704 N. MAIN ST.
DAYTON 6, OHIO

BALLOONS AND NOVELTY HATS
Prices Lowest in the Country

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 Poodle</td>
<td>$0.50 Gr.</td>
</tr>
<tr>
<td>14 Cat Balloons</td>
<td>$0.50 Gr.</td>
</tr>
<tr>
<td>Spiral Spotted Balloons</td>
<td>$1.00 Gr.</td>
</tr>
<tr>
<td>16 Balloons</td>
<td>$2.50</td>
</tr>
<tr>
<td>30 Balloons</td>
<td>$3.50</td>
</tr>
<tr>
<td>60 Balloons</td>
<td>$5.00</td>
</tr>
<tr>
<td>90 Balloons</td>
<td>$7.50</td>
</tr>
<tr>
<td>Stuffed Animal Balloons</td>
<td>$12.00</td>
</tr>
<tr>
<td>Chinese Snake Balloons</td>
<td>$8.00</td>
</tr>
<tr>
<td>Rabbit Balloons</td>
<td>$8.00</td>
</tr>
<tr>
<td>Metal Running Mice</td>
<td>$12.00</td>
</tr>
<tr>
<td>Jumbo Size</td>
<td>$4.00</td>
</tr>
<tr>
<td>Baby Bears</td>
<td>$12.00</td>
</tr>
<tr>
<td>Owl String, Lb. Spool</td>
<td>1.25</td>
</tr>
<tr>
<td>Targets #1-3—Bows Up 4 Feet</td>
<td></td>
</tr>
<tr>
<td>Hundred</td>
<td>14.00</td>
</tr>
<tr>
<td>Jumbo Knobby Balloons</td>
<td>7.00 Gr.</td>
</tr>
<tr>
<td>Medium Knobby Balloons</td>
<td>3.50 Gr.</td>
</tr>
<tr>
<td>Medium Cat Balloons</td>
<td>6.00</td>
</tr>
<tr>
<td>New Sensation—Rubber Squeeze</td>
<td></td>
</tr>
<tr>
<td>Small Diameter—They refill to 12.75 Qts.</td>
<td></td>
</tr>
</tbody>
</table>

HATS—Special Prices

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snaps Hats</td>
<td>$2.50 Gr.</td>
</tr>
<tr>
<td>Mexican Charms</td>
<td>10.00</td>
</tr>
<tr>
<td>Rabbit Head Hats, With Feathers</td>
<td>14.00</td>
</tr>
<tr>
<td>Cranberry Hats</td>
<td>8.00</td>
</tr>
<tr>
<td>Cranberry Hats, With Feathers</td>
<td>12.00</td>
</tr>
<tr>
<td>Lantern, R.W.B. Batsom, With Ball</td>
<td>14.00</td>
</tr>
<tr>
<td>Cowie Hats</td>
<td>5.00</td>
</tr>
<tr>
<td>Cowie Hats, With Sticks</td>
<td>21.00</td>
</tr>
<tr>
<td>Large Parachute</td>
<td>7.00</td>
</tr>
</tbody>
</table>

We have the goods and we ship them daily. 25% required on all orders. We ship to Mexico, Cuba, Honolulu, Philippines and all parts of the world.

Write for catalog

HARRIS NOVELTY COMPANY
1102 ARCH STREET
PHONE: MARKET 7-6488
PHILADELPHIA 7, PA.

FLAGs - DECORATIONS - NOVELTIES

"National Line"

THE NATIONAL FLAG COMPANY
1012 Flint Street
Cincinnati 14, Ohio

Western Saddle Horses
Another Prizewinner From the House of Hilt

MADE OF BRONZE IN A HIGHLY LUSTER FINISH.
DURABLE, SADDLE AND SADDLE BLANKET.
COMES IN THREE POPULAR SIZES.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>201 10½&quot; Tall, 12&quot; Long</td>
<td>$4.00</td>
</tr>
<tr>
<td>Samples</td>
<td>$5.00 ea.</td>
</tr>
<tr>
<td>202 8½&quot; Tall, 12&quot; Long</td>
<td>$3.00</td>
</tr>
<tr>
<td>Samples</td>
<td>$4.00 ea.</td>
</tr>
<tr>
<td>203 4½&quot; Tall, 3½&quot; Long</td>
<td>$7.70</td>
</tr>
<tr>
<td>Samples</td>
<td>$10.00 ea. per doz.</td>
</tr>
<tr>
<td>25% Deposit Balance</td>
<td>C. O. D.</td>
</tr>
</tbody>
</table>

CUTTER & COMPANY, INC.
929 Broadway, New York, N. Y.

Pipes for Pitchmen

BELLE SATTLER ...
A pipe-smokers polish at Milwaukee's Goldmans with Charlie Lyons to run a good business. After passing the Goldminst, Belle moves over to the Krege five and dimer at Third and Gardners, yet, that city.

BEN (HORSEBACK) MIEYER...
performs in St. Augustine, Flia., that he's plying birds to the pitch of Barney Kaplan. Ben says he'd like to read pipes here from Peanuts Kramer.

MRS. ROGERS...
curler worker, recently completed a clock engagement with that item at the Krege store in Grand Rapid, Mich.

AL KONK...
former pitcher, is selling house trailers in Grand Rapid, Mich.

BOB SCHUTTEN...
Milwaukee pitcher, recently joined the navy, having enlisted from the Krege store in Grand Rapids, Mich.

JIMMY ROACH...
...is reported to be working clothes hangers at the Sears Van Buren store.

RED McCOLL...
has his med pitch clicking off tall counts at Goldmans's store, Milwaukee.

JACK STIKLEY...
pushes thru an ironic note from Phoenix, Ariz., in which he points out that nine other other pitchers have found it impossible to work the Fre- dom Training. "We're stuck with our stock and have not worked for days," Stikley says, "and they promise worse treatment from here on in."

ESTELLE HERBERT...
well known in pitch circles, is working in an office at Gimbel's department store, Milwaukee.

VIOLET McNEAL...
pennant of the book, Four White Horses and a Brass Band, letters from Mountain View, Calif., that nearly all of the old-time med men of the 1904-1910 era, that they knew are dead. "I hear," continues Violet, "that one or two have retired and that a few have entered other fields of endeavor. Occa- sionally, however, I run into the names of med men in other lines who are still alive. Paul Houck and I worked the same fair about 15 years ago. I wonder how many of the peo- ple who are on the road today and who read the pipe column still re- member me? Miss McNeal is cur- rently giving lectures at women's and Rot Cyn's in Chicago, New York, and the people are doing work on another one of her plans to write.

FOLLOWING A...
lengthy silence, Dave Rose veteran pitchero, fogs one thru from New Orleans and just read that Houck's pipe regarding a pitching moderate. Paul and I are old friends, but I don't think organizing pipe- men will work. Organization can be effective only where there is a large rank and line centered in any one large city. Pitchmen and pitch- women are scattered all over the country. We could not make a national organization out of it for that reason. "However, we would like to see if we could pick a large city for our headquarters, a city that knows the more prominent, which I imagine would be New York or Chicago. I suppose one of our larg- est problems as an organization would be the opening up of towns, which is an impossibility. On the other hand, let's say we did succeed in opening the town where our head- quarters were located. Say, for instance, that headquarters would be in New York. How would that benefit a few people scattered in Wisconsin, Utah, Arizona or in some little town in Arkansas, where one has just been tossed into the cleft and is being shaken down for all he has? Another reason it can't work is that merchants all over the country are organized. They belong to the Chambers of Commerce or the Better Business Bureaus. They do not want any street vendors in their towns and they see to it that the po- lice enforce their demands. Another reason is that pitching by the move all the time would not send in their dues anyway. I remember the organization we had in Los An- geles. It did not prove a success either. The town was not the same, but except for some lots and door- ways, Pitchmen have been getting by for a long time without an organ- ization. Of course, it's been tough sledding but we always manage to work. Friend Paul says a personal and financial gain can be derived thru organization. How? I for one am for anything that would help us but when a shamus in a small town tells you to fold up, an organization over 1,000 miles away won't do you any good.

(See PIPES on page 94)
You will be, if you take this tip:

Advertising helps your business . . . by selling more goods. It creates more jobs, thus putting more money in circulation, hence more of a demand for products—your products. That's a long-range view, but it's an economic fact. Your competitor advertises, too. If he didn't, you wouldn't consider him much competition. His advertising budget may be small or it may be even larger than yours. But . . . and this is a big question . . . will his advertising be as timely as yours?

There's a big market ripening now. Within a very short time it will be ready for reaping. It's the big '48 Merchandise Buying Market. And it can very easily be your plum if you go after it. Time and place your advertising to reach the buyers in this big market by advertising in the Billboard's Annual Spring Special—it's made to order for you.

All merchandise buyers—agents, salesmen, pitchmen, demonstrators, concessionaires, salesboard operators, premium users, variety stores, novelty dealers, arcade owners, souvenir stands and resorts—will read the Spring Special—will use it as a Buyers' Guide—with their immediate needs and requirements for 1948 in mind. Your product, attractively illustrated and described, will be before their eyes as a reminder of what you have to sell. It's timely and selective advertising at its best.

Reserve your space now. Last forms close March 17.
(Continued from page 82)

The streets and sidewalks were not made for pitchmen as a location for their place of business. The merchant will be glad every time I let's not kid ourselves. We may get a great deal of money from these clubs in the course of a season but our business is done in 48 States. Therefore, we are not big business. Don't be foolish, boys, and lie awake nights thinking of the towns we could open up if we were organized. One thing that could improve our lot would be for the boys and girls to send lists of towns that can be worked to the Pipes Department for publication. Towns that they are certain are open and can be worked."

VIVIAN C. LAGREN

has returned to the Beauty Sheen booth in Chicago's Belmont store following her annual vacation at Miami Beach, Fl. Vivian plans to work a number of fairs this year and, if certain arrangements jell, will take out a med show in June, continuing with it until fair time.

HELEN GAGEN

is chalking up good long-green counts with her shampoo layout in the Kress store in Miami.

REPORTS FROM . . .

Florida indicates that a number of pitch lads and lasses have been working various stores in Miami and Miami Beach to good results.

HENRY H. VARNER

letters from his Akron headquarters that he has had his annual physical check-up and the docs report him in good condition. He adds that the weather has turned warmer and that a few of the boys have ventured out on the streets of Akron, Barberton and Cuyahoga Falls. He says he'd like to read pipes here from Paul Houck, Bert Kinney and Kid Carrigan.

THAT GOOD . . .

old-timer, F. X. LeVell, cards from Pittsburgh, Mini., that he is still

Celebrating on the Gulf Coast, where pitchmen have been scarce. He says he's seen only one fellow and he was working jewelry. "The State," Frank says, "is hostile to pitchmen. He will return to the Midway of Mirth Shows this season.

"A BUNCH . . .

of the boys and girls here recently presented George Earle, of needle threader note, with a purse of Hallstrom letters from Chicago. "Earle is going to spend the rest of his days on his back at the Oak Forest Infirmary, Oak Forest, Ill., where he has been confined in a paralyzed state for the past three years. For one whose lot it is to lay on a hospital cot, alone, with nothing but

AMAZING WALLET VALUE!

TODAY'S BIG SELLER — DIRECT TO YOU

FROM MANUFACTURER

MAKE MORE THAN 100% PROFIT—QUICK!

NEW NON-SPILL ZIPPER Wallets

GOLDEN NOVELTY CO.

955 CHICAGO BLDG.

NEW YORK, N. Y.

100% Returnable

Write for Illustrated Circular

GOLDEN NOVELTY CO.

955 CHICAGO BLDG.

NEW YORK, N. Y.

100% Returnable

Write for Illustrated Circular

SPECIAL! GIANT SIZE WESTERN SADDLE HORSE

Height 14" Length 17½" Weight 9½ lbs.

$150.00 each in doz. lot.

Less than 1 doz. .... $16.50 each.

25% Dep. with order, balance C.O.D.

For lavish, illustrated circular of other sizes available.

JERRY GOTTLIEB, Inc.

FREE! Write for free descriptive circular TT!

JERRY GOTTLIEB, Inc.

FREE! Write for free descriptive circular TT!

JERRY GOTTLIEB, Inc.

FREE! Write for free descriptive circular TT!

JERRY GOTTLIEB, Inc.

FREE! Write for free descriptive circular TT!

JERRY GOTTLIEB, Inc.

FREE! Write for free descriptive circular TT!
Organization: How Well Do You Know the Successful Pitchman?

By Sid Sidenberg

Ed's Note: The following effusion is from Sid Sidenberg, widely known as a pitchman and an authority on the varied phases of the game, prepared on a running account of the ups and whereabouts of the success of some pitchmen, while others of the profession made it tough or tough. Sid is currently preparing another article in which he will attempt to show why organization will not do pitchmen any good. In fact, his contention is that there is not a pitchman who would do pitchmen more harm than good. He plans to incorporate his theories on how and what will open more routes, and to prove this action will benefit pitchmen and in some way unionization could accomplish.

JIMMY MILLER, that fast traveling, geedus-grabbing knight of the tripe and kisster fraternity, has requested that I shoot another pipe regarding my opinions on the organization of the pitchman. In our heyday the pipe job had the turned the page, and that was halfway up the book, the Johnny-come-lately stage. In those days, Jimmy, better known as Garter Works, was ordering garters in 100-gross C.O.D.'s, while I was wrestling, Svegals decks, rings, and paper-folding tricks in conjunction with a hand-printing press that rents a steady stream of new tips by my bally. The disk of the press was round and ran on the good spots until early morning. It was not unusual for some friendly minion of the law to admonish me that I was in the hotel district and that the ring of the press was disturbing the regulations.

It was then that I would start to fold, but in three days business was back upon the air, and despite the admonishing of the law the tip would become argumentative and insist that I make another lemons, ration, and many were the instances where I handed an acquaintance enough to purchase a half dozen cigars to hand the officer on the beat to come up and put on a share storm to close me up. That usually happened on Saturday nights, and when a fellow eluded under those circumstances it meant that business that could have been had had been lost forever. Even so it was better than a complaint to police headquarters, with the inevitable closing of the town to all knights as well as myself forever.

Blue Moon, Saturday nights were the last day of any spot. Mondays as a rule were off-color days. In those days the traveling knights seemed to have a scheduled itinerary and worked a certain number of weeks regardless of how poor or poor the spot would be. Sunday was a customary breathing day of the week. Day or night was a night would be found on a boat dock or at a railway depot purchasing a ticket to his next move.

One reason for the fast scheduled moves was the C.O.D.'s waiting. (See "How to Make the Successful Pitchman on page 97.

MINNESOTA


MISSOURI

Kansas City—March 7. Mrs. Ruth Allin, 240 Maple St.

NEW HAMPSHIRE

Manchester—March 20. Foley, 2008 Ranstead St.

NEW YORK

Buffalo—March 6-7. Foley, 2008 Ranstead St.

OKLAHOMA

Oklahoma City—March 20. Paul W. Berlott, R. R. Box 139, Oklahoma City.

Pennsylvania


TEXAS

Fort Worth—March 18. Fred C. Rens, Box 519, Fort Worth.

ILLINOIS


IOWA

Des Moines—March 11.socket J. Kiser, 307 23rd St.

KANSAS


MICHIGAN


MICHIGAN

Mr. 3061

Men's heavy Gold filled, white stone set wedding bands in any combination, 14k. Brand new style.

Merchandise 95

Rings That Sell Better!

I'll do mine, and you may be assured that I'll accomplish not just as well.

For Home Decorations

GRAND PRODUCTS CO.

67 W. Grant Ave., Dept. BB, Chicago 10, Ill.

For Home Decorations

GRAND PRODUCTS CO.

67 W. Grant Ave., Dept. BB, Chicago 10, Ill.

SEND FOR CATALOG AND $10 FOR SAMPLES. ADDRESS TO: STERLING JEWELERS

85 E. Gay St.

Columbus, 15 Ohio

MOTILE BALLOONS

All TerrifilSellers

70 Mattie Car Balloons $5.50 Gr.

70 Mattie Round Balloons $5.50 Gr.

40 Special Animal Prints $5.50 Gr.

Jumbo Mattie Car Workers $7.50 Ea.

Large Spiral & Knobby Balloons $7.50 Gr.

Small Spiral & Knobby Balloons $7.50 Gr.

Airmail Balloons $7.50 Gr.

Light Airship Prints 10.50 Gr.

Red Balloon Flags $9.50 Gr.

Headquarters For

Rodeo and Circus Merchandise

We take orders for special Buttons and Pendants.

KM & CIOFFI

912 Arch St.

PHILADELPHIA 7, PA.

(MA.7-2226)

PEN BARGAINS

Prepaid Prices For Dollars

BALL POINT $4.50

LEVER FILLER $2.30

THERON FOX

1024 Candy AVE.

San Jose 10, Calif.

KENT RADIO

Fully Guaranteed, RCA Cased, 80-100 Radio in Case. Select from aluminum cabinet with contrasting ivory or red trim.

SYLVAN CO.

154 E. ERIE

CHICAGO 11, ILL.
SALESBOARDS

March 6, 1948

Communications to 155 No. Clark St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

William T. Wolpert, sales manager of Pioneer Manufacturing Company, Chicago, celebrated a birthday Friday (20). Harold Boox, firm's vice-president, says the office was a fireman's nightmare when William started puffing on those birthday cigars.

Irving Sax, general sales manager of Consolidated Manufacturing Company, Chicago, is currently covering the Western States contacting the trade.

Irwin Secore, Secore & Secore, Chicago, returned to headquarters Saturday (11) after a journey to the West with firm's new representative, Irwin Weiss. Irwin will leave Monday (1) to pair up with Weiss again while they tour the New York, Pennsylvania and the New England States. Trip will take about two weeks. Irwin says the Double Sowback board is going well, with a similar response evident on the Jumbo Winner insert deal board.

Dave Rice, Empire Press vice-president, Chicago, is covering the Southern States on his current trip, which began February 18. Office staffers say it will be about three weeks made before Dave rolls back to headquarters. Empire's new leg boards are being stressed and are said to be getting good play.

H-M MILWAUKEE MARK

(Continued from page 49)

reading: "Sold out for the rest of the engagement," and the show took ads in local papers to tell people there were no tickets at the box office.

Newspaperman estimated that after the fourth night there were turnaways of around 1,000 people each night.

Publicity Good

Show received top publicity from the city's two newspapers, The Journal and Sentinel and from the four radio stations: WTMJ-TV, WINS, WENY and WFOX. In connection with the radio set-up, WTMJ-TV televised the show Wednesday night (28) in color. The WENY-TV television set in the various shut-ins' homes and in the home of two kiddies who were laid up with chicken pox.

Robert Zacchini, 24-year-old human cannon ball, escaped with minor injuries Tuesday night (27) at the grandstand. Zacchini's doctor said he would be unable to appear during the local run, but would be back in the cannon's mouth in time for the Kansas City (Mo.) engagement next week. His sister, Germaina, flew here from Sarasota, Fla., to take his place.

Program was the same as that at Memphis the week before. Music was by Joe Basile and his Madison Square Garden Band.

Charles B. Leedy, sales manager at Gardner & Company, Chicago, left Monday (23) for a two-week business trip which will cover the Eastern States and Coast.

Harlich Manufacturing Company's (Chicago) new triangle seal board. Fancy Figures. Includes 30 square seals in addition to the triangle type. Sam Feldman, sales manager, reports the combination of the two types on one board face creates additional eye appeal. Two new triangle seal boards are due for early unloading.

Harlich artist, Kenny Anderson, is gouging his drawing pencils these days—there is a second Anderson edition scheduled to hit the household any day now. Sam says everyone is betting on a girl. Kenny has a boy.

JAMES M. COLE STAFF

(Continued from page 49)

Lewis Welford, tax box; George Gifford, downtown ticket seller; George Bonter, bannerman and Charles Mackey, side show ticket seller.

Charles Locker, boss painter, is redecorating the advance trucks with red, white and blue designs. The advance will travel in three units and post special pictorial paper, including billing for James M. Cole Jr., son of the owner, who will again be featured in the big show performance as the world's youngest elephant trainer. The boy is eight years old.

Delivery on a new 30 kw., ac. Diesel light plant from the Caterpillar company is expected within a few weeks.

Cole and his son have been appearing at winter indoor circus dates with their elephant act.

FLAMANTE BOW SET

(Continued from page 49)

clowns, and Senior Almanza, magician.

The new trucks, along with 10 new sections of star-backs, have been added. All equipment has been repaired and newly painted.

Herbert Weber is in the East, purchasing equipment for his No. 2 show which will open in Monterey, Mex., June 1. This show will be presented in a 90-foot top with a 40-foot midway and will have a 34-foot ring and a stage. Program will be made up of American acts, with the exception of the Spanish dancing clowns. Show will carry a high act as a free attraction.

LUCKY Seven Jars

Red, White and Blue Tickets
Salesboards
Write for Circulars and Prices

GALENTINE NOVELTY CO.
520 E. Sample St.
South Bend 18, Ind.
Organization? How Well Do You Know the Successful Pitchman?

(Continued from page 95) the express office when a fellow hit town. Most of the boys traversed familiar territory, but going into new or strange territory made little difference to the regular pitchman, for usually he was given the spots by another regular, who, by the way, never gave a warm smile. Even with out that info he would take upon himself to make his own contacts. Believe me, a pitchman in those days never arrived in a town thinking that he couldn't work. He generally had that "I will" feeling urging him on. If the town was closed to corners, alleys or doorways he would create spots by talking a building owner into permitting him to work on private property even if he failed with the constabulary. If he failed with both he would try a local amusement park or department store and in many cases would work out a tie-up with a movie house.

If he did land a corner or doorway with his gift-of-gab it was an unwritten law, which was religiously adhered to by real honest-to-good ness pitchmen, to leave the corner or doorway just as clean as he found it. It was not unusual for a knight to borrow a broom and sweep up all paper and rubbings, carry away to be burned. The next fellow desiring to make the spot had little trouble in securing it. As a matter of fact, when I was printing and pushing magic I tackled bank presidents and obtained permission from some of them to work in front of a bank after its closing hours. These men got a kick out the way a pitch man worked and many times these same men of weight would front for a pitchman until he got a tip and laughed as loud as anyone in a tip at a pitchman's cracks and demonstrations. The reason for this was that pitchmen in those days didn't overdo things, leaving before he wore out his welcome and acting 100 per cent a gentleman. As a matter of fact, if some mighty minion of the last big rug and rubber shoes, a pitchman, these same men, bankers, manufacturers who were ahead in big men in a community would intercede for a pitchman and a certain amount of force would be used to enforce nothing but the law.

Letter List

Back in the days when the gasoline buggies were still in the experimental stage. Brakes were easily and be come dull. A man could take his car apart and reassemble it, especially when even the main highways had to be graded regularly. If some fellow felt like he could be shoved or elbowed out of the main road by a pitchman, he would have a very nice day, they would steal the steel, steam and mileage mode of transportation.

The last man with the pitch frauder kept in contact by the exchange of letters thru The Billboard's Letter List and Pipes column, and when moves were ready to be made schedules were devised for the case that a half dozen or more of the boys would meet on the same train. When we were thru there for a State fair there would find as many as 20 shooting pipes.

No Burned Bridges

The knights rarely burned any bridges behind them, as it was an unwritten law never to be burned out of a town, and most of the knights found their credits in AAA shape when the going got rough. There would be few ballyhusses in those days as they never heard of upstairs organization. The pitchman's creed was "I will" and he did.

I remember one of the top J.C.'s of the 35 years in my game. While some cowboys and other thieves and unscrupulous pitchman survived; others made meteoric rises to the top once they started. And the boys are still in the last-named category. In fact, they are too numerous to mention and most of them are still with us basking away for all they're worth. Even among the J.C.'s little beeing was heard—in fact, the old-timers had little sympathy for a quitter.

The era immediately following World War I the new and improved automobiles came into its own. Cars were built better and were more dependable. Surveyors were working Chloe and there was another type of transportation, one in which the tire was made of concrete spread in every direction like every section of the country. Pitchmen would follow the highways and iways of the nation with the new im proves and conveniences. They found in the gas chariots, which not only improved his flash but gave him much more merchandise loading space and relieved him of the dash to Certain spots for C.O.'s.

Money Savers

Incidentally, the gas chariot saved pitchmen, carnival workers and ex pressmen thousands of dollars last year on lumber left on exhibition lots and the like. Almost all of them are still with them, whereas it was too incon venient, and expensive to transport lumber by wheel express.

Break-Jump Spots

When a knight arrived in town he did his round off to the left. The street corner was burdened with a heavy pitch in the old days. In a small town. In addition, small towns unknown to a pitchman became "break jump spots" when the boys looked for a wind up. In the small towns, they would go to the outskirts of the city grounds or a large city. In the rain days, they would say, "Can we walk away from an advocate of organization, there is little doubt in my mind that he would have for Casey Jones would give his steel monster a little more pressure of the steam and the huge monster flew past the town.

Better Footing

I honestly believe pitching is now on a greater and grander footing. Charley Kan troff, Willard Griffith, Ross Dyer, Curly Bartolo, Leroy Crandall, Herb Bakers, Bob Peck, R. J. Griffith, Carl Carrigan, George Reed, Joe Morris and others will do a great deal to take the influence of pitching and make the game a profession. Since that is a great American story, with a national name, the question is that we put it to you and that is how you know pitching—successful phone men.

SALESBORDS

Better Footing

I honestly believe pitching is now

www.americanradiohistory.com
SALE!
CANDY DEAL
$1 BOXES CHOCOLATE COVERED
1 200 BOXES OF FANCY CHOCOLATES
NEXT 100 BOXES 50c
"SALEBOARDS OPERATORS, NOTICE"
W. H. BRADY CO., Mfrs.
CHIPPEWA FALLS, WIS.
Four States Considering New Revenue Legislation

CHICAGO, Feb. 28—Two State Legislatures, California and Utah, will convene next month to consider revenue legislation. California is scheduled to meet in an unlimited session beginning March 1, while Utah sets its session for 30 days beginning March 8. Meanwhile, the Michigan machine industry was faced with the need of special legislation this week—one a proposal to tax coin radios in Virginia, and the second a measure which would place a graduated license fee on all types of coin equipment doing business in Kentucky.

Virginia proposal is currently in the hands of the Senate Finance Committee, which has reported in favor of imposing a tax on coin radios in Virginia, and the second a measure which would place a graduated license fee on all types of coin equipment doing business in Kentucky.

Virginia is currently using clamps in the state's Senate Finance Committee, which has reported in favor of imposing a tax on coin radios in Virginia, and the second a measure which would place a graduated license fee on all types of coin equipment doing business in Kentucky.

President and General Manager of the Virginia, John H. Tinkham, said the proposal would be for a general purpose, and that no license fees would be pro-rated.

Under the proposal, license fees would be based on the number of coin machines in an establishment. The tax rate would be 5 cents per machine, and there would be a minimum fee of $12 per establishment.

Tax Rates

Altogether the Virginia measure imposes no operators' tax on coin radios, and the license fee would not be pro-rated.

The measure, however, includes provisions for the establishment of a licensing bureau to be operated by a state-appointed board of examiners. It also provides for the appointment of a state auditor to supervise the operation of the licensing bureau.

A separate bill, also approved by the committee, provides for the establishment of a licensing bureau to be operated by a state-appointed board of examiners. It also provides for the appointment of a state auditor to supervise the operation of the licensing bureau.

St. Paul Solons

OK Bally Digger; Issue Licenses

ST. PAUL, Feb. 28—Permits to operate 10 Holycranes diggers, produced by Bally Manufacturing Company, were granted by order of city councilor Fritz Eichinger on Thursday (26) by city councilor Fritz Eichinger.

Licenses were issued on the basis of an opinion handed down several weeks ago by Judge Walter T. Thplheimer of the Minnesota Supreme Court that coin machines are defined as "machines or devices which are used in a combination of business, entertainment, and amusement, and are used to vend value received for any purpose whatever, or provides amusement or entertainment in the form of music or otherwise."

Proposed Fees

Fees proposed by the Kentucky bill range from $5 per for penny equipment to a top of $25 for machines costing 25 cents or more to operate. In Kentucky, the measure states that "if any machine has more than one slot and is a coin may be dropped to operate the machine, the fee shall be based upon the amount of the highest denomination coin plus $1 for each additional slot."

The measure, as far as most operators are concerned, particularly those that operate large numbers of machines like Bally, is a drastic one. A Bally representative pointed out that a $5 per machine tax would virtually put them out of business.

By the same token, the judge has ordered that the fee for each machine would be $10 plus $1 for each additional slot.

Under the same token, the judge has ordered that the fee for each machine would be $10 plus $1 for each additional slot.

Set Precedent

These same high standards will set the scale for the third class, to be started soon after the second is graduated, Henry stated. Other training schools are to be established in the near future.

Eight students of the 26 enrolled in the second session were dropped from training after failing to maintain scholastic standards set by the school and NAAMO, sponsors of the course.

York DA Warns Clubs on Bells

York, Pa., Feb. 28—York County district attorney, Harold B. Rudisill, has issued warnings to 30 clubs in this district to remove bell machines from their premises.

Rudisill told action after the York City and County Beverage Association, a group of hotel and restaurant operators also holding retail liquor licenses, charged that the use of bells in clubs presented an unfair business advantage.

Authorities in other Pennsylvania communities, including Allentown, Reading, Bethlehem and Pittsburgh, have recently issued warnings against bell machines.

Coin Tax Drop

WASHINGTON, Feb. 28—Debate on the coin machine tax continued Monday in January. Internal Revenue Bureau reported this week. Total collections during the first quarter of the year were $304,903 as compared with $396,000 for the first quarter of 1947.
Charge Pa. Bottlers With Soft Drink Tax Violation

PHILADELPHIA, Feb. 28.—Pennsylvania distillers have already caused soft drink vending operators and bottlers considerable expense for the inability of their machines to function as the cause of another problem, Warrants, charging evasion of the State's soft drink law, were sworn out against two bottlers and two distributors. The revenue department charged the firms with evading payment of the State's 6 per cent tax on soft drinks.

The Pennsylvania drink tax calls for a cent on every bottled nickel drink.

Distributors against whom the charges were made are liable for stiff penalties, while manufacturers are forced to lose face possible loss of their licenses, according to Wilbert H. Beachy, deputy secretary of revenue. The revenue department charges that the unpaid taxes amount to approximately $15,000.

Exhibit Supply Kit Offers Ops Flippers For Older Machines

CHICAGO, Feb. 28.—Exhibit Supply Company is now in production on the nation's first exhibit supply kit for earlier games which are adaptable for conversion to flipper action, it was announced here.

Flipper kit includes two complete independently controlled flippers, two plug-in coin controls and two coils containing solenoids which depress the coils after the player depresses the control buttons and thus activate the flippers.

Each of the coils contained in the kit is used to give operators of older exhibit games the opportunity for converting their games to flipper action, thereby bringing the games up to date. This the firm believes will give its operators a chance to get some extended use out of older models.

Kit includes an instruction sheet that describes how to use the various parts of the kit and where the parts should be placed. The kit also recommends that after the operator makes the conversion to the kit, he should then install flippers in older games that certain adjustments must be made to compensate for the higher scoring potential of the player's use of flippers.

Exhibit's newest game is a five-ball called Build Up.

9,000 Contributors In CFM Fund Drive

CHICAGO, Feb. 28.—More than 9,000 contributions were received by Coin Machine Industries (CFM) during the recent Damon Runyon Memorial Fund Drive, it was disclosed this week by Ray McGeory, president and chairman, over the On the Century radio program.

Holoney was interviewed by Bob Sloan, noted sports announcer, just before the final appeal for contributions. Wilf McGeory, of McGeory Bros., located at 111 W. Washington St., was interviewed by Walter Winchell a check for $10,000, which is to be given over to the nation's common to $250,000.

Interview was transcribed, first published in Monday's (Yesterday) over WENR; later in the week it was over local stations in New York, Philadelphia, Detroit, St. Louis and the Twin Cities.

Plans Tie Market Thru Coin Outlets

CHICAGO, Feb. 28.—Alan Shepard & Sons, Inc., newly incorporated tie manufacturing concern, plans to market its line of Shepard of Chicago tie thru conventional coin machines, Alan Shepard, firm president, has announced.

In the tie business for 25 years, Ira and Jack Shepard, sons of shop proprietor Shepard, he believes common channels prove the most feasible way to handle his merchandise.

Shepard is appointing distributors for the entire country and will set up offices and plans a nationwide advertising campaign soon thru coin machine trade papers.

Keystone Panorama New Philly Operator

PHILADELPHIA, Feb. 28.—The Keystone Panorama Company, organized here for the operation of amusement vending and ice cream machines, according to application for a charter of incorporation filed by John J. Flanagan, local attorney for the firm.

Petition stated that the company is being established for the purpose of purchasing, leasing and servicing vending machines, amusement machines, coin machines, refrigeration cabinets and equipment, machines and appendages, including equipment to operate the said machines and machinery, and products of an incidental nature.

New Five Ball By United Mfg. In Production

CHICAGO, Feb. 28.—United Mfg. & Supply Co., which has announced on a new five-ball novelty and replay game, Manhattan, C. B. De Selm, firm sales manager, has announced.

Featured in the new game is a double-double shuffler which allows a player to score as high as 400,000 points on the last ball; an automatic shuffle which makes for easy coin chute operation and button control for replays, speeding up the turn-around time, and a high score of 800,000 points.

A series of bumpers and rollovers are built into the play, South added, spell out the name Manhattan. When the name is completely lit, the double bumpers and rollovers for these effect. Two kickout pockets, located at the right and left hand lower corners of the machine, double the bottom hole scoring. Therefore, if a ball is scored in one of these pockets when the ball goes into the right hand kickout pocket, 200,000 points register.

In addition, the left hand pocket, an additional 200,000 points are scored. Thus it is possible to score up to 400,000 points on the last ball played and in the last few seconds of play.

Joe Munves Buys Economy Supply Co.

NEW YORK, Feb. 28.—Joe Munves, president of the firm, announced this week that he had purchased the Economy Supply Company from its previous owner, Dr. S. A. Berens, of Philadelphia, for $200,000. The firm specializes in the supply of parts for all types of amusement machines.

In addition to supplying parts for standard coin machines, Economy will build parts for amusement machines and coin distributors for developing new games or vendors, and with the electrical vendors on the increase, the firm will enlarge its stock of electrical parts and fixtures.

The transfer of Economy Supply does not involve Apollo Records, the wholesaler supplying coin operated business, but operat ed by the Berens at the same address.

NAAMO Names 18

(Continued from page 99) for the 1948 season. In the country will benefit by the experience of the New York school, its officials.

Thru the support given by manufacturers, each MAAMO-sponsored school will have between 30 and 48 new coin machines on hand for practical instruction. All buildings in the list of 18 are approved by the Veterans' Administration under the GI Bill of Rights and are conducted by local boards of education.

Schools in the second course at the Manhattan Trades Center are: Pierre C. Laurent, Rubin Klein, 1785 7th Ave., William Abramowitz, Samuel B. Friedman, Alfonso Dicaro, Joseph Spadaforo, Herman Appel, Samuel Hochman, Seymour Shafit, Alvin Frey, Harry Benner, Milton Mornick and Wilfred Kranwinkel.

Meters Grows $816,415.75

MITCHELL, S. D., Feb. 28.—Parking meters which were installed here in April, 1947, gross $164,862.35 before the end of the year, City Auditor Arthur reports.
Drop Unique Mass. Plan To Set Top Com.

Cig Ops Withdraw Support

CHICAGO, Feb. 28.—Operators of ice cream vending equipment can add another sales argument to their location presentations. The National Dairy Council this week announced that ice cream is now recognized as a prime factor in removing safety pins and sundry other items from children's stomachs. The council pointed to St. Joseph Hospital, Elgin, Ill., where several pin-eating youngsters have been东南 with small cotton balls covered with ice cream. Result of the combination: No pins and no surgery needed.

Trend Toward Higher Reaches Chicago Theaters

Income from vending machines seen as supplement to lower box-office grosses—increased price helping ops meet higher supply, maintenance costs

CHICAGO, Feb. 28.—Trend toward 10-cent price on coin-operated cup and bottle vended drinks in larger motion picture theaters which received its initial impetus on the West Coast a year ago, has spread to the Eastern seaboard, and, within the past few weeks has been introduced into the Loop area in Chicago. While theater representatives and operators alike report box-office declines (off in the past six months throughout the country) have had nothing to do with the increased per drink price, the revenue from concessions within the theaters, including all types of vendors, is seen by some exhibitors as an important source of income to offset the loss of revenue at the ticket window.

At the present time, approximately two-thirds of the major exhibitors in downtown Chicago have switched to the 10-cent price, including the Balaban & Katz chain, and the Oriental and Woods theaters. Due to the fact that the increased price has been in effect for only a short period of time, most locations have not had an opportunity to accurately check the effect on the income of the drinks machines. A report from a few houses this week shows results that are interesting (See 10-Cent Drink on page 105)

CMANY Holds Annual Affair In New York

60 Op Firms Host Parties

NEW YORK, Feb. 28.—The 12th annual banquet of the Cigarette Merchandisers' Association of New York (CMANY) drew 825 cigarette machine operators, manufacturers' representatives and their guests to the Waldorf-Astoria Hotel last Saturday (21). Gathered for an evening of merriment and entertainment—with speeches barred—they filled the hotel's Wedgwood Room to capacity. With the cooperation of several operating firms, which compose the association, formed the largest single group at the affair, they were joined in celebrating the 12th operating year of their association and representatives of cigarette machine manufacturers, cigarette suppliers and match manufacturers.


Entertainment for the get-together, which didn't break up until 3 a.m., was provided by Myron Cohen, Diosa Costello, Madame Claire, M. Beek and his orchestra. Appetizers were under the direction of M. Beek, CMANY's managing director. Association, whose members operate in all of New York City except Staten Island, as well as in Nassau, Suffolk and Westchester counties, will hold its next affair in June. This event, CMANY's annual spring outing, will be held at a resort hotel in the Catskills.

U. S. Vending Ships Candy Machine; Conducts School

CHICAGO, Feb. 28.—Ex-Cell Products Corporation will have a first West Coast showing of its dual flavor cup vender in a Los Angeles theater this week, it has been announced by Joe Goldberg, firm head.

Shipped to the West Automatic Candy Company, Los Angeles, Friday (27), the machine will be exhibited under the sponsorship of Sid Nave of the Pacific chief engineer for Ex-Cell Products, will be on hand to represent the manufacturing firm.

Feature of the showing will be that operators will have a chance to view the performance of the machine while it is actually on location in the theater.

Invented and developed over a period of almost four years by Goldberg, the machine has a capacity of 800 cups per hour, features controlled carbonation, stainless steel construction, all enclosed wires and anti-slip delivery. Ex-Cell recently completed its move to a new Chicago plant.

NAMA Regional Date Set for New Orleans

NEW ORLEANS, Feb. 28.—National Automatic Merchandising Association (NAMA) has scheduled its Southern regional meeting for April 30 and May I in New Orleans, according to Tom Vaughn, NAMA region vice-chairman.

Meet will be held at the St. Charles Hotel. Region includes vending operators from Louisiana, Texas, Oklahoma and Arkansas.

SERVICE PERSONNEL from the 18 United States Vending Corporation's distributors, was another of the firm's new air conditioned cup vender. The men spent three days in Chicago this week studying the new machine which is now being shipped by USVC.

Pleasant Antidote

CHICAGO, Feb. 28.—Operators of ice cream vending equipment can add another sales argument to their location presentations. The National Dairy Council this week announced that ice cream is now recognized as a prime factor in removing safety pins and sundry other items from children's stomachs. The council pointed to St. Joseph Hospital, Elgin, Ill., where several pin-eating youngsters have been southeast with small cotton balls covered with ice cream. Result of the combination: No pins and no surgery needed.
JENNINGS MILK VENDER HIT BY STEEL SHORTAGE

CHICAGO, Feb. 28.—Difficulty of obtaining steel needed to fabricate cabinets has halted production of the bottle and carton milk vending machines developed by the Q. D. Jennings Company here. J. R. Bacon, Jennings’ vice-president and general manager, said that the firm has had to push back initial production to an undetermined date because of the steel situation.

Sheet steel which would go into the Jennings vender is of the gauge as that used by automobile makers, Bacon said, and demand exceeds the available supply.

OTHER PARTS AVAILABLE

Despite the steel shortage, Bacon said the firm had stock of all other parts. With pressers and drive motors on hand ready to begin production on the milk machines as soon as the steel market eases. Meantime the firm is continuing to hold its orders for the vender, altho buyers have been told that production still is indefinite.

Majority of the orders for the milk machines came from retail distributing companies, rather than from jobbers, Bacon said. He estimated that between 60 and 65 per cent of the orders on hand for the milk machines had been placed by distributing organizations.

MINNESOTA UPS FREIGHT RATES

ST. PAUL, Feb. 28.—Increase in intra-State railroad rates of 20 per cent and motor freight rates of 10 per cent were placed in effect in Minnesota this week following approval by the State Railroad and Warehouse Commissioner. The rates in effect now will cost State shippers an estimated $1,500,000 more in rates.

The company in December granted the rails a 10 per cent rate hike, canceled that and instituted the 20 per cent retail rate, and the action to set aside the rail freight increase was taken at Montevideo, Minn., by G. M. Thompson, freight elevator operator.

DIVIDENDS DECLARED BY THREE COMPANIES

CHICAGO, Feb. 28.—The Pepsi-Cola Company, Telephone Corporation, and Universal Match Corporation this week declared dividends to their stockholders. The Pepsi-Cola dividend is 14 cents per share payable March 15 to stockholders on record March 5.

Telephone’s dividend is 10 cents per share, payable March 31 to stockholders on record March 15, and the Universal Match dividend of 50 cents per share will be paid March 15 to stockholders on record March 1.
Look at them all — then you'll operate NATIONAL

Don't take our word for it: don't take anybody's word. Inspect them all and you'll see for yourself: only NATIONAL Merchandisers are truly automatic! You'll see among NATIONAL'S line, America's ONLY modern, electrically-operated Console Type Cigarette Merchandiser... the newest and finest electrically-operated Console Type Automatic Merchandiser, which vend hundreds of items, including candy and cigarettes... the finest electrically-operated Conventional Type Cigarette Merchandiser... the finest manually-operated Conventional Type Cigarette Merchandiser. Compare them all and you'll understand why NATIONAL sets the pace for the automatic merchandising industry in PERFORMANCE—in DESIGN—in QUALITY.

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.

MODEL 9EC
America's only modern, electrically-operated Console Type Cigarette Merchandiser.

MODEL 9E
The finest electrically-operated Conventional Type Cigarette Merchandiser.

MODEL 9M
The finest manually-operated Conventional Type Cigarette Merchandiser.

MODEL 8CE
The only electrically-operated, Console Type Automatic Merchandiser, for Candy, Cigarettes and other Items.

L. H. CANTOR, Inc.
12219 Superior Ave.
Cleveland 8, Ohio

E. C. McNEE
715 So. Westmoreland
Los Angeles, Cal.

E. D. BROWN, Inc.
2805 McKinney Ave.
Dallas 4, Tex.

MARVIN L. PERSHON
St. Louis, Mo.
Coffee Vendors of America
Readies Model; Plans Show

CHICAGO, Feb. 28.—Production model of the combination coin and doughnut vending machine, to be manufactured by Coffee Vendors of America in this city, will be ready within the next week, according to Paul Lovell, president of the firm. Plans to produce the machine, announced last March, were held back while the firm underwent some changes in executive personnel.

Lovell said that the exact date and place of the showing will be announced in the immediate future. He said that the showing would probably be held either in Chicago or in Los Angeles. Los Angeles, Lovell said, would make a good place to hold the first showing, since the company which manufactures the coffee-making equipment to be used by Coffee Vendors’ operators, is located there.

Patented Coffee Process
Coffee used in the vender is brewed ahead of time by a patented process, and Lovell claims that this special method keeps the coffee fresh for 48 hours. Aroma Seal Division of Coffee Vendors, owned by William P. Lawson and J. S. Comrothock, manufactures the brewing equipment.

Contracts for the component parts to be used in the coffee vender have been now let with a number of Chicago-area firms, and Lovell said that final assembly would be made in Coffee Vendors’ own factory.

These firms will make components for the vendors: Aluminum Castings Company, Moline, Ill., will manufacture the door castings; Steel Fabricating & Engineering Company, Chicago, will make the cabinets, racks and stands; the internal framework; General Finishing will do the painting and cup dispensing unit; and Johnson Fare-Box, Chicago, will make the coin changers.

Lovell said that the firm has abandoned its original plan to franchise operators, and will instead sell thru distributors to operators. As yet the firm has not made final arrangements for its national distribution.

Price Not Set
No price has as yet been set for the coffee and doughnut vender, but Lovell said he expected the unit will sell for around $900 and 900. Coffee making equipment, which the operator must have, has not been priced yet either.

Capacity of the vender has been increased from 240 cups to 360 cups, and operators have their choice of a six- or 12-dozon doughnut vender which can be operated at either a nickel or a dime.

As described by the patent holders, the Aroma Seal method of coffee preparation uses an infusion process which has somewhat the same effect on the coffee as homogenization has on water. Kept at a constant temperature of approximately 205 degrees, shot into the grounds under light pressure thru jets—16 at the top and 24 at the bottom of the coffee maker. Bottom jets keep the grounds off the bottom of the coffee maker and top jets serve to break the crust which usually forms at the top. Air pressure is sent thru the grounds to extract the coffee oils and as the liquid reaches a certain point in the brewer it is gradually filtered out.

Coffee and doughnuts are dispensed thru two separate openings in the face of the vender. Lovell said that each operator will make his own local deal on doughnuts, which should be packed individually in cellophane bags.

ALD Plans To Push
Philly Laundromats

PHILADELPHIA, Feb. 28.—ALD, Inc., national distributor of Westinghouse coin-operated Laundromats, has launched a campaign here to interest prospective Laundromat operators in establishing Laundromat stores. First part of the drive consists of display ads in local newspapers stressing the availability of machines.

SPIN IT

PHILADELPHIA, Feb. 28.—ALD, Inc., national distributor of Westinghouse coin-operated Laundromats, has launched a campaign here to interest prospective Laundromat operators in establishing Laundromat stores. First part of the drive consists of display ads in local newspapers stressing the availability of machines.

SPIN IT

PHILADELPHIA, Feb. 28.—ALD, Inc., national distributor of Westinghouse coin-operated Laundromats, has launched a campaign here to interest prospective Laundromat operators in establishing Laundromat stores. First part of the drive consists of display ads in local newspapers stressing the availability of machines.

SPIN IT

PHILADELPHIA, Feb. 28.—ALD, Inc., national distributor of Westinghouse coin-operated Laundromats, has launched a campaign here to interest prospective Laundromat operators in establishing Laundromat stores. First part of the drive consists of display ads in local newspapers stressing the availability of machines.

SPIN IT
10-Cent Drink Trend Hits Chi Theaters; Augments B. O.

(continued from page 101)

ever, indicated that while the total sales had decreased, the income from the machines was about the same. A similar check with the Balaban & Katz executive offices revealed the gross on machines located in their theaters in the Loop had not been affected by the price hike.

The development of the trend toward a 10-cent per drink price started in California approximately a year ago when the Skouras and Fabian theaters there put the 5-cent increase in effect, and, according to reports from that area, a pattern similar to that in Chicago developed. Immediate results were decreased number of drinks vended, but approximately the same grosses. However, over a period of time the volume increased, and the grosses followed suit.

Major exhibitors in the Detroit area have featured the 10-cent price for some time, and, within the past few months, the price increase has become evident in the New York area. The Roxy Theater, the Brandt Chain (operating in Manhattan and Brooklyn) and many of the second-run houses located on West 42d Street now have the 10-cent price in effect.

Cite Factors

One of the reasons advanced in the East for the 5-cent increase in price was the increased cost of supplies. With two recent jumps in cup prices alone, gross margin of profit on some machines was cut to about one-half cent. This same item also cut into the income of the Kwik-Kafe hot coffee venders in the New York area, and several operators have been considering a jump to a 10-cent price in recent weeks.

Servicing of equipment has also become more expensive, and, in areas like New York, where bad weather not only kept customers away from locations, but prevented servicing of machines for as much as two or three weeks at a stretch, pre-royal service costs since December, in some instances, tripled. With the 10-cent price in effect, operators could stand the increased supply and service costs, and, over a period of time, increase their take to a point where the operation of theater locations again becomes equitable.

Price Factor

The price of new equipment may also be a factor in the spreading trend toward a 10-cent per drink price. With the average cost of cup venders roughly $1,000 (they range from a low of $500 to a high of $1,600), replacements of older equipment with new units is in many instances impossible for the smaller operators whose profit margin has been elastically reduced to a 10-cent or less per drink. However, with the possibility of equipment prices dropping (Drink-o-Mat recently reduced its list from about $1,600 to $1,200) coupled with a higher profit margin via the 5-cent price hike, movement of new equipment may increase.

From the bottler and the syrup manufacturer angle, the price hike has few complications. Confectioners have recently sold various bottled soft drinks anywhere from 10 to 25 cents per bottle at baseball parks, on trains and in theaters and other public gathering places. Pepsi Cola insists on a nine-ounce drink being served, but so far has made no definite statement on the pricing of that drink. It is known, tho, that the firm would insist on a 5-cent price for a competing drink machine held to the lower price, too.

G. Lamont Elected to Lamont, Corliss Bd.

NEW YORK, Feb. 28—Gordon Lamont, vice-president of Lamont, Corliss & Company, was elected last week as a member of the firm's board of directors to fill the unexpired term of the late Thomas Lamont. He is also a vice-president of Peter Cailler Kohler Swiss Chocolate Company, Fulton, N. Y., a wholly owned subsidiary of Lamont.

Thomas Lamont, who died February 2, was founder and chairman of the board of Lamont, Corliss, as well as chairman of the board of J. P. Morgan & Company. He was the uncle of Gordon Lamont.
Vending Firms Help NAAMO's School Program

ATLANTIC CITY, Feb. 28.—The National Association of Automatic Machine Owners (NAAMO) made public this week the names of 10 vending machine manufacturers who are cooperating in the NAAMO-sponsored coin machine mechanics courses being conducted by the Veterans Administration and local boards of education.

F. McKim Smith, NAAMO president, disclosed that the following firms were supporting the educational program by donating courses and/or providing specialist instructors.


Every firm contacted by the association has offered its support, Smith reported. More than 20 music and vending machine manufacturers have already joined the program, he added.

Spacarb Adopts Self Lok As Standard Box On Its Cup Vendors

NEW YORK, Feb. 28.—T. H. Houston, president of Spacarb, Inc., this week announced that following field tests, the Self Lok telephone coin collection box has been adopted as standard equipment in the company's vending machines. The Self Lok coin box has been used in other coin-operated equipment including parking meters, Mail-o-Mat, radios and washing machines.

According to Charles H. Lipton, president of the Self Lok Corporation, the principles of the coin collection box have been proven in many telephone companies throughout the country. The Self Lok is the subject of a patent collaboration between the Gray Manufacturing Company, makers of telephone coin boxes, and the Lipton Corporation. The Gray Company patents cover the lock and key which automatically snaps into place when a coin-filled box is removed. This device insures that the box cover and the coin rail upon which it slides, and which is mounted inside the top of the coin box.

To insure that the coin box contents are handled by only qualified personnel, a small lead seal is wired on the eye of the latch lock, making any attempt to tamper with the contents self-evident.

Ice Cream Experts Discuss Problems of Dairy Confab

COLUMBUS, O., Feb. 28.—Ice cream experts, overrun, flavor and bacterial contamination were among the topics discussed by ice cream experts during the recent five-day dairy technology conference held at Ohio State University here.

Speakers on the program included J. G. Leeder, Ramsey Laboratories, Cleveland; Herbert D. McAuliffe, Dairy Company, Chicago; D. V. Josphson, Ohio State; Prof. I. S. Lucas, Michigan State, and Clyde A. Fowler, Pittsburgh.

In all, about 50 topics on different aspects of dairy technology were explained by trade experts and Ohio State staff members.

Wilbur-Suchard To Air Juke Box Jury

LITITZ, Pa., Feb. 28.—Wilbur-Suchard Chocolate Company, Inc., here is combining three items of paramount interest to teenagers on a new Saturday afternoon radio show. Staged in Boston, over WJAR, the firm is sponsoring a weekly program called Juke Box Jury. Broadcast is composed of teen-age arbiters passing judgment on swing music, with the trio of teen templels (swinging music and candy bars) the program is said to be proving highly popular with both teenagers and their parents.

Each week a prominent band leader or other guest stars on the Juke Box Jury broadcast. Similar programs are also being conducted in Pittsburgh, New York and Philadelphia.

Jobber Future Topic At NCWA's Meetings In Memphis-Atlanta

MEMPHIS, Feb. 28.—National C and C Wholesalers' Association (NCWA) held the first of 12 regional council meetings here (27) at the Peabody Hotel here and disclosed that the second would be held March 1 in Atlanta's Adelphi Hotel. Discussion during the meeting centered about “what lies ahead for the jobber,” and will also be the subject of the second gathering.

Afternoon session of the meeting here dealt with candy sales trends, chocolate outlook, bar goods and operation costs, trends in merchandise, chain store competition, direct sales to retailers and local co-operatives.

F. Poeker, vice-president of NCWA, and heading John F. Poeker & Son, Atlanta, spoke at the meeting's evening session, as did other association officials and leading members of the industry.

Scheduled to speak at the Atlanta meeting is H. W. Lock, first president of NCWA and now chairman of the board of directors. President of Al. Lock & Son, Atlanta, Lock has been connected with the confectionery industry for over 40 years.

Another speaker at the dinner meeting will be C. M. McMillan, NCWA executive secretary, who will be followed by round-table discussions.

Remaining 10 NCWA regional council meetings are scheduled throughout March and April. They will be held in Boston, New York, Pittsburgh, Baltimore, Dallas, Sarasota, Chicago, and either Kansas City, Mo., or Lincoln, Neb.

NCA President Gott Tells Cocoa Outlook

SAN FRANCISCO, Feb. 28.—Philip P. Gott, National Confectioners' Association (NCA) president, in his address at the 1948 conference of candy manufacturers of the Pacific area here this week, discussed recent developments in the cocoa situation.

Addressing the group on the second day of the two-day meeting in the Sir Francis Drake Hotel, Gott talked on the new export license regulations and the over-all cocoa situation, emphasizing the part the American tobacconists play toward the government, in the addition to his point on cocoa. First day of the Gott attended the opening session and meetings which were devoted to discussion of specific industry problems, taking in meetings with Denver and Salt Lake City confectioners to talk on matters of candy vending, both in general on particular local problems. He will then visit Los Angeles to meet industry members within that area.

NEW GROECHEN PENNY WINNER!

J. SCHOENBACH

Silver-King’s New 2 for 1c BALL GUM VENDOR

Sensational new 2 for 1c ball gum vendor, bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

ALL SILVER KINGS

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

ROY TORR
HERE IS THE ANSWER TO AN OPERATOR'S PRAYER

All roasted items packed in 5 lb. moisture proof bags to insure everlasting crispy freshness. Makes serving so much easier.

TRY THESE ITEMS NOW AND BE CONVINCED

U. S. Vending Ships Machines; Conducts School

(Continued from page 10) the final day's session was devoted to a discussion of the package section. Those attending the classes who were able to stay over until Thursday were taken on a tour of local locations where vending has been installed.


Professor Bayne, USVC executive who functions as a liaison between the manufacturer and its distributors, will be given Tuesday (24) on the vending business. The banquet, and Boston, and expects to wind up in New York to set up a distributor for that territory before returning to Chicago.

NCWA Reveals Plans For June Convention

CHICAGO, Feb. 28.—National Confectioners' Association (NCWA), this week revealed floor plans for the confectionery exposition which will be held in conjunction with its annual convention June 15-19 at the Sherman Hotel here. C. M. McMullan, executive secretary of NCWA, said that the exhibit space is 50 per cent larger than in 1946, and will consist of approximately 80 exhibit spaces. The association has placed a limitation of two spaces per firm, and will admit only candy and other confectionery products and candy sales materials and equipment for display. No other vending lines will be shown. There will be no exhibits in separate rooms of the exhibition floor, McMullan said.

Members of NCWA will be given priority of selection of spaces until March 15, when non-member firms may begin selecting space. Official opening of the exhibit has been set for 4 p.m. June 14.

NEW PRICES ON OUR

WANT TO BUY

Several large Cigarette Machine Routes ANYWHERE IN UNITED STATES

(200 machines route minimum)

All replies confidential.

Herald Vending Corp.

373 Grand Street

Brooklyn, N. Y.

MINIT-POP POPCORN MACHINES

We have a small number of demonstrators that have been thoroughly reconditioned and look almost like new for $175.00 each. In lots of five or more, 20% discount.

Tri-State Distributing Co.

216 Charlotte St.

Austell, N. C.

The Billboard

VENDING MACHINES

107

The "Little Giant"

HOT POPCORN DISPENSER

8 gal. capacity. Sizzles 15" by 12" by 28". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find service men 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

Dickson 3375

CANDY MACHINES

Also Suppliers of

<table>
<thead>
<tr>
<th>Item</th>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>.</td>
<td>.</td>
<td>.</td>
<td>.</td>
</tr>
</tbody>
</table>

Write for quantity prices.

ABC POPCORN MACHINES

Jumbo

March 6, 1948

Spanish Peanuts

Filberts

CA.

Cashews

550

31¢

1¢

50

PIECES

Gum

Candy

SILVER KINGS

Model

590 95

5¢ ASGIO HOT VENDORS

BUBBLE BALL GUM, any size, pack of 2500 - $1.00

BAGOT RAW PERNOS, 25 lb. - $2.00

RAINBOW PERNOS, 42 lb. - $8.00

ALL BRANDS 300 lb. - $20.00

ALL BRANDS 500 lb. - $30.00

SILVER KINGS, Nut or Ball Gum, lot of 50 or more - $2.00

CRANE KINGS, Camera Chute - $3.95

5¢ 8-Needle-Fak Candy Vendors

9¢ Special Cigarette Vendors

9¢ Automatic Candy Vendors

1¢ Advance Nut Vendors

1¢ Advance Ball Gum Vendors

5¢ Silver King Hot Nut Vendors

1¢ Googie Grippers

5¢ Cane-Candy Vendors, 140 lb. - $5.00

Silver Kings, Nut or Ball Gum, lot of 50 or more - $2.00

CRANE Camera Chute - $3.95

Used

5¢ B-Needle-Fak Candy Vendors

9¢ Special Cigarette Vendors

9¢ Automatic Candy Vendors

1¢ Advance Nut Vendors

1¢ Advance Ball Gum Vendors

5¢ Silver King Hot Nut Vendors

1¢ Googie Grippers

5¢ Cane-Candy Vendors, 140 lb. - $5.00

Silver Kings, Nut or Ball Gum, lot of 50 or more - $2.00

CRANE Camera Chute - $3.95

MARCH SPECIALS

NEW

Cash Tray Vendors

Adv. Nut Vendors

Adv. Ball Gum Vendors

Silver King Nut Vendors

Googie Grippers

Cane-Candy Vendors

Silver Kings, Nut or Ball Gum

Crane Camera Chute

USED

B-Needle-Fak Candy Vendors

Special Cigarette Vendors

Automatic Candy Vendors

Advance Nut Vendors

Advance Ball Gum Vendors

Silver King Hot Nut Vendors

Googie Grippers

Cane-Candy Vendors, 140 lb.

Silver Kings, Nut or Ball Gum

Crane Camera Chute

450, Vending Machine Exchange

55-57 S. FRANKFORD STREET, NEWARK, N. J.

RS. 3-7444
MARCH Vend

OUT THIS WEEK

WHAT DO THE MEN WANT WHO CONTROL VENDING IN INDUSTRIAL PLANTS?

Here's an opportunity to sit down and listen by proxy to what the key men in 276 industrial plants have to say about vending in their plants. Here's a story worthy of attentive study by all automatic merchants... by all means read

MANAGEMENT TALKS PLANT VENDING

1102 OPERATORS TALK EXPANSION PLANS FOR 1948

What are your expansion plans for 1949? Compare them with those of the 1,102 operators who answered a special questionnaire mailed out by a New York Advertising Agency. Read this revealing report in March Vend.

WORKSHOP FOR WASHERS

A washing machine route can only be as successful as the repair service behind it. Read the story of the Dimechino Company, one of the largest and most efficient manual-type washing machine operations in the Midwest... read it and see how many of the ideas you can apply to your operation.

DO UNIFORMS MAKE A ROUTEMAN?

In answer to a lot of answers pro and con, Vend presents HOW TO UNIFORM A ROUTEMAN. In it you'll find some interesting facts about what other operators are doing about uniforms. You'll find, too, why it isn't really expensive to have neat-looking well-dressed service-men.

CIGAR VENDER—CINDERELLA OF TOBACCO VENDING

There's a lot of new interest in cigar vending. What's the reason for it? Read THE CIGAR VENDER, a complete analysis of this fast-growing plan of automatic merchandising in March Vend.

START MY SUBSCRIPTION WITH THE JANUARY ISSUE OF VEND

1 YEAR, $3—2 YEARS, $5

NAME

COMPANY

ADDRESS

CITY

ZONE NO.

STATE

MAIL TO VEND 2100 PATTERSON ST., CINCINNATI 21, OHIO

www.americanradiohistory.com
NEW CROCETHE PENNY WINNER!
CAMERA CHIEF

On invitation of penny chief and K3 three di-
mensional pictures of famous comic strip
characters, Flash Gordon, Cap-
tain Marvel, etc. Camera Chief is small
8x10 model, 12" dem., 50" high, and will take
the pictures quickly.

GOTTLEIB'S
GRIP SCALES
BRAND NEW
Orig. $29.50
Your Price $24.50

NEW 1/2 T. STRIKE-A-LICE IN STOCK

COLUMBIA BULLS
Twin Jackpot 1960 Models
List Price $65.00
Your Price $59.95

LARGE DE LUXE MODELS...........$115.00

IMPS
NEW CM20 5¢ PLAY CIG. or Fruit Treats
$12.95 ea.
5 or More. Ea. $11.95
QUANTITY PRICES TO WHOLESALE

MILLS
VEST BELL 8¢ 8¢$•8¢ 7¢
OPERATOR'S PRICE $85.00

RAKE COIN MACHINE EXCHANGE
605 SPRING GARDEN ST. PHILA. 73, PA.

COOLUMBUS 5C BULK VENDORS
MODEL "HIVB" ......................................$13.75 Ea.
List Under 12, ......................................$12.95
Lot 12 to 49, .......................................$11.95
Lot 50 to 99, ......................................$10.95
Lot 100 or over, ..................................$10.00
1¢ bulk vendors most accompany all others.

FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST. PHILA. 73, PA.

NEW OZZIE AND HARRIET PLUG LAUNDERETTES
Via CBS Air Show

NEW YORK, Feb. 28.—Coin-
operated launderette self-service
stores received their second major
plug on a national network radio
show recently when Doc, a character
on the Columbia Broadcasting System
(CBS) program Adventures of Ozzie
and Harriet, boosted the Telecoin
marketed stores. Bob Hope had
worked a gag on launderettes into
his program about a month ago.

An estimated 5,000,000 listeners to
the CBS show heard Doc and Ozzie
discussing how they could get some
dirty laundry cleaned before Harriet
returned home.

Part of the dialog follows:
Doc: "... Say, I have a thought.
Why don't you take the clothes
down to that new launderette on the
corner? It's a dandy."

Ozzie: "What's a launderette?"
Their doezens of machines. You just
put the clothes and drop a coin in
the crevasse."

Ozzie: "Confidentially, I do the
laundry at our house and I always
take it to the launderette. So
convinent and they furnish all sorts
of pleasant pastimes while you're wait-
ing. You meet a lot of fine fellows,
and if you're a tire-shuffler, I got to
be the best checker player in the crowd. I
beat Mr. Thompson, the champion, regul-
arily. He was a poor loser—changed
his wash day."

Ice Cream Bar Vender Set for
Mar. Production

CHICAGO, Feb. 28.—Berco, Chi-
icago firm manufacturing the new
Hillside cream bar vender intro-
duced at the CMI show in January,
will start quantity production of the
machine in March, Henry Hildebrand,
president, announced this week. To
date, Berco has constructed a number
of hand-built pilot units for test pur-
poses.

Hildebrand stated that since Febru-
ary 11 Universal Distributing Com-
pany, under W. L. Louis, is no longer ac-
tual national distributor for Berco.
Universal had been named firm's dis-
tributor for the country's show-
ing. As yet, national distributing
plans have not been set.

Firm's vender, which dispenses ice
cream bars in regular paper bag-type
wrappers, is of the manual, lever de-
livery type. Arrangements have been
made with Borden Company, this
City, to supply ice cream bars to op-
erators in the Chicago area if latter
desire to use them, Hildebrand said.
However, the operator may use any
brand he chooses.

Beech-Nut Names Officers;
Shineman Board Chairman

CANAJOHARIE, N. Y., Feb. 28.—
Edward W. Shineman has been
elected chairman of the board of
Beech-Nut Packing Company,
the vacancy caused by the recent
death of F. E. Barbour, firm
officials announced this week.

Shineman, with Beech-Nut for
the past 14 years, has been vice-presi-
dent and treasurer during the last
10 years. Other officers elected were
Frank L. Peo, president; Guy W.
Sharpe, secretary; C. N. Robinson,
director, and Edward W. Shineman
Jr., assistant treasurer.

Board of directors of Beech-Nut
recently voted a quarterly dividend
of 40 cents, payable March 28 to
stockholders of record February 20.
**47 Cig Sales Set New All-Time Record**

Smoke 336 Billion Units

WASHINGTON, Feb. 28. — Cigarette consumption rose to an all-time high of 336,015,099,000 units last year, the Commerce Department disclosed this week. The total number of cig- aretes sold in 1947 amounted to 5,526,700,000.

A decrease in smoking of both clove and regular cigarettes was reported by the Commerce Department for December, with cigarette sales off about 10 per cent from November figures. While sales of cigarettes dropped approximately 8 per cent.

Top 1947 month for cigarette sales was October when consumption amounted to a high of 4,700,000,000. Low month was December, when only 24,750,000,000 cigarettes were sold.

October was also the high cigar month with sales of 507,880,000, while the low point was April, with only 415,570,000 cigars were smoked.

Heide Recommends Policies on Mexican Import-Export Trade

WASHINGTON, Feb. 28. — A brief reissuing of visits to agreements with Mexico, drawn up by O. E. Heide, of Henry Heide, Inc., and filed last week with the Committee for Reciprocity Informa- tion, has six major items concern- ing trade agreements negotiations, he said and calls for adoption of six policies affecting the import and export of candy products.

Briefly, the recommendation calls for decreasing U. S. import duties on any products used in the manufacture of candy which are not produced in the States in adequate quantities; decreasing U. S. import duties on those products in adequate quantities which are produced domestically in suffi- cient quantities; reintro- ducing import duties on sugar candy and confectionery, including chocolate candy.

One of the recommendations which Heide, who has been with the National Con- fecturers' Association (NCA), gave for policy, is this recommendation that candymakers in the United States, including approximately 50,000 employees, "would be harmed by any extensive increase in the importation of candy and confections from Mexico." Heide pointed out that this harm might result from lowering of existing import duties on con- fectionery products.

When replenishment of retail stores of all types of confec- tions was far from low demand, Mexico and several other countries, including Cuba, announced that it would make a bid for the U. S. candy market, particularly in the chocolate and hard candy lines.

**47 Canada Ice Cream Output Increases 50%**

TORONTO, Feb. 28. — Ice cream output in Canada during last year was 4,714,000 gallons or about 50 per cent above the previous year's production, according to figures released here by the Ontario Asso- ciation of Ice Cream Manufacturers.

Canada's nine provinces produced 1,027,000 gallons during the month of December, 1947, alone, a figure which almost doubled the amount produced during the same month in 1946.

**Gum Products Will Extend Club Drive**

BOSTON, Feb. 28.—Gum Products, Inc., here has started a campaign aimed at educating children to fol- low sanitary habits in the chewing of bubble gum. Idea consists of setting up clubs for children, members pledging themselves to follow non- offensive gum disposal habits.

Currently in operation here and in Pittsburgh, Gum Products will soon extend the campaign to other cities and will invite dealer and jockey participation. Latter will be sought thru trade-paper advertising.

Children who are club members receive awards, novelties, club mem- bership cards and a good chart listing cleanliness habits. Report- ing on the success of the program, Tom Widler, firm's advertising man- ager, states that in the first week of the campaign some 20,000 reprints of the promotion details were requested by teachers. He added that several children in the two cities have indicated a desire to join the club.

**First Break in Price of Coca-Cola**

WASHINGTON, Feb. 28. — First break in the soaring wholesale price of cocoa after 13 months of steady advance occurred in December, the Commerce Department reported this week.

After hitting an all-time high of 51 cents a pound in November, the average price on the New York Cocoa Exchange dropped to 43 cents in the last month of 1947, according to the report.

A drop had been forecast earlier in February that the 8-cent decrease exceeded the hopes of commerce officials, who were also counting on a continuing downward trend.

The price of the candy ingredient! have been holding steady at around 13,000 tons monthly for the past few months. The Commerce office, which figures are not yet available, said that prices which the cutout, are more than double the average 1946 price.

**Book Match Ad Firm Opens N. Y. Office**

CHICAGO, Feb. 28. — National Match, Book Advertising, Inc. (NMBA), this city, has established an eastern office in the Squibb Building, 745 Fifth Avenue, New York. R. S. Barton, NMBA president, an- nounced Wednesday (25).

Headed by F. J. Prince, firm vice- president, new office will handle the interests and agencies on the Eastern Seaboard with complete facilities for the purchase and effective use of advertising space on match books. Leon Green will represent NMBA on the Eastern sales staff.

Established in October, 1947, Na- tional Match Advertising in this sales agency which represents lead- ing match manufacturers in the sale and production of match books as a major advertising medium.
ICY TAVERN GROSSES SLIP

Miss. Solons Study Change In Coin Laws

Video Play Mentioned

JACKSON, Miss., Feb. 28.—House Ways and Means Committee is still studying a bill that would make clear that the law does not apply to coin-operated radios or coin-operated television sets. Proposal was introduced early in the month (The Billboard, February 14) and marks the first time a Legislature has considered a proposal directly affecting coin video.

The proposed amendment would have no effect on the State's existing laws pertaining to other types of coin machines, but would likewise reaffirm the exemption granted machines which are stored or displayed by dealers.

Section pertaining to radio and video sets specifically points out that "The Legislature does not intend to apply to any radio and/or television set that requires the deposit of a coin, token, slug or thing of value for its operation."

Roberts Named For Wurlitzer Sales Position

NORTH TONAWANDA, N. Y., Feb. 28.—E. D. Moore, sales manager of the Rudolph Wurlitzer Company, has announced the appointment of Jack H. Roberts as regional sales manager for the Rock Island, St. Louis and Chicago areas. Roberts, prior to the appointment, was president of the Wolf Sales Company and Wurlitzer distributor in the Rocky Mountain region. The firm is the Wurlitzer distributor with Roberts's two sons, A. A. and A. C. Roberts, now in charge.

Wurliner, in announcing Roberts's appointment, stated, "We consider ourselves fortunate to be able to add Wolf Roberts from the ranks of Wurlitzer distributors for this important and responsible position. As a member of the factory sales team his advice and assistance will be available to a larger part of our field organization."

Seeberg Louisville Distributor Leases Bldg: Plan Expand

LOUISVILLE, Feb. 28.—E. C. Stiebel Company, Seeberg distributor in this area, has taken a 10-year lease on a modernistic building at 850 South Third Street here, it has been announced.

Stiebel concern will move into the new location June 1. S. L. Stiebel, firm head, stated that his firm plans to expand its present business to include music system installations in addition to Wurlitzer.

Building, erected three years ago at a reported cost of $300,000, is owned by Kenwood Homes, Inc., a firm headed by James G. Polk, who also heads James G. Polk & Company, a kitchen equipment firm currently occupying the building.

Aircon Prices '48 Equipment

KANSAS CITY, Kan., Feb. 28.—This week Aircon Manufacturing Corporation officially announced 1948 prices on its commercial phonograph equipment, wall box and speaker units. New Coronet, introduced to the trade at the Coin Machine Industries' January exposition, is officially listed at $865.

Three other models—Blonde Bombers, Black De Luxe and Supra De Luxe—which were in production before the Coronet, are listed at $856, according to Rudy Greenbaum, the firm's sales manager. The '48 Hideaway is officially priced at $395.50.

RAPID CITY, S. D., Feb. 28.—Tri-State Music, Inc., has been incorporated here, with J. G. and Leona Korn and Jean Hayes as directors.

AMI Appoints Moore Firm Distributor in Northwest

GRAND RAPIDS, Mich., Feb. 28.—AMI, Inc., has appointed the Jack R. Moore Company as distributor in the Northwest territory and Western California, John Haddock, AMI president, announced this week.

With offices in San Francisco, Seattle, Spokane and Portland, the Jack R. Moore firm has long been one of the leading distributing concerns in the Northwest. Formerly a Seeberg distributor, it was founded by Jack R. Moore, who died suddenly in November, 1947.

Recently, W. H. Schetter was named president and firm general manager with headquarters in Portland. Prior to his new post, Schetter was Los Angeles manager for the Don Clark distributing firm. Other firm officials include Mrs. L. H. Cusson, secretary-treasurer, and J. H. Hiles, who is controller.

Office managers in each of the four cities that have the Moore firm showrooms will remain the same. They are J. E. Cusson, Portland; J. H. Rusgierno, San Francisco; R. D. Perin, Spokane, and A. S. Beutler, Seattle.

Haddock, who just returned from a three-week trip thru the Northwest, stated that he felt that the Moore firm would prove a strong representative in Oregon, Washington, and Northern California. He pointed out that under the able leadership of the late Jack Moore, the firm won a reputation as a fair dealing and aggressive firm. "Since many of the same staff who helped the firm become one of the leading distributors will remain with the firm," he added, "there is every reason to believe that the Jack R. Moore Company will prove an excellent outlet for AMI products."

For Schetter, returning to Portland, will be returning home, since he is native of that city. "I am very glad," he said this week, "to be back in my own home territory."

Prior to 1945 Schetter was for 10 years district manager for the Seeburg-Vacuum Company.

Cleveland Ops Pick March Hit Tune Via Radio

CLEVELAND, Feb. 28.—The Cleveland Phonograph Merchants' Association on Sunday (22) held its Hit Tune Contest to be adjudged the winner to be placed on No. 1 spot on the city's more than 3,000 music machines for March. The conduction with a collegiate disk jockey conducted at Burton's Golden Dragon restaurant here.

In addition to the association's membership, most broadcast of the collegiate disk jockeys attended the event. The contest was sponsored by the Lyon Tailoring Company, was heard over WMJ from 4 to 6 p.m.

Two-WAY TELEPHONE proves a big time-saver according to Earl Feidler, Melody, Fisca, De Luxe and Supra De Luxe are shown here beside one of the new panel service trucks, equipped with two-way phone for prompt and efficient service.

Ice Cream Parlors, Snack Spots Get More Juke Play

Gradual drop-off in bar trade causes Chicago music firms to concentrate on other than tavern location—survey shows non-tavern play 10 per cent higher

By Fred Amann

CHICAGO, Feb. 28.—The major juke box location, profit-wise, has gradually shifted in Chicago during the last six months from the tavern to the hamburger or quick-lunch, ice cream parlor and restaurant stop. While the average route here is still made up largely of taverns and cocktail locations, it is the straight food or confection type location that is returning highest weekly grosses these days, operators claim. An average increase of 10 per cent over tavern play is attributed to most non-tavern locations.

AMI confirming the fact that the play spotlight is now focused on non-tavern juke box locations, operators say that this does not mean play in these locations has increased. Reason for the non-tavern location's lead in play is believed instead by the reduced play in taverns. Decline in tavern play may be the result of both the post-war drop in tavern business (ranging from 30 to 45 per cent) and the increased number of tavern television. To date, neither video nor the decline in business have touched the hamburger and ice cream establishments.

An indication of the drop-off in tavern play was shown by the Treasury's Alcohol Tax Unit (ATU). This report showed a 1,136,000 barrel decline in beer production for December, 1947, when com-

(See Ice Cream Parlors on Page 112)
Ice Cream Parlor, Snack Spots Get More Juke Play

(Continued from page 111) compared with the same month in 1946. Another contributing factor in reduced tavern juke play is the high rate of turnover in bar ownership. In Chicago, the number of tavern licenses issued, as of this week, numbered 10,094, against 8,141 at this time last year, the city license bureau reports. This increase spreads available tap trade still thinner among the total number of taverns, and may have a tendency to lower juke play in individual spots.

In some instances, operators report a slow rise in play on their non-tavern locations, with an accompanying fall-off in play on tavern spots. Fluctuating play in taverns, while sometimes hitting higher weekly totals than non-tap locations, averages out to monthly grosses below those of the good non-tavern location.

Jack Paschke, Paschke Phonograph Service, reports that his ice cream parlor and hamburger locations are bringing in about 10 per cent more play than his tavern locations. This trend became apparent five or six months ago, and steadily became more pronounced as tavern trade continued to drop. Like other operators, Paschke feels that basically the tavern is still the top juke location, needing only a rise in bar business for further boom in tape record play. Meanwhile, the ice cream parlor, catering to teen-agers, and the hamburger and restaurant stops catering to all ages, have moved up to the leading location of juke boxes, he says.

Little Amusement's Floyd Pedone states that the non-tavern location is proving a top play spot for his machines. Unlike most other local operators, Pedone has about 40 per cent of his equipment in restaurants. These, he says, bring in a uniform amount of play each week, while the tavern juke ranges from high to very low play in the course of a month. Because of this, the tavern machine averages a lower monthly take than machines in restaurant and ice cream parlor spots, Pedone says.

William Nylander, manager of Western Automatic Music, Inc., agrees to the increasing importance of the non-tavern type of juke location. "Today it is the ice cream and hamburger counters that pull in the most coin for juke play," he states. Adolph Raymond, heading A & M Music, concurs with the statement that his machines in these two types of locations are currently getting from 10 to 15 per cent more play than his average tavern stops. This became noticeable during the last two months, he reports.

Anton Oomens, Walter Oomens Sons, while not reporting a higher return from his non-tavern locations stated that juke play in this type of spot now equals that in the average tavern and cocktail location because of slow tavern trade.

Operator consensus here is that untold tavern business starts back on the uptrend, to a point where it will at least equal pre-war levels—operators write off war-time tavern and juke earnings as above normal—the tavern's role as the top juke box location will be taken over by the various types of eating and confectionery establishments.

AMOA To Table Hit Parade Posters Pending New Test

NEW YORK, Feb. 28.—At a meeting of the Automatic Music Operators' Association (AMOA) in the Park Central Hotel here Tuesday (24), it was decided that members adopting the Hit Parade poster service was tabling pending the completion of a special test to be conducted under the direction of the association. In earlieracao the AMOA board of directors had recommended that the service be utilized by the operator member to report Denver, president, president, at the meeting.

The test, projected to run for a period of 60 days, will involve the use of about 100 placards. Placed on location, the test would provide much accurate information as to the promotion device's effectiveness, Denver said.

Yermie Stern, president of Hit Parade, Inc., points out that the AMOA test will provide the organization with much needed information in regard to the use of the promotion device's effectiveness, and the operator member will report Denver, president, president, at the meeting.

Yermie Stern, president of Hit Parade, Inc., points out that the AMOA test will provide the organization with much needed information in regard to the use of the promoters' effectiveness, and the operator member will report Denver, president, president, at the meeting.

Juke Box Roundtable

The Juke Box Roundtable is intended to offer the automatic phonograph trade an opportunity to exchange ideas on the problems currently facing the industry. The Roundtable's purpose is to focus attention on these problems in an attempt to find practical solutions. Letters including name and address of the writer should be considered for publication. A signature will be withheld upon the writer's request.

Wants Co-Operation

C. J. Martin, Macon, Ga.—I've been in the coin machine business for years but never had the pleasure of seeing the few operators here in Macon working together. There never seems to be one or two who will block any move to help the operator. Co-operation between operators seems to me to be the trade's biggest problem.

After this, my idea is for the operator to get $4 per week top return on all juke boxes except those in the very best of locations. This would put the operator a good deal on record expense, and would not be asking the location owner too much.

Direct Sales?

W. T. Wannamaker, Orangeburg, S. C.—I agree that the music business faces some serious problems because operators can't pay the present prices for equipment and stay in business on a sound financial basis. I don't believe the public will pay more for a juke box tune. The only answer seems to be a new equipment price for the operator.

It may be that there are too many "slices" between the factory and the operator. Direct selling from factory to operator might be the solution, for the operator needs co-operation on the service end of the deal from some board to his operations than can the factory.

Music Plus

J. Rockwell, New Lisbon, Wis.—In reading your magazine we have no idea what profit-hungry business, bars, cafes are looking for; and it's amazing.

BIG MONEY MAKER

All our Operators Say It's A BIG MONEY MAKER

COIN OPERATED

SMALLER INVESTMENT 15 MINUTES FOR ONLY 10c LIFETIME INCOME

Be the first in your territory to open up new locations—real money-making proposition like this is just what profit-hungry business, bars, cafes are looking for; and it's amazing.

IN GEORGIA

DISTRIBUTORS

GOSDON DISTRIBUTING CO.

235 Mitchell St., N. W.

Atlanta, Ga. ★ 3215 La Clede Ave.

St. Louis, Mo.

IN MISSOURI

J. M. RAY THEATRE SUPPLY

223 Mitchell St., N. W.

St. Louis, Mo.

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.

312 W. DIVISION ST.

CHICAGO 10, ILLINOIS

COLUMBIA PRODUCTS CO.
THE MILLS CONSTELLATION

solution to today’s coin music problems

NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:

- plays 40 selections
- wide range tone
- aluminum cabinet
- adjustable tone arm
- table top service
- six hits for two bits

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois
Justice Dept. Gives OK to Chi Juke Ops

CHICAGO, Feb. 28.—Front-page, eight-column headlines in The Chicago Daily News Tuesday (24) and Wednesday reported that the Packard Manufacturing Corporation, Indianapolis, had tried to place its phonograph on city lots but had been "run out of town." The Daily News writer charged that Chicago's juke box business is controlled by a combination of unsavory political and labor figures. By mid-week, the city's newspapers and the U. S. Justice Department would look into the Windy City juke box situation to make a check on possible violations of the law.

Thursday, however, spokesmen for the Justice Department said they had beat everyone to the punch, had just concluded a ten-year investigation of Chicago juke box operations and the industry a clean bill of health by deciding there were no violations of federal statutes.

Makes Wire Service

The charge that juke boxes could not be freely placed on Chicago locations made the wire services toward the end of the week, and the question of commercial phonographs in Chicago even came up during the hearing of the House Foreign Affairs Committee in Washington. At the hearing, H. E. Capehart, who headed the Packard firm, was queried about the front-page stories by congressional colleagues.

COLLEGIATE DISK JOCKEY contest takes place during the Cleveland Phonograph Merchants' Association hit tune contest for March. College entries are (left to right): Bill Lovelace, Penn College; Joe Berg, Western Reserve; Bill Robinson, Case Institute of Technology, and Clyde Thomas, John Carroll University. Howie Lund, WJMO disk jockey, is at extreme right.

New York Location Fights IBEW Tele-Juke Picking

NEW YORK, Feb. 28.—A case now under consideration by the Bronx Magistrate's Court, involving union picketing of a location in which an operator placed a combination juke box-television set after a union-serviced juke box had been removed, is exciting interest in local automatic music circles.

The machine in question, a coin-operated Videograph unit, presently open on location at the Park View Tavern, 2639 Jerome Avenue, in the Bronx, was owned by E. Layne, independent operator. Recently installed, the new unit was picked up by Fred Minns, a member of Local 786 of the International Brotherhood of Electrical Workers, an affiliate of the American Federation of Labor (AFL).

T-H Act Invoked

Sid Steinberg, the tavern owner, had a warrant sworn out charging the picket with disorderly conduct and the case was brought before Magistrate Peter Abeles.

It was the contention of Sidney O. Raphael, Steinberg's lawyer, that picketing of the tavern under such circumstances amounted to, in effect, a secondary boycott and, as such, was illegal under the Taft-Hartley Act. The union's attorney, Ferris J. Perlman, countered that no secondary boycott was involved and that a peaceable picketing could on no account be considered disorderly conduct.

Magistrate Abeles' office told The Billboard Friday (27) that both attorneys had submitted briefs in the case and that a decision would be handed down March 12.

Altho similar cases involving transfers of locations from coin-operated machines to non-union-serviced machines recently in this area. In no case has a prohibition against picketing been sustained. However, this is the first such case in which a coin-operated television set has touched off a dispute.

Precedent Cited

Raphael, attorney for the complainant, disclosed that he was basing his argument largely on the precedents established in the New York Court of Appeals case, the People vs. Muller, in which he claimed this precedent was involved. Perlman also pointed to a recent dispute in Brooklyn, in which Magistrate C. J. Block cleared a union picket of a disorderly conduct charge arising under similar circumstances.

Meanwhile, Minns continues to picket the tavern. The placard he carries requests that tavern customers refrain from playing the Videograph machine.

Aireon Midwest Showing Dates Now Confirmed

CHICAGO, Feb. 28.—Completing the Midwest circuit, Fred Mann, Aireon regional sales manager, this week reported that the Pittsburgh show for the Coronet 400 will be held at the Mulligan Distributing Company headquarters there March 9 and 10.

At the same time Mann revealed the Detroit showing announced last week (The Billboard February 28) had been pushed ahead one week and will now be held at the Wayne Line Sales Company showrooms March 5, 6 and 7. Reason for the one-week delay was to assure a full stock of equipment on hand at show time.

Meanwhile the Cleveland show at the newly-fored distributor, the West-Wert Distributing Company headquarters will take place as scheduled March 6-7. With the setting of the Pittsburgh date, all showings in the Midwest territory are set. Mann, who will be on hand for the three above-mentioned shows, is looking to the showing in Milwaukee and will also visit Minneapolis and St. Paul before checking into Detroit next Friday.

AMI's Midwestern Distributor Set-Up Undergoes Changes

CHICAGO, Feb. 28.—AMI, Inc., has made some changes regarding representation in the Midwestern territory. In the Midwest, Lyndon C. Force, firm manager of general sales, announced a change this week.

Force disclosed that AMI's former representative in the St. Louis area, Murphy Distributing Company, Inc., has been dissolved and the distribution rights of the following firms have been transferred to William Cuker, who is currently known as Louis Coin machine trade circles.

As AMI distributor in the St. Louis territory, which includes Eastern Missouri and Southern Illinois, Cuker has decided to keep the former firm's trade name, Murphy Distributing Company, and will also retain the same address, 3564 Lindell Boulevard.

Murphy Remains

Frank Murphy, who had been one of the originators of Murphy Distributing Company, Inc., is general sales manager of the new firm, while Cuker is sole owner. Force states that AMI also announced that the Musical Sales Company, Omaha, has been appointed distributor for Nebraska and for the western tip of Iowa, while the Musical Sales Company, Kansas City, Mo., has been named to handle distribution in Kansas and the western third of Missouri.

Both distributor firms are headed by R. E. Padfield, who has been in the coin machine business since 1938.

Penal Law 722, he contended.

The union's attorney, Perlman, criticized this argument by citing a later New York Court of Appeals case, the People vs. Muller, in which he claimed this precedent was involved. Perlman also pointed to a recent dispute in Brooklyn, in which Magistrate C. J. Block cleared a union picket of a disorderly conduct charge arising under similar circumstances.

Meanwhile, Minns continues to picket the tavern. The placard he carries requests that tavern customers refrain from playing the Videograph machine.
AMERICAN FOLK TUNES
Cowboy and Hillbilly Tunes and Tunesets

The Jenkins Family, comprising Andrew Jenkins, blind songwriter, and his daughter, recently cut several sides for Fidelity. Duo, which formerly waxed for Victor, is set for a new air shot. Their material will emanate from a West Coast station. Jenkins is the composer of The Death of Fiddlin' Dick.

Smiley Burnette, who just finished a week at the Hippodrome, Baltimore, writes that he is happy with his latest单曲, "Three Rings for a Circus. This spring as it is the realization of a dream to play in every facet of show business. Burnette has five different union cards to cover all his activities. Alonzo and Oscar, the Nashville hits and Victor platter duo, will be in Hollywood March 7 to visit Burnette, during which time they will audition for a future Columbia Western pic.

Joe Rumore, Birmingham hillbilly disk jockey, will marry late in March. honeymooning in Los Angeles, where he will record interviews with top folk artists for his shows. He will utilize Burnette's home studio for his e. s. It is possible he will visit a Los Angeles hospital for a major operation. March 16, Bill was sworn to accompany Smiley on his Barclay show, tour, but will be inactive several weeks.

Helen and Toby (Helen and Walter Price), of Kirkville, Mo. are producing a Saturday night jamboree in cooperation with KIXE, using 25 local performers. The sessions are pulling 1,000 people consistently. Shamefully, Mr. Travis played a series of dates for the Vet-Wartime Soldier at Illinois last week, with a date at the Kiel Auditorium, St. Louis, February 29. Wes- ley, Tullah and the Milos Twins are also on the date.

Lee Penny, the songwriter now associated with Berle Adams in Hollywood, reports that Ted Dunn's friends in the folk music ranks waxed Ted's songs just before the ban, when Dunn was free of his job. Gene Autry waxed I'm a Fool To Care, as did Smiley Burnette. Ray Price, who is trying to buy a co-operative barn dance with folk artists in his area and would appreciate hearing from anyone who would be interested. . . . Participating in the Western Pals includes Johnny Postelwaiter, trumpet; Ozzie Goldman, bass; Duke Horton, guitar; Jim Burchett, take-off guitar, plus the leader's fiddle. The group was organized in July, 1944, first airing over KFI, Los Angeles. They have done a series of platters for Yalle.

Buck Beaner, lead of the Western Pals, heard on KPFM, Portland, and KXO, Oregon City, Ore., reports that he is trying to get a co-operative barn dance with folk artists in this area and would appreciate hearing from anyone who would be interested. . . . Participating in the Western Pals includes Johnny Postelwaiter, trumpet; Ozzie Goldman, bass; Duke Horton, guitar; Jim Burchett, take-off guitar, plus the leader's fiddle. The group was organized in July, 1944, first airing over KFI, Los Angeles. They have done a series of platters for Yalle.

Buck reports that there are several other folk artist groups in his area. The Newsies, a group of newsies from Jackson, are heard on KEX, Portland, and KGON for Rose City label, which Jackson owns. Personnel includes Dave Teary, bass; Stu Duran, fiddle; Midilla Martin, accordion; and Ernest, the leader's clarinet. . . . Artie and the Jelly Cowboys, fronted by Byron (Arki) Benedickt, are heard on KKL, Portland, lining up with Dick White, fiddle; Don Bean, accordion; Tex Turner, guitar, and Lee Drake, take-off guitar, plus the leader's fiddle. . . . The Western Siskies are heard daily over KGW, Portland.

The Western Kings, with Cleo Anderson, lead, Portland, and the Boz vocal trio, plus bass and guitar, are heard over KVAN, Vancouver, Wash. With Les Boyd, the Cleo Ram- blers, reports that his group now includes Les Boyd, electric guitar and bass; Jake Wright, guitar; Bill Osborne, steel guitar; Fred Casares, banjo; Texas Boyd, guitar, and the leader's guitar.

Kenny Roberts, who switched from WOWO, Fort Wayne, to KMOX, St. Louis, has been last reported firing out those Bums on the Brush Creek Folies on February 12. Ex-Man today is molding specialties of the West, with his own new plugging Yodel.

Sam DeVincent, manager and part of Nancy Lee and the Hilltoppers, Indian folk music group, reports that he wishes to contact collectors of American music, with emphasis on folk music folks and early Ameri-...
Indianapolis:
Wallace Heimberger has joined the Southern Automatic Music Company as a sound technician. Before taking up his new assignment, he will spend a week at the Chicago plant of the Seeburg Manufacturing Company. J. E. Brown, sales department, will attend the two-week classes, and Al Blanchard, the service department, has completed his schooling, will return to the local branch Saturday.

Jim Bolles, advertising manager, Packard Manufacturing Company, and Earl Bens, of the sales department, visited operators in Ohio and Eastern Indiana during the week. Mr. and Mrs. Henry H. Sohn have announced the engagement of their daughter, Frances Sohn, to Edward Pinsky, of 534 West 3rd Street. They will be married in June at the Community Presbyterian Church, where he is majoring in electrical engineering. The wedding will be held June 19.

Indianapolis is attempting to collect at least $5 in license fees from the pinball machines now operating locally. A resolution of the city council declaring that it can levy the fee on the machines depends on the legal opinion to be given the city corporation counsel. Licenses for the machines will be $100 a year, subject to the city controller. Coin row visitors included George Morgan, Peru; Frank Anderson, Automatic Manufacturing Company, Terre Haute; Charles Baker, Washab Distributing Company, Clinton, and Tom Burck, Musician.

* * *

Los Angeles:
Al Silberman, sales manager of Adams-Fairfax Company, making an initial trip to this city, reports that Robinson is off to the Windy City on business for the C. R. Robinson Company. He heads this office. Visitor in town is Earl Everette, of the Seatle Distributing Company, who also heads Shining Distributing Company, Los Angeles. Headquarters of the firm in Seattle Regular field men are distributors for Douglas automatic coin machine in the greater Los Angeles area.

Enjoying themselves at Niagara Midland’s cocktail parlor for singer Frank Sinatra and Ben Kuhling, president of National Coin Machine Exchange, were Ben Kuhling, Mike Grafft, Mike McLaughlin, Empire Vending Co., and Merchants W. W. and Company, coin distributors in this area.

Buffalo:
Coin machine operators report the cold wave and gas shortage have hurt business in this area. Operators are active in consolidating and enlarging routes and are adding new equipment. Louis Frank, Leroy Amusement Company, who operates about 80 juke boxes in the Leroy area, was active this week, as was Francis F. Doherty, who operates during a fire in the Leroy Moose Club, 10 miles from Buffalo. Marine Park Falls, operator, was shopping on coin row.

* * *

Chicago:
Operator John E. McCormack, Avon, N. Y., has announced the arrival of son, Patrick Henry, fourth child.

Operator Jack Driscoll, Avon, N. Y., has announced the arrival of son, Patrick Henry, fourth child.

Operator Jack Driscoll, Avon, N. Y., has announced the arrival of son, Patrick Henry, fourth child.

Operator Jack Driscoll, Avon, N. Y., has announced the arrival of son, Patrick Henry, fourth child.

Operator Jack Driscoll, Avon, N. Y., has announced the arrival of son, Patrick Henry, fourth child.
Twin Cities:
Success of flipper games has brought a request from Hy Greenstein, of Hy-G Music Company. Hy notes that players must use both hands in operating flipper games and that as a result smokers have damaged their eyes by placing burning forks on side rails. "Why not install cigarette holders on rails to protect the equipment," he asks.

A meeting of the South Dakota Phonograph Operators' Association has been set for March 7 at Huron, with representatives of Club Products Company there planning to play hosts to coinmen. Twin City distributors have been invited. South Dakota operators report music play off but that pinball games are doing well.

Robert Lawrence Electronics Corporation, Minneapolis, reports its coin-op operations in Minnesota have been well received.

Bush Distributing Company played host to coinmen at the showing of Alcoron's Corporel 400 juke box Saturday and Sunday (21 and 22) at its Minneapolis headquarters. R. D. Greenbaum, Alcoron vice-president and general sales manager, came from Kansas City, Mo., to aid Ted Busch and Oscar Trappman in introducing the model. Trappman, fighting a cold, was unable to come back from a two-week motor trip to California,以致 releasing the deputies to find that Chicago Coin's flipper game, Catalina, has been doing well.

Van Middaam, coinman of Brimmons, was accorded a warm send-off as he headed out of town for the business of the season. Some months ago he sold his holdings to a son-in-law, Bob Wescum, in Bob.'s. Ten has notified Twin City Jobbers he is a coinman once more—specializing in Seeburgs, however, only in the Twin City area. Former President, head of the company, he has been at his St. Paul home for several days after returning from Miami where he took his family for the winter. After completing his business here, Pastor intends to return there.

Hy Greenstein, of Hy-G Music Company, played host to a dozen Twin City coinmen Friday (20) at the General Store of the Minneapolis headquarters. R. D. Greenbaum, Alcoron vice-president, and Owens, general sales manager, came from Kansas City, Mo., to aid Ted Busch and Oscar Trappman in introducing the models. Trappman, fighting a cold, was unable to come back from a two-week motor trip to California,以致 releasing the deputies to find that Chicago Coin's flipper game, Catalina, has been doing well.

New Orleans:
Tom Vaughn, regional vice-chairman of National Automatic Merchandising Association (NAMA) South-west region, reports that he has been appointed chairman of the program committee for the 1949 NAMA national convention by E. F. Pierson, president. Jack Gordon, head of the Victor Manufacturing Company, was a recent visitor to the city. According to reports, about 50 per cent of all cigarette machines in New Orleans have been replaced with new models. The two major cigarette operators here have close to 2,000 machines out.

Coinman Joe Greco is said to have a candidate for the Kentucky Derby in his horse, Sargent Joe. Greco says he has turned down a $100,000 offer for the colt... Jimmy Tallon says he had a rough football season.... Louis Bembenek, who is considered a pretty good ballhander, has finally admitted he was beaten at the game while a guest at the Tenderloin Club in Chicago during the CMI show, and Arnie Gallurr, partner and owner at New Orleans, Daily News and Good Times, reports to the Queens, a new and experienced owner, has a new store in New Orleans.

Flipper action pinball has won the approval of operators of a local theater.... Hilliard Bach and Abe Zion have been working the past six months at their two-up in downtown Arkansas Avenue on a Lord's Prayer machine. They claim it is ready for operation. When a penny and a dime are inserted, the Lord's Prayer is printed on the penny. Bach says he saw a similar machine in New York and made up his mind to build one.

Music Sales Company is in full swing in its new quarters on Brown Street. There is a mechanism for record sales and last floor is devoted to dispensing of pinball machine games. The assortment of new record company's titles, and the addition of a new secretary, Claire Schwegman, Buster Williams, owner, has made a big hit in the downtown area. There is an announcement that Joe Greenstein, who promised a game for the winter, has completed his business here. After completing his business here, Pastor intends to return there.

Hy Greenstein, of Hy-G Music Company, played host to a dozen Twin City coinmen Friday (20) at the General Store of the Minneapolis headquarters. R. D. Greenbaum, Alcoron vice-president, and Owens, general sales manager, came from Kansas City, Mo., to aid Ted Busch and Oscar Trappman in introducing the models. Trappman, fighting a cold, was unable to come back from a two-week motor trip to California,以致 releasing the deputies to find that Chicago Coin's flipper game, Catalina, has been doing well.

Henry L. Lichter, veteran tobacco jobbing official, who recently joined National Automatic Music Company, Minneapolis, after relinquishing his holdings in Perfection Sales Company, arrived late last week from the Maryland Hotel. Lichter was 63 years old.... Gene Daoust, salesman for Blast Tone, Minneapolis; Alcoron, for six months, has joined the Alcoron tobacco-candy-cigarette jobber. Bill Shepherd, Elgin, the realization. "We have," said the company... Sachs, owner of Perfection Sales and Sachs Nut & Shelling Company, Minneapolis, has returned from a business trip to New York and other Eastern points.... Ben Simmons, Chicago, jobber, called on the trade recently.

The Billboard

March 6, 1948

COIN MACHINES

Look To The GENERAL FOR LEADERSHIP!

They're Here!... For Immediate Delivery!

DAVAL'S NEW 1948 POST MASTER STAMP VENDER

* New, Modern Triple Unit!
* Instantly Adjustable to Vend 2, 3, 4 or 5 Stamps!
* Largest Capacity of Stamps!
* Streamlined, Dependable!

Write today for descriptive bulletin giving complete information and prices.

Established 1923
Growing Steadily Ever Since

EMERAA Vending Sales Corp.
BIDDLE & HOWARD STS.
Phone: Vernon 4119  BALT. 1, MD.

GOOD PAYING - WELL ESTABLISHED ROUTE FOR SALE

In best territory on West Coast, San Francisco Bay region. Wired Music - 40 units - 50 Automatic Phonographs - Pin Balls, Consoles, etc. A very nice operation. Will stand rigid investigation. Plenty of room for expansion. Trade snow for sunshine.

The Billboard

Cincinnati 22, 0.

IDEAL NOVELTY CO.

PHONE: Trenam 5547
2223 Locust St.
St. Louis 3, Mo.

All the Above Phonographs Will Be Painted Newly II Necessary at the Prices Quoted Above With "Ideal" Deluxe Paint Jobs.

Terms: 1/2 deposit, Balance 60 days.

IDEAL NOVELTY CO.
COINMEN YOU KNOW

Chicago:
(Continued from page 116)
and Pittsburgh before returning home. Harry LeVine, Bloomer Distributors here, reports the Coronet 400 is a big hit in the area; in the two initial installations have been most successful.

Clarence Bayne, United States Vend-
ing, reports that his trip will take him to Cleveland, Albany, Boston and New York. Clarence expects to be on the road for about two weeks. But when one of the same firm, was also out of town this week, covering Detroit, Indiana and St. Louis. With their candy machines now being shipped, things are humming at the USV head-
quarters these days.

Joseph N. Gould, foreign representa-
tive for the Filiben Corporation, left this week for a three-week jaunt to Honolulu, where he will appoint a distributor for the Hawaiian territory. Mr. Gould is reported to be member of the board of directors of the Ex-
change National Bank. William R. Lin-
bred, president of the Filiben Corpora-
tion and sales manager of National Bells, has been named this week for the passing of his mother-in-law, Mrs. Anna Rice.

AMI reports that John Haddock, president, is back at his office after a three weeks' business trip to the West. During that time he ap-
pointed the Jack R. Moore Company distributor in Oregon, Washington, California, and Nevada. AMI's general sales manager, also reports that Musical Chimes, headed by R. E. Padfield, is the dis-
tributor in Kansas and Nebraska and parts of Iowa and Missouri, he has offices in Kansas City, Mo., and Omaha.

Ted Rubinstein and D. A. Wallach, Musical Chimes' president and sales manager, respectively, think their new "plus four" coin machine will revolutionize the amusement play picture. New idea by Marcel permits playing one or four quarters in a row at any time and gives the player a chance to win extra prizes depending on how many quarters are played at one time.

Both Rubinstein and Wallach say that play increases up to 25 per cent with the "plus four" coin chute.

Ken Wilson, partner with Howard Pretzel in Commodity Vendors, and "Pin Man" of Chicago, reports that the popcorn trade is going along on an even keel despite the Lenten season. Ken, who knows the arcade business inside and out, says that the recent mild weather has given them a touch of nostalgia for a walk along the midway.

Lyn Durant and Bill DeSelm, sales manager of United Manufacturing Company, were hard at work this week preparing for the introduction of their new game machine, Manhattan, next week. - Max Rosenbaum, United Benzy Machine Company, is still in Florida, but is expected back next week-end, according to brother Paul. - Bar-
nister Brothers, CMT's sales repre-
sentative, is on the move, given a touch of nostalgia for a walk along the midway.

Gil Kitt, Empire Coin Machine Ex-
change, has written a song which he
calls 'Is It Too Late?' Gil says the song is published, but not yet, and several publishers are interested. Empire has been pretty busy these days. (Continued from page 115)

Alan Shepard, head of Alan Shep-
dard & Sons, Inc., plans to merchandise
his line of ties thru coin machine dealers. He says coin has been one of the best outlets for any worthy product. Shepard expects to be work-
ing on a nationwide basis in the near future.

Want To Buy
Two or Three Way Keene
Super Bonus Bells
State condition, quantity, best price.
CENTURY DISTRIBUTORS
2013 4th Ave.
Seattle, Wash.
New York:
(Continued from page 116)
will be visiting New York common
sens...
Nash Gordon, office manager of
Associated Amusement Machine Op-
erators of New York (AAMONY),
reports that the game operator group
has more than doubled its mem-
bership since January 1. Latest count
shows 158 ops signed. . . Stephen J.
Maroney, Washington commissary, is
preparing to return from Fort
Lauderdale, Fl...
Wally Merilo is no longer with Nat
Cohn’s Modern Music Sales. Nat
now is looking for someone to take
charge of his “showroom on wheels,” the
truck filled with coin equipment with
which Wally was to cover up-State
territories . . . Sam Sachs, of Arnie
Sales, was the recipient last week of
his first showroom model of the Ace
Shoe Shine machine.
Lou Brown, president of Coradia,
Inc., reports that the coin radio busi-
ness is once again on the upswing
during several slow mid-winter
months . . . With Albert L. Gerber, public
relations director, presiding, the meet-
ing of the Coin Metered Washing-
Machine Operators’ Association, Wednes-
day (23), devoted most of its agenda
to furnishing plans for the group’s
second annual dinner-dance, scheduled
for April 10.
John McNulty, PM humorist, came
up with a switch this week. He sug-
gests that, with the local racing sea-
son almost upon us, the State-
capital city of New York install “juke-box
mutuals” in taverns. Combined with
television, patrons of the coin-op-
...
Record Reviews
(continued from page 31)

MOA Chairman To Do Umstot To Meet Org’s Expectations

OAKLAND, Calif., Feb. 28—Making his first statement since his election as national chairman of the Music Operators of America (MOA) at the Coin Machine Industries show in Chicago in January, (The Billboard, January 31) George A. Miller this week thanked the 60 industry representatives who voted him into office and said: “It is with great pride that I accept the responsibilities of this office. I shall do my utmost to fulfill their (the 68 members') expectations as national chairman.”

MOA, at its formation meeting January 21 at the Hotel Sherman in Chicago, elected a committee of 14 to represent the organization. The committee was authorized by the body to take whatever steps it deemed necessary to support such legislation as is now pending in Congress, which in the opinion of the nation’s music operators is detrimental to the automatic music industry of America.

In addition to electing the committee, the meeting voted to name H. Levine, general counsel of the New York group (Automatic Music Operators’ Association), as its national counselor. Al Denver, who heads the New York group, was named vice-chairman.

The complete executive committee includes George Miller; Al Denver;...
Minnesota Ops Forecast Heavy Play for Summer Resort Areas

LONG PRAIRIE, Minn., Feb. 28.—Coin machines located in Minnesota resorts are due for heavy play this summer, according to operators in this area.

Recent survey of Minnesota operators indicates that the State tourist business should reach an all-time high this summer, and along with it, a heavy coin record play for coin machine operators.

See Peak Year

James W. Clark, commissioner of the Minnesota Department of Business Regulation, formed The Billboard that "as a result of attendance at our sports shows and the inquiries now coming in, together with reservations made at the many Minnesota resort hotels, it would appear that this year will equal or even exceed that of 1947."

Operators, however, are expecting that the tourist season will last almost eight weeks, but are confident that the large number of tourists are largely drawn to the various appeals offered by the Summer Resort Office, whose machines located on theshores of lakes, will mean a large increase in added and improved production. Report also pointed out that January production was due largely to the end of the post-war peak and that output exceeded in industrial areas, which received a large number of small drops in the output.

Also a large decline in machinery production helped to produce a production drop in July, which was estimated in some minor bunches in steel output.

The small decline in machinery production helped to produce a production drop in July, which was estimated in some minor bunches in steel output.

Operators, however, are expecting that the tourist season will last almost eight weeks, but are confident that the large number of tourists are largely drawn to the various appeals offered by the Summer Resort Office, whose machines located on the shores of lakes, will mean a large increase in added and improved production. Report also pointed out that January production was due largely to the end of the post-war peak and that output exceeded in industrial areas, which received a large number of small drops in the output.

Another aspect of the summer outlook is the need for more money to be spent in order to set up for the slump caused by the extremely cold and stormy winter.

Severe Weather This Winter a Factor in Retail Sales Decline

WASHINGTON, Feb. 28.—Altho severe weather in many sections of the country failed to curb high rates of output, it did cause a more than seasonal decline in retail sales, reported the Federal Reserve and the Department of Commerce for this week in the nation.

The Federal Reserve report stated that the high December output continued through the January month with factory output maintaining its post-war peak, 185 per cent above the 1935 averages. Report also pointed out that January production would have exceeded this figure had it not been for the end of the post-war peak spell in industrial areas, which resulted in some minor bunches in steel output.

Also a small decline in machinery production helped to produce a production drop in July, which was estimated in some minor bunches in steel output.

Operators, however, are expecting that the tourist season will last almost eight weeks, but are confident that the large number of tourists are largely drawn to the various appeals offered by the Summer Resort Office, whose machines located on the shores of lakes, will mean a large increase in added and improved production. Report also pointed out that January production was due largely to the end of the post-war peak and that output exceeded in industrial areas, which received a large number of small drops in the output.

Another aspect of the summer outlook is the need for more money to be spent in order to set up for the slump caused by the extremely cold and stormy winter.

Smith Mfg. Develops Motor for Coin Mech

CHICAGO, Feb. 28.—A new fractional-horsepower motor, particularly designed for coin machines, has been introduced by the T. C. Smith Manufacturing Company, Springfield, Ill.

The motor, at rated voltage, has a standard size of 35-inch-second. Small enough to fit the hand, the motor is the shaeled pole, induction type. With 20 watts input at 115 volt, 60-cycles A.C., the no-load speed is 20 revolutions per minute on the output shaft. Lower input wattage is available at correspondingly lower speeds. Efficiency, governor, output shaft speed at no load substantially unchanged.

The motor is constructed of aluminum and has a built-in gear train. Vacuum insulation, if supplied, may be used by the operator. However, insulation is supplied by the manufacturer. Report also pointed out that outed powdered metal. By means of three mounting studs tapped with N.P. 36-1/2, the motor may be attached to any suitable bracket. One of the features of the motor is a motor which hasic-energizing features of the motor, the clutch prevents any over-travel of the output shaft (this does not include gear train coast when the motor is running free).
(Continued from opposite page)

HOT JAZZ
J. Evans M. T. Bootes Black & White 585
Brantley W. Barross (Baby Look) Black & White 571

CLASSIC & SEMI-CLASSICAL
Brahms Sonata No. 3 in D Minor for Piano and Strings Op. 108 Allegro con brio, 1st Movement J. Herrick & Atkin, Columbia 5-510
Glinka Ivanisschina, Op. 5, Third Movement Parts I & II The Philharmonic Orchestra, E. Ormandy, Dir. Columbia 10019

RELIGIOUS
I'll Never Turn Back
Silent Chinese Singers (I'll Search)
I'll Search Heaven
Silent Chinese Singers (I'll Never)
I'mGoing on With the Spirit
Silent Chinese Singers (Last 6 Ge) Modern 26-560
Past Go Ahead
Sister L. Littleton (I'm Going) Modern 26-560
Roman Singers of Sacred Songs Album Bruno Violin Choir, Svra 19 Amrit Kun Deolani, Svra 1955
Amazon Maria (Sacred Chor) Svra 1950 Chant of the Cloisters, Svra 1904
Sukh Dayal Svra 1900
Purnendu Hore Herminia, Part 1 Svra 1904
Choral Herminia, Part 2 Svra 1905
The Rhymed Train
The Hymnal Family (You've Gotta)
Why Should I Worry
5 S. Paul Choir (I'll Never Black)
Run You're Gonna Walk That Lonesome Road
The Hymnal Family (The Hymn Board)
Sacred 74

LATIN-AMERICAN
Adonais J. Guitamay Coyle (Forwe're My Friend)
Lola Guachuwre De Oriente (El Municipal Victor 22-0780)
Adolfo So I. Mejia
Los Medicanos-Los Montanes Del Alamo (Las Maria Victor 22-0786)
Baby, Shout Me a Kiss
La Zorrita (La Compania) Victor 26-9027
C. Chey Co.
N. Moralez (Hera Sontorot MGM 10119)
Casa
P. Fernandez-Hernandez Marquez Orq
Vulcan La[var (Victor 22-0788)
Flore Silvestre (Wild Flower)
J. Calvarias (Lamento Huasteco)
B. L. Guerra (Villa)
N. Moralez (Chen Chen) MGM 10152
La Boteran La Pasion (Good Job Well Done)
F. Edin Grupo (Offrenda) Victor 22-0789
La Comparsa (For Want of a Star)
J. Cortulio Orch (Baby Shoot) Victor 26-9029
La Comparsa (For Gold Mines)
J. Cortulio Orch (Montevideo Del Paraiso) Victor 22-0792
Lamento Huasteco (Huasteco Lamento)
J. Calvarias (For Girasol) Victor 22-0792
Luna de Mar (Silver Sea)
Vegatangh Tri (Yo Quiero) Victor 22-0794
Ofrendas (Offrenda)
J. Cortulio Grupo (La Boteran) Victorian 22-0789
Per un Besitoo (Because of a Kiss)
J. Cortulio Orch (La Vida) Victor 22-0792
Rumba Classic
J. Cortulio Orch (Paisible Tropical)
Vicr 26-9029
Yo Gomero (Washing)
Vegatangh Tri (El De) Victor 22-0794

SLOT MACHINES
HEADQUARTERS for all models of Mills Bell Machines
BOUGHT, SOLD AND EXCHAENGED & SEE OUR FLOOR DISPLAY NOW!

FREE BUYERS’ GUIDE FOR OPERATORS
Reconditioned Pin Games—Ready for Location

MAISIE $112.50
MARIJANN
MISS AMERICA 75.00
PLAY ROY 98.50
RIVIERA 107.50
SMARTY 59.50
STATE VALLEY 14.00
SMOKY 39.20
SHOW GIRL 45.00
STEP UP 48.00
SUSPENSE 49.50
SUPERLINER 52.50
SCHOOL DAYS 15.00
SPELLBOUND 67.50
TOKAS 15.00
TOWERS 22.50

SPECIAL SALE: MILLS 50c SLOTS—ALL MODELS!

NEW PACKARD HIGHWAY
New 50c. Bally 4x6 $265.00

FLIPPERS—YES! SHOOTING STARS
We have been all over the world for prize list of games with flippers attached. Ready for action.

NEW EQUIPMENT
IMMEDIATE DELIVERY

Tropicanas
Gold Mines
Manhattans
Catalina
Bottle
Bottle Cheer
Selling
Alley
Triple Action
Pro Bon

SLOTS—RECONDITIONED—GUARANTEED

Mills Blue Fronts
2c 25c 5c 10c 15c
Mills Blue Fronts
2c 25c 5c 10c 15c
Mills Blue Fronts
2c 25c 5c 10c 15c
Mills Blue Fronts
2c 25c 5c 10c 15c
Mills Blue Fronts
2c 25c 5c 10c 15c

TRY OUR 24-HOUR REPAIR SERVICE
Write for list. Throughly reconditioned Five-Balls, One-Ball Free Play or Payoffs, Consoles, Arcade Machines, Phonographs, Games and Blanks.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information, with special packing and shipping. Send for our illustrated literature. CABLE: MCCOIN.

TERMS: 1/2 Deposit, Balance C. O. D. or Sight Draft.

MILLIONS FOR MACHINES
BOROUGH, SOLD AND EXCHANGED & SEE OUR FLOOR DISPLAY NOW!

AUTOMATIC COIN MACHINES & SUPPLY CO.
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

10 ONLY
AND NO MORE—ANYWHERE IN THE WORLD
A Standard Mills Chrome Bell

EXCEPT--
YOU CAN TURN THE JACKPOT ON OR OFF
ANY TIME YOU WISH

Single Cherry Payout, 25c Play Metered Jackpot
Standard Reels With Bars, 2-2-1
Has No Star Wheel Gimmicks or Throw Overs

WRITE FOR COMPLETE INFORMATION AND PRICE
Valley Specialty Company, Inc.
550 Clinton Ave., N., Rochester 5, N. Y.

COME TO HEADQUARTERS FOR THE LATEST MODELS
SLOT MACHINES
BOROUGH, SOLD AND EXCHANGED & SEE OUR FLOOR DISPLAY NOW!

AUTOMATIC COIN MACHINES & SUPPLY CO.
1700 WASHINGTON
Baker Novelty Co., Chicago 12, Ill.
DELIVERIES NOW UNDER WAY

Production could not keep pace with demand on introduction of this NEW amazing counter game. Now delivering. Order today for early delivery.

CHICAGO, Feb. 28.—Herbert Perkins, head of Purveyor Service here, has institued a cleaning program for his juke boxes which he reports does a triple job—increases play, reduces maintenance on new equipment and acts as insurance against loss of locations.

Perkins states that the cleaning program, which he started several months ago, is simple, inexpensive and effective. It required the periodic assignment of one man from his shop staff for the sole job of "shining up" the machines. Doing about four or five machines a day, this man gives each cabinet a thorough waxing and does a cleaning job on the juke's interior. Taking four or five months to cover the entire route, the man is assigned shop work for the remainder of the year, and starting date is set to begin the waxing process over again the following year. A thorough wax job once a year is considered a must by Perkins.

"We are just about to conclude the first round of waxing jobs and have found that location owners and homers reaction has paid off in smoother relations and higher nose. Cost of this service is amply covered by the resulting benefits," Perkins claims.

During the first two or three weeks after a waxing job, juke play in most locations has been boosted as much as 20 per cent, according to Perkins. While the increase falls off gradually thereafter, it serves to emphasize the fact that a machine with a sparkling cabinet has greater "eye and play appeal" for the average customer. Waxing the plastic as well as metal and wood parts was found to work well and served to keep finn, scratches and dust from impregnating the juke's surface.

"After the complete wax job," according to Perkins, "it is easy for the regular serviceman to give the machine a quick wipe down after it call to restore it to a high luster.

Wall Buys So. Dakota Route

PIERRE, S. D., Feb. 28.—Gordon and Mayme Stout sold all of their coin-operated music and amusement equipment to Fort Wall, P. S. Fine, S. D., for $67,500 recently. The machines are in operation in over 75 locations in Central South Dakota, with additional equipment on hand in Pierre. The sale was covered by an agreement for payments to be made over a period of five years.

Kunstler Firm
To Handle Tele

NEW YORK, Feb. 28.—Featuring the Videodisc combination television-juke box, Harry Kunstler this week began business under his new firm name, Kay Distributing Company, Inc. With office and showroom on 14th Street, the new outfit will also handle the Emerson line of commercial and home-use television sets. In addition, the outfit will stock coin-operated amusement games.

Kunstler, who was formerly associated with Seacoast Distributors here, said his firm plans soon to have the fully-stocked installed redeeming for television. He pointed out that, while his main interest will be sales of the Videodisc unit, he has no distribution franchise from the manufacturing firm.

Laundry Equip. '47
Sales at New High

CHICAGO, Feb. 28.—Merchandising equipment hit a new high in 1947, with sales of standard size washers up 86.9 per cent and front sales jumping 86.9 per cent. According to the American Washer & Ironing Manufacturers’ Association, sales of standard washers reached 3.8 million units in 1947, an increase of 1.3 million over the 1946 figure.

Meanwhile, the Maytag Company, Newton, Iowa, reported it would build a $5,000,000 factory to produce its new automatic washing machine. Expecting to have the factory completed and washers coming off the line within a year, Maytag said the factory would be located in another, new, Cedar Rapids, Iowa.

Rapid City Meter Averages

RAPID CITY, S. D., Feb. 28.—Each parking meter on the downtown streets of Rapid City took in an average of over 148¢ during 1947, City Manager James Lake has reported. In 1947, the first complete year on their operation here, the total take of the 650 meters was $51,608.76. The meters were purchased from the Duncan Parking Meter Company, Chicago, in April, 1946, for $47,750, and have been well paid for.
Wolf Poison!

There’s one 100-proof way to guard your door against this fellow’s visit. There’s wolf poison in every U. S. Savings Bond you buy. There’s sweet security, too—for your home, your family and yourself.

U. S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you $4 for every $3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and luxuries. Think of the advantages it will mean for your children as they grow up.

Think. THINK. THINK.

Then start saving right away—today! Start saving automatically this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the only installment buying plan.

If you’re not eligible for this plan—if you’re in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

REMEMBER—U. S. Savings Bonds are poison to wolves!

Automatic saving is sure saving—
U. S. Savings Bonds

Contributed by this magazine in cooperation with the Magazine Publishers of America as a public service.

MIAMI TOURIST TRADE HOLDS; COIN MACHINE PLAY NEARS ’47 HIGH

MIAMI BEACH, Fla., Feb. 23.—Tourist trade, an accepted barometer of general business conditions, now at its peak here, is just one step behind the record boom in vacationers last year, and coinmen are finding a high level of play on their equipment which almost touches the top play of the 1947 season. Proving the presence of money-spending pleasure seekers is the fact that hotel occupancy, restaurant and retail sales are at comfortably high levels.

Altho the season was late in starting this year, local merchants and officials are predicting a close second finish with the 1947 spending. During the last two weeks, increasing numbers of tourists have been arriving here and hotels are now filled to capacity. A number of new hotels are now under construction.

Construction of hotels, apartments and homes soared to $23,724,558 in 1947, a figure $6,022,026 over the former “phenomenal” days of 1923.

MARCH IN, YOUR AUTOMATIC SAVINGS BOND—THERE’S WOLF POISON IN TERMS AFTER DOOR AGAINST THIS FELLOW’S VISIT.
D. C. Music Men
Elect Officers In Fourth Meet

WASHINGTON, Feb. 28.—Hirsh de Lavezz, owner of the Hirsh Coin Machine Corporation, received a vote of thanks from the Washington Music Guild (WMG) of its fourth meeting of the year, held recently. Mr. de Lavezz thanked his "fine work" in organizing a build which elected him to the WMG board of directors after he declined the presidency and accepted an invitation to serve as vice-president this year, P. R. Chapman. De Lavezz had served as acting president of the WMG when it was organized in 1943.

Next WMG meeting will be held March 16 at the Hamilton Hotel here.

Memoroletics
To Be Released Soon

HOLLYWOOD, Feb. 28—Nine records of a non-melodic, memoroletic, designed and guaranteed to give a record of "50 five second free plays"—are set to be released soon after March 1, according to Lee Rye, advertising manager of Memorec Records, a new firm.

Memoroletics is an undetectable form of music, Rye said, and records made from this material will cost no more than ordinary records. The disks are unbreakable but are shock resistant. "The samples Rye has on hand are red, memoroletics can be made in any of several colors.

Memorec Records, he added, owns the formula, but other companies may use it by having the local company do the pressings.

A test was run on the record by a local wired music concern. To company that platers Rye used a memoroletic record that had over 1,000 plays and a regular record made from the same master but played only 40 times. Rye has a letter from the music company stating the fidelity of the memoroletic disk.

Memo's 18 releases cover all fields except classical. Distributors are being named to handle this line on the new material.

Promotion Program
By Mercury Records
Includes Music Ops

BUFFALO, Feb. 28.—Music machines users in this area asked for a special recording artist promotion last week when Mercury's Bob Houser opened an engagement at the Town Casino, a local night club. Niagara Midland, Inc., headed by Rye, asked for releases by several distributors for the Mercury label, held a cocktail party, and invited local bands and music ops, as well as record retailers, disk jockeys and local press representatives.

Among the members of the coin machine industry who participated were: Watling and Town Wolverine, J. H. Winfield and Town Wolverine, of H. J. Winfield & Company; Mike Merch, OutBack Distributing Company; Mike McGrath, Empire Vending Company; Ben Kulett, Mills Amusement Company; Louis Frank, Leroy Amusement of Colorado; and Carlin, Lamp and Carl Lehman, Click Amusement Company.

Metal Tyler Discs
For Groothen Tyler

$7.00 PER 1,000


TOP QUALITY ONLY—ONE LOW PRICE
SAMPLE ON REQUEST

MONEY BACK GUARANTEE

Write for further information.

1. W. B. Rogers, C. E.distributed company, 391 Division Avenue, new York City.

Reconditioned Slots and Consoles

Write for prices and specifications. We will ship via truck, 12-30 & 45-30.

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

Interstate Coin Machine Company, Inc.

1093 Columbus Avenue
Springfield, Massachusetts
Telephone: 5-0988
Mobile Denies Juke Permits "For Present"

Studying Applications

MOBILE, Ala., Feb. 28.—City license department has been directed by the city commission to issue no permits "for the present" for juke boxes in retail beer outlets.

All applicants for music box permits for beer places will be referred to the commission for study, Acting Mayor Ernest Megginson said.

The Alabama Alcoholic Beverage Control Board has okayed juke boxes in beer places where municipal law does not conflict.

"I would rather not say definitely now whether the City of Mobile is going to issue juke box licenses to beer places or not," Megginson said.

Conferences with the city's law enforcement officers, Megginson indicated, would be a determining factor in issuing juke box permits.

Henry Heide Board Elects Three New Vice-Presidents

NEW YORK, Feb. 28.—Directors of Henry Heide, Inc., candymakers, elected three new vice-presidents at the annual meeting of the board last week in New York. Herman L. Heide, firm president, has announced.

Those elected are Rudolph J. Kantner, vice-president in charge of purchasing; Walter R. Keefe, vice-president in charge of sales, and Henry E. Jaeger, vice-president in charge of plant and production.

Other election results were that Herman L. Heide was re-elected president for 1948 while Julius A. and Henry E. Heide Jr., were re-elected senior vice-presidents. In addition, Pierre Nortel was elected treasurer; Andrew H. Heide, secretary, and Edward Grebenstein and Vincent H. and Victor H. Heide, assistant vice-presidents.

Install Sandusky Meters

SANDUSKY, O., Feb. 28.—Installation of 400 parking meters is expected to start here March 15, a contract having been signed by city commissioners with the Dual Parking Meter Company, Canton, O. Meters will be placed on a 12-month trial basis with $3.50 monthly rental to apply on purchase price of $66 delivered and installed.

A city of 33,000, Sandusky is about

NCA Issues Study on Candy Use and Retail Sales

CHICAGO, Feb. 28.—National Confectioners’ Association (NCA) this week issued a study of total 1947 sales and retail sales per capita and candy consumption by States. Compiled from statistics in U. S. Department of Commerce’s Domestic Commerce Report of September, 1947, and from Sales Management’s 1947 survey of buying power, figures cover the 48 States and District of Columbia.

New York was found to rank first in total sales, with California taking second place. Following, in order, were Pennsylvania, Illinois, Ohio, Indiana, Michigan, and New York brought up last place.

Per Capita Ratings

Dealing with per capita sales figures, however, a different picture is shown. Nevada ranks first; District of Columbia second; Delaware third; while next three states are Montana, New Jersey and California. Mississippi holds last place in this category.

Under the income per capita classification the survey revealed first place held by Nevada, with New York, District of Columbia, New Jersey and Delaware following in that order. Mississippi again brings up last place.

Dollar Sales

Under candy consumption per capita in dollars, Utah holds first place, while Colorado, Nevada, Louisiana, Missouri, and Illinois follow. Last place is held by Kentucky. A wide range was found to exist in candy consumption per capita, with the leading State, Utah, showing a figure of $19.29 and Kentucky tagging last at $3.26.

The release included additional facts relating to the candy industry. Report stated that 1,252 manufacturers were active in the field, with wage earners numbered 10,995. Of these, 52 confectioners were stated to have produced $830,000,000 worth of candy, with a volume of 2,884,000,000 pounds, during 1947. The industry is listed as the nation’s largest, in terms of employment, and eighth largest in terms of dollar sales in comparison with other food manufacturing industries.

the only sizable community in Northern Ohio still without the machines, even neighboring towns of 5,000 having them. Matter of installing machines has been before commissioners at intervals for the past 10 years. Two-thirds of them will be-one hour variety while rest will give two hours per day.
North Minnesota Ops Report
Five-Ball Play at New High

BRECKENRIDGE, Minn., Feb. 28.—Coin-operated amusement games are receiving heavy play throughout Minnesota and more machines are installed in State locations.

Minnesota operators, who received a temporary setback last year when Gov. Luther W. Youngdahl slapped a 10-cent tax on bar on all amusement games and several other types of machines, have staged a comeback with flying colors.

Many Five-Ball

Today, in most sections of the State, there is a single good coin-operated amusement game and few other types of amusement games and many other types of machines, have staged a comeback with flying colors.

One indication of the popularity of games is that Minnesota farmers and hitting the number of small-town and cross-roads locations which now have coin machines of various kinds.

Towns which up until a year ago had never seen a julex box, coin-operated amusement game, and even a single slot machine, are now heavily covered with all types of coin machines.

Games of Many Kinds

The same picture is true for Western North and South Dakota, the survey finds.

Until recently, the long distances between business communities in the rural areas of the Midwest had served as a natural barrier which few operators wanted to cross.

Now, with the increased play in these areas, it is evident that operators are extending their routes and many new operators are coming into the business.

Some coin machine routes are operated by others with both business and candy and tobacco wholesalers who must travel through the rural areas at least once a month.

Some of these wholesale-carrying coin machines have been operated for the past several years and many operators are looking for new locations.

Operators who are looking for new locations should keep in mind that many new operators are extending their routes and many new operators are coming into the business.

Long on Location

Gil Smith, of Smith Brothers Novelty Company, Minneapolis and Fargo, N. D., tells of one rural Minnesota location where he has had the machine on location for over six months. It was used a game when he put it into the spot, but it didn’t give good service. He has tried to take it out, but the location owner insists that the coin machine, gets the people to come out and leave it here.”

Smith says that many locations have more machines with used pin games able to draw heavy play for several months, but, close to the same, it is a different picture. Oscar Hochrein, pin game and julex box operator of North Prairie, Minn., has a long-playing game, says that he uses nearly all the games, and, after they receive heavy play for an extended period, usually have to be replaced with new machines when the time comes.

The Fargo Falls Novelty Company, Fergus Falls, Minn., which has many pin game and julex box locations in the Minnesota resort area, has been successful with new and used equipment.

Most recent trend in coin machines in Minnesota is toward extended use of arcade-equipment. Location owners and operators report much satisfaction over the exceptional Minnesotans have shown toward such machines.

Bowling alleys, cafés, taverns and other locations have proven popular locations for arcade equipment. Gun-type games have proven especially popular, and some locations have enough coin-operated amusement games to be practically arcades in themselves.

Operating problems are many and varied. Because of the long distances between business communities, Minnesota rural areas, the average route is the area within a 5-mile radius of the operator’s headquarters. Some operators, however, have machines over 200 miles from their operating base.

Several operators have shifted to fewer types of equipment but extended their routes recently. They report that such a change has proven quite satisfactory.

Servicing

Servicing on extended routes is usually on 7 to 10-day a week basis. In a case of emergency an out-of-order sign is generally placed on a machine until the operator can service it on his regular call. For better locations, however, operators often will go miles out of their way to take care of an ailing piece of equipment.

Incidentally, operators almost without exception, say that the biggest factor in their success is good personal contact with the location owners. This usually requires much more time than efficient servicing of equipment would ordinarily call for, but operators say that the more time can be spent at their locations the better their success.

Because of this factor, “location jumping” is a minimum at the State, particularly in the rural areas. Cold weather has handpicked many operators in the servicing of equipment at regular intervals, but operators say that they feel they are in for one of their biggest years.

CASH PAID FOR

BALLY ENTRIES
We will buy several Bally Entry automatic pool games. Must be complete and undamaged and carefully created. State guaranteed current lowest price by air mail or phone Salt Lake City $5-06-11, or wire fully.

T. R. F. VOGT DISTRIBUTORS
Milwaukee Blvd., Salt Lake City, Utah

NEW POOL TABLES
5c or 10c
Complete
AVAILABLE IN FOUR SIZES
2 x 3 & 3/4 x 6, 4 x 6
Now in stock at Fayetteville
Ready for instant shipment
These coin-operated pool tables give
S-T-A-D-Y profits year after year!

YEAR ROUND PROFITS!

The VENDING MACHINE CO.
North Carolina
Specializing in equipment, machines, and parts for all amusements.

GIVE TO THE DAMON RUNYON CANCER FUND

www.americanradiohistory.com
U-Dryvit Auto Co. Asks Licenses for 2-Way Radio-Fones

CHICAGO, Feb. 28.—Using units manufactured by Motorola, Inc., Chicago, the U-Dryvit Auto Rental Co., of Cambridge, Mass., has applied to the Federal Communications Commission (FCC) for license to set up mobile radio-phone set-ups in 21 Eastern cities.

The two-way phone is already being used by a number of coin machine operating firms who find it exists service call time since service messages can be relayed directly to the car without the operator's place of business.

U-Dryvit has a different twist on the two-way phone system which caters to professional and service businesses. Under the system, callers are not connected directly with the vehicles, but phone a mobile service exchange which in turn passes the message along to the vehicle. Similar services are now operating in nearly two dozen major cities throughout the country, but the Cambridge firm's application to operate 1,833 phones—is the largest single application yet received by the FCC.

Marvel Intros New Coin Chute For Game Play

CHICAGO, Feb. 28. — Marvel Manufacturing Company this week announced the development of a new "plus-four" coin chute for use on pinball games which allows the player to insert one to four nickels, all of which are played during one game.

New coin chute resembles a conventional coin chute but accepts up to four nickels at a time. In return for putting in more than one nickel at a time the player is able to win replays at a lower score and also a given opportunity to win more replays than if he had inserted one nickel. In all the player may win up to 40 replays during the playing of one game.

Thus far the new idea in amusement game play has been incorporated into the latest models of Marvel's Gold Mine. First deliveries of the game with plus-four coin chutes left the plant this week. It is optional equipment and costs the operator $10 more than the conventional one-play coin chute. D. A. Wallach, firm sales manager, states that the release of the new play idea was held up until this time so that the firm could test it in location tests and also produce the plus-four chute at a nominal price. Wallach says that the new play stimulator was tested for over the past few weeks on different types of locations, with the result that play picked up between 15 and 20 per cent.

According to Marvel, the new feature gives the player with average skill a chance to score winners and not be required to make a score beyond his ability. Each additional nickel inserted gives the player a higher proportion of replays should he reach a high score.

In order to keep check on the number of coins inserted for the playing of one game, four different colored lights are set up just below the end of a game's play field. If the player inserts one nickel a bottom light goes on, if he inserts two, first light goes on and the light above it goes on with a similar procedure taking place for the insertion of three or four nickels. The scoring mechanism on a game having a plus-four chute is set up so that when the lower replay score necessary for the playing of more than one nickel is attained it begins to tally replays.

Marvel's newest game, Gold Mine, features four flipper action bumpers, all of which can be activated by the player pressing a right or left-hand flipper control button, and a novel out-hole scoring feature that permits the player to make as much as 250,000 points just after the final ball drops into the out-hole ending the game.

NEW METAL TYPER MACHINES
REPAIR SERVICE
PARTS AND SUPPLIES

We Rebuild Old Grootchen Typewriter Machines to Look and Operate like new.

FINEST ALUMINUM DISCS
Plat for 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.

ARCADE MACHINES FOR SALE
No reason for refusal, as I have to move this equipment. The Picture Movies (List-Up Tin Tab Models)
1 Exhibit Flip-A-Players (15 Models)
2 Exhibits I-Up-Up Grays (47 Models)
1 Flat Model, 3A Model
1 Single White, or Stand.
A.R.T. Floor A. A. Models (Two New)
A.R.T. Models "B" Blue Cabinets
A.R.T. Models "W" White Cabinets
A.B.T. Models (47 Models)
2 Roll Models (47 Models)
1 Wall Model (25 Models)
1 Dual Skill Thrill
1 Marvel Ray-Up
1 Wide-Ball (Chipped Glass)
2 Wide-Ball (Glass Included)
2 Dual-Skill Thrill, or Stand
1 Exhibits Ray-Players (14 Sheets for $2)
1 Model Flapper (7 1/4 Models) on Stands
W. L. GROOVER
1854 Madison St., N. W., ATLANTA, GA.

NOW HAS HAD ITS FACE LIFTED!

COIN MACHINES 129

SEE Gold Mine At Once
With the NEW "PLUS-4" COIN CHUTE FEATURE
Contact Your Distributor IMMEDIATELY
MARVEL MANUFACTURING CO.
2847 W. FULLERTON AVE. CHICAGO, ILLINOIS
PHONE DICKENS 2424

CLEARANCE OF USED PHONOGRAPHORS

WURLITZER 850 $175.00
MILLS EMPRESS $59.50
SEEBURG PLAZA $70.00
WURLITZER 24 $50.00
SEEBURG REGAL $89.50
SEEBURG MAYFAIR $75.00
WURLITZER 500 $89.50
WURLITZER 412 $89.50
WURLITZER 616 $45.00
WURLITZER 7800 $210.00
SEEBURG COLONIALS $70.00
WURLITZER VICTORY $49.50
WURLITZER 800 $175.00

THESE MACHINES ARE COMPLETE BUT NOT REBUILT
SEND 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
ATLAS MUSIC CO.
GRANT 1705
2217 FIFTH AVE. PITTSBURGH 19, PA.

THE BILLBOARD  March 6, 1948
State Tax Calendar

Alabama
March 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.

Idaho
March 15: Cigarette wholesalers' drop shipment reports due. Income tax return, information return and first installment due.

Illinois
March 15: Cigarette tax return due. Sales tax report and payment due.

Indiana
March 15: Cigarette distributors' interstate business reports due. Cigarette distributors' drop shipment reports due.

Iowa
March 31: Income tax return, information return and first installment due.

Kansas
March 20: Sales tax report and payment due.

Kentucky
March 20: Cigarette wholesalers' reports due.

Louisiana


Massachusetts
March 20: Cigarette tax report and payment due.

Michigan

Missouri
March 1: Income tax information return due. Sales tax annual report due.

March 31: Soft drinks manufacturer's reports and payment due.

New Mexico
March 15: Income tax return, information return and first installment due. Sales tax report and payment due.

North Dakota
March 10: Cigarette distributors' reports due.


Ohio
March 15: Cigarette use tax and report due.

Okahoma
March 15: Cigarette wholesalers', retailers' and vending machine owner's reports due.

March 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's reports due.

Rhode Island
March 20: Sales and use tax return and payment due.

Utah
March 15: Sales tax return and payment due.

Washington

West Virginia
March 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
March 15: Cigarette wholesalers' and manufacturers' reports due.

March 15: Income tax return, information return and first installment due.

Wyoming
March 15: Sales tax report and payment due.

MONEY MAKERS!

BANK BALLS 5 FL .... $175.00
BANK BALLS 10 FL .... $375.00
STRIKES 'N' SPARES .... 495.00
ALL RECONDITIONED, RETILLED.
NEW BEST HANDS, Special... $2.25
NEW BEST HANDS, Special, S.30
50% OFF ON ALL RECONDITIONED SLOTS!
ALL LATEST PIN TABLES AVAILABLE.
PHOTOGRAPHIC SPEAKERS, WALLBOARDS.
U. S. 5¢ MACHINE PARTS REGULATED CANDY MACHINES.

TWIN PORTS SALES CO.
230 Late Ave., Duluth, Minn. 55809
2233 E. 16th Ave., Minneapolis, Minn.
FLIPPERS NOW AVAILABLE

TO ALL EXHIBIT OPERATORS for EARLIER EXHIBIT GAMES

YOU CAN ADD these popular thrillers yourself to your earlier EXHIBIT games.

Exhibit Supply Company offers this Special Feature in the interest of Exhibit operators to help them build up their location incomes.

Exhibit’s “NEW LIFE” Flippers comes to you in a kit consisting of two complete Flippers with installation instructions.

Order From Your EXHIBIT Distributor or Write Us

EXHIBIT SUPPLY CO., 4218 30 W. Lake St., Chicago 24, Illinois

EXHIBIT’S FLIPPER KIT 3.95

SPECIAL DISPATCH SERVICES AVAILABLE

AIR MAIL ——— Tuesday delivery. Cost 5c an ounce, an average of 80 cents a copy. Special delivery 13c extra.

SPECIAL DELIVERY ONLY ——— Tuesday delivery within 300 miles of Cincinnati. Cost 17c a copy.

SPECIAL HANDLING ——— Same delivery as first class mail, applies to subscription copies only. Cost 10c a copy.

Above rates in addition to price of The Billboard.

Single copies can be ordered at above rates.

For more information write

Circulation Dept., The Billboard
2160 Patterson Street, Cincinnati 22, Ohio
Ten Years of Publisher Song Hits

Since the Petillo ban on records has centered considerable interest on old songs, The Billboard reprints below a feature designed to review the hits of yesteryear. This list was first published in the December 13, 1947, issue.

Listed below are the "publisher hit songs" of the period from 1935 to 1944, with song titles arranged alphabetically with the publisher's name. These songs represent the No. 1 sheet music sellers and most-performed tunes as indicated in The Billboard's Music Popularity Charts for the 10-year period cited.

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>A Little Bit Independent</td>
<td>Feist-Conn-Fremesi</td>
</tr>
<tr>
<td>1936</td>
<td>He's Gonna Find Out</td>
<td>Feist-Conn-Fremesi</td>
</tr>
<tr>
<td>1937</td>
<td>All My Life</td>
<td>Feist-Conn-Fremesi</td>
</tr>
<tr>
<td>1938</td>
<td>Goin' Out of My Head</td>
<td>Feist-Conn-Fremesi</td>
</tr>
<tr>
<td>1939</td>
<td>Address Unknown</td>
<td>Feist-Conn-Fremesi</td>
</tr>
<tr>
<td>1940</td>
<td>A Million Dreams Ago</td>
<td>Feist-Conn-Fremesi</td>
</tr>
</tbody>
</table>

**TITLE**

1935

**A Little Bit Independent**

About a Quarter to Nine
Blue Skies
Bring Him Home
Can't Help Myself
I Can't Believe My Eyes
I'll Never Be the Same
In the Mood for Love
I'm Going to Stay Here Ten Years
Life of Crime
Little Hearts
Melody
Part of the Picture
Puttin' on the Style
Puttin' on the Style
You Can't Stop Me Now
You Can't Stop Me

**PUBLISHER**

Feist-Conn-Fremesi

1936

**A Star Fell Out of Heaven**

About a Girl
Always
Along the Banks of Combo
Be Myself
Blindly
Blue Heaven
De Do-Lonkey
Don't Be Too Hard on Me
It's a Sin to Tell a Lie
It's De Lude
Legend
Little Girl
Lone
Throughout the Sky
There's One About a Girl
There's One About You
The Willy-Go-Lucky
Where's My Blue Heaven
You and Me
You Can't Pull the Wool Over My Eyes

**PUBLISHER**

Feist-Conn-Fremesi

1937

**Brimstone in Broadway**

Can't Help Myself
Crying Shoulders
Don't Believe in Love
East Side
For a Million Dollars
Here Comes the Sun
I'm Goin' Round Break Down
It's a Tear You Can't Stop Me
Jay's on Broadway
Just Like A Baby
Just Ridin' Home
Keep a Little Room
Lake Over 1000
Leavin' Home
Let's Take a Walk
Long Day's Journey
My Heart Belongs to Daddy
My Heart\nNineteen

**PUBLISHER**

Feist-Conn-Fremesi

1938

**Bride of the Century**

Always
All the Things You Are
All the Things You're Not
Ain't Misbehavin'
Be My Baby
Best Man's Blessing
Black Gloves
Blue Skies
Blue Skies

**PUBLISHER**

Feist-Conn-Fremesi

1939

**A Nightingale Sang in Berkeley Square**

Along the Battenberg
About a Girl
Ain't Misbehavin'
American Beauty
American Beauty
Ain't Misbehavin'
Always
Be My Baby
Don't Let It Rain

**PUBLISHER**

Feist-Conn-Fremesi

1940

**A Million Dreams Ago**

ABC
All the Things You Are
And Every Day
Asleep in the Moonlight
Best Man's Blessing
Bless My Baby, Breathe in a Bar
Blue Skies
Blue Skies
Blue Skies

**PUBLISHER**

Feist-Conn-Fremesi

1941

**All I Want You**

Always
Black and Blue Blues
Blue Skies
Bring Him Home
Brown Eyed Girl
Can't Help Myself
Dancing in the Moonlight
Don't Be Too Hard on Me

**PUBLISHER**

Feist-Conn-Fremesi

1942

**A Nightingale Sang in Berkeley Square**

Asleep in the Moonlight
Bring Him Home
Brown Eyed Girl
Can't Help Myself
Dancing in the Moonlight
Don't Be Too Hard on Me

**PUBLISHER**

Feist-Conn-Fremesi

1943

**All of Nothing at All**

Always
Blue Skies
Bring Him Home
Don't Be Too Hard on Me

**PUBLISHER**

Feist-Conn-Fremesi

1944

**All You Need Is Love**

Always
Blue Skies
Bring Him Home
Don't Be Too Hard on Me

**PUBLISHER**

Feist-Conn-Fremesi

1945

**All You Need Is Love**

Always
Blue Skies
Bring Him Home
Don't Be Too Hard on Me

**PUBLISHER**

Feist-Conn-Fremesi
SHORTCUT

He took one and he's lost!

There are many good shortcuts in business but there's one shortcut that's fatal. Buying equipment because it's cheap. If it's cheap in price, it's probably cheap in quality. Not that Coradio is expensive. It's reasonably priced and the finest made. It plays and plays and lasts and lasts and is the greatest money maker in the field.

CORADIO

COIN OPERATED RADIO

108 W. 31st Street, N. Y. 1, N. Y.

Wisconsin 7-5102

March 6, 1948

The Billboard

COIN MACHINES

133

JOHNSON JUKES SET BASKETBALL COURTS AWFIRE IN 32 WINS

SIoux City, Ia., Feb. 28. — The Johnson Jukes, sponsored by the Johnson Automatic Music Company here, has piled up an outstanding record in season in basketball competition with 32 victories in 33 games.

The team is believed to be one of the top professional outfits in the country and one of the few such teams sponsored by a coin machine operator.

Davis H. Johnson, head of the music company, has gathered together a strong array of former college stars who have chalked up victories over some of the better traveling teams, including two wins over the original New York Celtics, and wins over the House of David, New York Brooklyn Clowns and the Harlem Tops.

The team has brought an abundance of publicity to Johnson and his music company, which handles Seeburg phonographs. A picture of a Seeburg machine is used on each of the player's jackets.

Tallest man on the squad is John Helm, who stands six feet, five inches and is a former Morningside College player. Player-coach of the team is Gale Stevens, also a former Morningside player. While in service he set a mark in the Southeastern Army Conference of 48 points in a game.

Other players include Ole Söldberg, one of the best rebound players in the game and who in 1941 was selected on the Little All-American football team. Jack Larson, formerly of University of Illinois and Morningside; Bob Held, All-American star, who was placed on the All-America Central Conference team for three years; Joe De Main and Chuck Ohye, both former Morningside lettermen.

It's Different! It's JENNINGS TIC TAC TOE

• TWELVE PAYOUTS of 18 Coins Each IN ADDITION TO USUAL payouts shown on Award Glass! Eight mystery play combinations not shown on Jackpot Award Glass come as a complete surprise to hold players’ interest!

• ALL PAYOUTS AND JACKPOT FULLY AUTOMATIC. No tokens! No awards to be paid separately, or receipts to sign! Jennings Tic Tac Toe does the whole job. See for yourself!

• TIC TAC TOE AVAILABLE IN Jennings Standard Chief, Super DeLuxe Club Chief, Twin Play Challenger and Club Challenger models. And that’s more . . . at no increase in price from price lists on these regular models!

• GET TIC TAC TOE in 1c, 5c, 10c, 25c, 50c, $1.00 Play.

OPERATORS!

It pays to check into JENNINGS 1948 PLAN for OPERATORS

WRITE, WIRE OR PHONE:

Mansfield 2612 TODAY

O. D. JENNINGS AND COMPANY

4307-39 West Lake Street • Chicago 24 • Illinois

... The Leader in the Field for over 40 Years ...
Illinois Ops Meet, Elect New Officers

CHICAGO, Feb. 28—Illinois Phonograph Owners, Inc. (IPO), held its annual officers' and board of directors' election Monday (16) at the Sherman Hotel here.

Walter L. Miller, elected IPO president for 1948, held the post of vice-president last year. New vice-president is Paul M. Brown, Western Automatic Music, Inc., while Jerry Fyznak, Acme Automatic Music Company, was named secretary-treasurer.

Mike Spagnola, Automatic Distributing Company, was re-elected executive secretary. New members of the board of directors are Jacob Nemen, J. Nomen & Sons, and Dominic Mingarelli, Archer Music Company.

Ray Cunliffe, Brown Music Company, who held the IPO presidency during the last five years, declined the nomination for a sixth term.

Providence Pin Ops To Renew Debates

PROVIDENCE, Feb. 28—Operators of pin games here are expected to take their arguments over free play pin games back into court, possibly to the State's Supreme Court, to over-ride a verdict handed down here last week that free plays are prohibited by Rhode Island statute.

Case arose when officials seized four pinballs here last fall, charging that because they gave free plays they were not operable under the State's law. The State won its contention in Superior Court where a jury decided that under Rhode Island law, free plays constitute a thing of value.

Counsel for the pinball operators had pointed out to the court that the federal government has recognized that free play pin games are not gaming devices by putting only a $10 instead of a $100 tax on free plays.

WE WILL TRADE
10 LATE PHONOGRAPHICS FOR ONE-BALLS OR CONSOLES OR FIVE BALLS

MUST be late One- or Five-Ball consoles, and also Five-Balls.

Get our Price List on all New Games. We will save you money.

15 AIREON PHONOGRAPHICS Each $100.00
5 EVANS TEN STRIKES, 1947 MODELS Each $145.00
50 BALLY DE LUXE DREW BELLS, LIKE NEW WRITE FOR PRICE
10 PACKARD MODEL 7 PHONOGRAPHS, ALL LATE MODELS, LIKE NEW Each $495.00

FRANK SWARTZ SALES CO.
715A Fourth Ave., South Milwaukee, Wisconsin.

IDEAL NOVELTY CO.
FROM OUR OWN ROUTE
12 PANORAMS @ $199.50 EACH

Moving Picture John Soxes are latest models, with Wipers. Guaranteed A-1 condition.

Sensational money makers for Bars, Restaurants, Parks, etc.

Has R.C.A. Projectors and Amplifiers. Worth this price alone.

SOME VIEWING SHOWS, SOME REGULAR Extra Viewing Show Fronts, $25.00

IDEAL NOVELTY CO.
2823 LOCUST ST.
ST. LOUIS 3, MO.

ROUTE FOR SALE

We have available, in New England, two large and two small, very attractive, profitable Routes for sale. Price is right. Wonderful opportunity to expand. With complete co-operation of distributor.

BOX D-244
Billboard, Cincinnati 22, Ohio

WE HAVE 50 CLEAN SPECIAL ENTRY ONE-BALLS

Pressed Steel, Big State Coin Machine Co.
1003 Houston St., Fort Worth, Texas

WE HAVE THE "GREATEST" POPCORN MACHINE
VALUE IN "ALL" AMERICA READY FOR DELIVERY NOW.

Floor Model, Kettle Tryo. Built for years of "profit." (Tops one could sell raw corn for $1.50) High volume when needed. We have only a few at this price for Immediate delivery. Dimensions: 54x4x425. Shipping weight, 560 lbs. Free—Exclusively—First in America. With each machine only, formulas for strawberries, orange, lemon, maple preparations. These formulas for any location. We find. We also accept trades (your old machine-state what you have) on the above machine we are not permitted to name in advertising. Get the details today by Western Union Wire. You'll be amazed at this offer. RUSH.

THE P.K. SALES COMPANY
507-09 WHEELING AVE., CAMBRIDGE, OHIO
The Owl

The Owl is the official trademark of all Mills coin operated machines. For 59 years the Owl Trademark has graced Mills coin equipment. Way back in 1889, one of the first machines Mills manufactured was called the Owl Lifter, a weight lifting test machine used most often in arcades. Today many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills machine.

The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!

BELL-O-MATIC CORPORATION
Exclusive National Distributor: Mills Bell Products
4100 Fullerton Avenue, Chicago 39, Illinois

A BIG HOOK FOR BIG PROFITS!

MUTOSCOPE'S
FISHING WELL
Designed for general location operation

You'll catch 'em and hold 'em with the spectacular FISHING WELL, a solid new game packed with action and constant motion. All the thrills of real fishing with big scores flashing in lights on the background.

Proven on location and based on Mutoscope's more than 50-year knowledge of the public's playing psychology.

Another in the great Mutoscope family of profit makers including Voice-O-Graph, Photomatic, Atomic Bomber, Mutoscope Movies, Postcard Vendors.

Specifications: Only 2 ft. wide, 2 ft. 4 in. deep and 6 ft. 6 in. high.

ORDER TODAY
Only a limited number being made—Act Now!

INTERNATIONAL MUTOSCOPE CORPORATION
Established 1895
WM. RABKIN, President
44-01 Eleventh Street
Long Island City 1, New York

EVANS' WINTER BOOK

World's Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947... you'll call it your best bet in Consoles for 1948, thanks to features like these!

- SENSATIONAL WINTER BOOK ODDS!
  Provide up to $25.00 HIGH JACKPOT ON 5c PLAY!
  Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NECESSARY!

- EVANS' NONPAREIL 7-COIN HEAD!
  Greatest Improvement in the History of the Industry!
  7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game! Why be satisfied with less?

- EVANS FAMOUS PRECISION ENGINEERING
- TROUBLE-FREE PERFORMANCE
- BEAUTIFUL CUSTOM-BUILT CABINETS
- AVAILABLE IN 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS
SOUTHERN'S

PRE-SPRING

SPECIALS!

FREE PLAY GAMES

- Baffle Card: $84.50
- Carousel: $79.50
- Kilroy: $79.50
- Mystery: $89.50
- Smarty: $54.50
- Spellbound: $44.50
- Stage Door Canteen: $24.50
- Superliner: $44.50
- Super Score: $54.50
- Surf Queen: $34.50

WRITE FOR COMPLETE LIST!

MUSIC

Wurlitzers

- 500 or 600: $100.00
- 71, with Stand: $90.00
- 780: $175.00
- 81, with Stand: $90.00
- 950: $190.00
- 24 hideaway: $40.00

Mills

- Thorne of Music: $60.00
- Empress: $70.00

Rock-Ola

- Model 1422, Like New: $425.00
- Standard: $125.00
- Hideaway: $40.00
- Imperial 20: $50.00
- Spectravox: $35.00
- 1939 Deluxe: $110.00
- Windsor: $50.00

ACCESSORIES

Wurlitzer 120 or 125 Boxes. Each: $5.00
Solotone Boxes, Like New: $8.50
Seeburg Sr. Wireless Wallomatic: $17.50

WRITE FOR COMPLETE LIST!

ALL OTHER TYPES NEW AND USED EQUIPMENT NOW AVAILABLE. SEND FOR LATEST LIST.

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEYBURG DISTRIBUTORS IN CINCINNATI-DAYTON-FT. WAYNE
INDIANAPOLIS-LEXINGTON

624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
1329 S. CALMOUN ST., FT. WAYNE 2, IND.
228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

NEW GAMES—IMMEDIATE DELIVERY

GOTTLEIB ROBIN HOOD
BALLY HY-ROLL
BALLY BIG INNING
BALLY MELODY
UNITED MANHATTAN
GENO TRIPLE ACTION

CHICAGO COIN CATALINA
WILLIAMS STORMY
EXHIBIT BUILD UP
KEENLEY COVER GIRL
MARVEL GOLD MINE
ALL JENNINGS BELS

SPECIAL! HUMPTY DUMPTYS

Thoroughly
Reconditioned

$175.00

$19.50 EACH

Streamliner • Flat Top • Sky Chief • Idaho • Trade Winds
Brass • Arizona • Midnight • Oklahoma • Rivers • Liberty
Grand Canyon • Santa Fe • Sun Valley • Wagon Wheels
Eagle Squadron • Knockout • Five-Ten-Twenty • Big Parade • Jungle
Air Circus

Over the Top • Jeep • Victory • Gun Club • Shangri-La • Travis • Keep 'Em Flying

NATIONAL COIN MACHINE EXCHANGE

1911-13 OIVERST BYVD. Phone: BUCKinglurn 6466 CHICAGO

STRETCH YOUR DOLLARS

WITH THESE

LOW PRICES

GUARANTEED REBUILT PHONOGRAPHS

PHONOGRAPHS

SEEBURG: 1-H46 M

Write: ROCK-O-LA 40, SUPER OR MASTER $160.00

SEEBURG LO-TONE, 9800 or

ROCK-O-LA MONARCH $89.50

8800, RC

$279.50

ROCK-O-LA HIDEAWAY (Metal Cab.) $89.50

SEEBURG CADET, RC

$215.00

WURLITZER "1015" $252.00

SEEBURG MAESTRO, RC

$199.50

WURLITZER "750" $275.00

SEEBURG REGAL OR CROWN

$129.50

WURLITZER "650" $225.00

SEEBURG HIDEAWAY

$189.50

WURLITZER "600" $89.50

ROCK-O-LA "1422"

$359.50

WURLITZER HIDEAWAY (Metal Cab.) $89.50

PIN GAMES

Gold Ball

$129.50

Rocket

$39.50

Kilroy

$79.50

Lucky Star

$199.50

Step Up

$9.50

Honey

$119.50

suspende

$4.50

Play Boy

$99.50

Big Hit

$39.50

Miss America

$89.50

Midget Racer

$39.50

TOTAL ROLL

$119.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

SHAFER MUSIC COMPANY

606 South High Sr.

PHONE: MAIN 5553

Columbus 15, Ohio

GIVE TO THE DAMON RUNYON CANCER FUND
BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEEY WINNERS

BIG MONEY IS WAITING FOR YOU!

* Sensational FLIPPER and bumper action!
* Big ADVANCING BONUS SCORES!
* SPECIAL SCORES of 50,000!
* TOP HIGH SCORE: 950,000!

KEENEEY'S "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!

NEW! Keeney's GOLD NUGGET
Bell fruit reels! 2 coin play! Multiples Scoring! New High Awards! See it Play it! Standard models equipped 5c-25c chutes. Any combination of 5c-10c-25c chutes.

ROSENFIELD DOES IT AGAIN!!!
FLIPPERS Now Available on Used Post-War 5-BALL PIN GAMES
Always first with the latest and best at the lowest prices, J. Rosenfeld Co. now offers these Certificated, Reconditioned 5-Balls, made even better through the addition of New Flipper Action for your greater satisfaction and profits!

BALLYHOO with Flippers $119.50
BIG HIT with Flippers... $99.50
BIG LEAGUE with Flippers... $159.50
BIG GOLD BALL with Flippers... $199.50
KILBOY with Flippers... $99.50
PLAYBOY with Flippers... $149.50
ROCKET with Flippers... $159.50

Each and every machine thoroughly re-conditioned and ready for immediate location. When ordering be sure to specify whether or not Flipper Action is desired. If not, deduct $10.00 from above prices.

Write for our bargain list of PRE-WAR 5-BALLS
With Flipper Action $14.95
Without Pin Action $11.95

ROCKET with Flippers... $99.50
SEA BREEZE with Flippers... $79.50
SPELLBOUND with Flippers... $79.50
STATE FAIR with Flippers... $89.50
STEP-UP with Flippers... $89.50
SURF QUEEN with Flippers... $44.50
SUPERLINER with Flippers... $69.50

J. ROSENFIELD CO.
2201 OLIVE ST. ST. LOUIS 3, MO.
NEWSTEAD 1390

Direct factory distributor for Bally, Jennings, U-Need-A, Victor Daval, Midget Novelty, Franks Scales.

GIVE TO THE DAMON RUNYON CANCER FUND
Williams
STORMY

Try STORMY anywhere. The NEW Flipper Action and other play compelling features make it a WINNER!

ORDER FROM YOUR DISTRIBUTOR TODAY

WILLIAMS
MANUFACTURING COMPANY
161 W. HURON ST.
CHICAGO 10, ILL.
The ORIGINAL

FLIPPER BUMPERS!

COMPLETE SEQUENCE!

COMBINATION HIGH SCORE
AND FREE PLAY POCKET!

FLASHING STEP-UP
TARGET BUMPER!

"There is no substitute
for Quality!"

IT'S A FACT!

Thanks to the irresistible attraction of Gottlieb's Original Flipper Bumper play, sensational scoring opportunities and over-all appeal. Lady Robin Hood commands top earnings. A "life-saver" for every type of location! See your Distributor NOW for IMMEDIATE DELIVERIES!

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
REVIEW and DOUBLE
RESERVE BUILD UP
with
50,000 and 25,000 (reserve)
SPECIAL and EXTRA SPECIAL
LANES - Flipper-Action Too!

GET IT! from your nearest DISTRIBUTOR

EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)
4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

BADGERS Bargains
"Often a few dollars less - Seldom a penny more"

GUARANTEED RECONDITIONED CONSOLES

<table>
<thead>
<tr>
<th>Accessories</th>
<th>Price</th>
<th>Accessories</th>
<th>Price</th>
<th>Accessories</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW KEENEY GOLD NUGGET</td>
<td>WHITE</td>
<td>NEW BALLY TRIPLE BELLS</td>
<td>WHITE</td>
<td>BALLY TRIPLE BELLS</td>
<td>500.00</td>
</tr>
<tr>
<td>MILLS BLACK CHERRY, ORIG., 10D</td>
<td>149.50</td>
<td>MILLS BLACK CHERRY, ORIG., 25D</td>
<td>169.50</td>
<td>MILLS BLACK CHERRY, ORIG., 50D</td>
<td>189.50</td>
</tr>
<tr>
<td>NEW KEENEY BONUS, 1-WAY</td>
<td>95.00</td>
<td>KEENEY BONUS, 1-WAY</td>
<td>95.00</td>
<td>KEENEY BONUS, 2-WAY</td>
<td>95.00</td>
</tr>
<tr>
<td>KEENEY 4-WAY SUPER BELLS</td>
<td>1-WAY</td>
<td>KEENEY 4-WAY SUPER BELLS</td>
<td>1-WAY</td>
<td>KEENEY 4-WAY SUPER BELLS</td>
<td>1-WAY</td>
</tr>
<tr>
<td>KEENEY TWINS, 2-25, F.P., P.O.</td>
<td>95.00</td>
<td>KEENEY TWINS, 2-25, F.P., P.O.</td>
<td>95.00</td>
<td>KEENEY TWINS, 2-25, F.P., P.O.</td>
<td>95.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, F.P., P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, F.P., P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, F.P., P.O.</td>
<td>95.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
</tr>
<tr>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
<td>MILLS JUMBO, LATE, P.O.</td>
<td>95.00</td>
</tr>
</tbody>
</table>

GUARANTEED RECONDITIONED PHONOGRAPHS

<table>
<thead>
<tr>
<th>Phonographs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>WURLITZER, MODEL 1015</td>
<td>$550.00</td>
</tr>
<tr>
<td>WURLITZER, MODEL 1020</td>
<td>$575.00</td>
</tr>
<tr>
<td>A.M., 1946 MODEL M</td>
<td>$695.00</td>
</tr>
<tr>
<td>PCASTRO, 1946 MODEL 1</td>
<td>$395.00</td>
</tr>
</tbody>
</table>

RECONDITIONED SLOTS AND STANDS

<table>
<thead>
<tr>
<th>SLOTS</th>
<th>Price</th>
<th>STANDS</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MILLS BLACK CHERRY, ORIG., 10D</td>
<td>$149.50</td>
<td>MILLS BLUE FRONT, ORIG., 10D</td>
<td>$50.00</td>
</tr>
<tr>
<td>MILLS BLACK CHERRY, ORIG., 25D</td>
<td>$169.50</td>
<td>MILLS BLUE FRONT, ORIG., 25D</td>
<td>$70.00</td>
</tr>
<tr>
<td>MILLS BLACK CHERRY, ORIG., 50D</td>
<td>$189.50</td>
<td>MILLS BLUE FRONT, ORIG., 50D</td>
<td>$80.00</td>
</tr>
<tr>
<td>NEW BLACK CHERRY, ORIG., WHITE</td>
<td>$199.50</td>
<td>SINGLE WEIGHTED STAND</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

Badger Sales Co., Inc.
2231 W. PICIO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4226.

Badger Novelty Co.
2546 NORTH 50TH STREET.
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3950.

ECONOMY Supplies the Nation!
Joe Munves is now sole owner of the Economy Supply Company of New York.
We carry a large stock of parts and supplies for coin machines.
Write - Wire - Phone Your Needs
WATCH FOR WEEKLY PARTS SPECIALS

ECONOMY SUPPLY COMPANY
JOE MUNVES
615-Tenth Ave., New York 19, N. Y. - All phones Plaza 7-2175

RCA COIN-OPERATED RADIO
The finest playing, finest looking, finest money maker, RCA 6-tube coin-operated radio, built tough as a tank to keep the play in hotels, cabins, etc.
$27.95 with order
6 months to pay balance of $42.00

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
IT'S OUTSTANDING! IT'S TERRIFIC! IT'S WORTH WHILE WAITING FOR!

TRIPLE ACTION

FLIPPER ACTION TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES SPECIAL "BONUS FEATURE" TRIPLE BONUS FEATURE

ORDER FROM YOUR NEAREST DISTRIBUTOR

Genco MANUFACTURING and SALES CO.
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.
UNITED'S

MANHATTAN

with New

"DOUBLE-DOUBLE"
BONUS FEATURE

- Terrific Last Second
  Cross-Action Suspense

New
- Automatic Shuffle

- To Play Replays
  Press Button

FIVE-BALL
NOVELTY
REPLAY

SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY

CHICAGO 40, ILLINOIS
I was having a rough time!

I had good locations. The machines were getting a good play but...

I wasn't getting anywhere. The location owners were happy with their share of the take... but after splitting with them...

However, that was way back in 1947 "B.C."—before.

I still had to make payments to the Finance Company which left me strapped.

Changed my whole operation and increased my profits!

With the new CORONETS and a membership in the "400 Club"...

My locations are happier than ever... The take is greater and it all adds up to...

No more "Payment Day Blues" for me. I'm in business to stay and I'm sittin' some away.

JOIN THE AIREON 400 CLUB TODAY
CALL, WIRE OR WRITE

Aireon MANUFACTURING CORP.
General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.
Bally
BELL CONSOLES

CHANGING ODDS
plus sensational
new WILD LEMON
LIGHT. Lemons on reels
SCORE AS ANY SYMBOL
when WILD LEMON is lit.
Nickel or Quarter play.

Features famous
EXTRA DRAW . . .
plus new DOUBLE
AWARD SPINNER which
automatically doubles
winners when spinner lights
match reel combination.
Nickel or Quarter play.

WILD LEMON
CHANGING ODDS BELL CONSOLE

DOUBLE-UP
HOLD AND DRAW BELL CONSOLE

HOLD AND DRAW feature
permits player to hold favorite
reels, after first spin, and
deposit a second coin for a
second spin of reels
not held. Nickel,
Dime or Quarter play.

Triple Coin Chutes permit three
players—or three coins every
spin. 1000 Super Special
Awards plus plenty of
other big awards. Any
coin combination—
Nickel, Dime,
Quarter.

hi-boy
Bally
HITS

OTHER
TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!

CLUB-TYPE HOLD & DRAW BELL CONSOLE

MELODY • HEAVY HITTER
EUREKA • JOCKEY CLUB
JOCKEY SPECIAL • HY-ROLL
BIG INNING
BALLY-BOWLER

Bally MANUFACTURING COMPANY
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Wherever you go it's Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS
Another Proof of
Wurlitzer Leadership

No Other Commercial Phonograph Has The Zenith Cobra Tone Arm

HIGH-FIDELITY TONE BRILLIANCE...
Think of it! Less than 3/8 ounce pressure at the "floating filament" stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

UNEQUALED SAVINGS IN RECORD-NEEDLE COSTS...
IMPORTANT: The average popular number on your phonographs is played from 1500 to 2500 times. With conventional pickups record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. 3 to 4 record replacements are necessary during the life of that tune. With the Zenith Cobra Tone Arm one record plays the entire run, will still have 95% fidelity after 2000 plays. A substantial reduction in record and needle costs. A clear gain that can total hundreds of dollars in extra profits from every Wurlitzer Model 1100 or Model 1080A Phonograph. The Rudolph Wurlitzer Company, North Tonawanda, N.Y.

Wurlitzer Music Merchants
Cash in on
Wurlitzer Leadership

www.americanradiohistory.com