Mickey Rooney, long one of the screen's most versatile performers, is now in his first starring role in radio as a scrappy reporter in the new CBS house-built show “Shorty Bell.” Broadcast Sundays at 9:30 p.m., suspense-mouting drama tells chapter-by-chapter story of a tough kid's conniving to become a front-page newspaper scribe. It is based on an original novel for radio by Frederick Hastert Breman, noted film scripter, big circulation magazine writer and author of Rooney's latest vehicle, "Killer McCoy." Program is produced and directed by William N. Robson, two-time Peabody Award Winner, with music by Cy Feuer, musical director of Republic Pictures. Hollywood “Variety” reports “Web has given Rooney expert production, sound writing and competent support . . . Mickey’s show . . . he did it and himself a worthwhile service.” Web has also given potential sponsors something to think about.
"I GROSS $250 A WEEK FROM MY Manley POPCORN MACHINE"*

— says an owner in a Small Town

The beauty of this statement is that over 80% of that gross is pure, net profit! In addition, the Manley Popcorn Machine owner that we are quoting is located in a small town. The potential owner who has his eye on a city, carnival, boardwalk or park location, naturally can increase his earning substantially.

Everybody loves hot, fresh and delicious popcorn served from a sparkling, bright Manley Popcorn Machine. If you have a location where plenty of people congregate or pass by, you can cash in on this popcorn popularity by coupling a sleek new Manley Popcorn Machine with Manley Seasoning, Salt and Boxes or Bags. That's a combination that never fails to click!

When the crowds see the bright, colorful Manley Machine and the red and white, candy striped bags and boxes, and smell that wonderful popcorn aroma...they sell themselves! It's a cinch for making BIG MONEY in a good location! Let us tell you how it is done.

Send the coupon below for our new booklet, "How to Make Big Profits From Popcorn."

THERE IS NO SUBSTITUTE FOR POPCORN THAT IS...

Manley, Inc.
Burch Mfg. Co.
"The Biggest Name in Popcorn!"
1920 Wyandotte St., Kansas City 8, Missouri

SALES AND SERVICE OFFICES IN PRINCIPAL CITIES

Albion, Mich.
Atlanta, Ga.
Boston, Mass.
Charlotte, N. C.
Chicago, Ill.
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Indianapolis, Ind.
Los Angeles, Calif.
Memphis, Tenn.
Mexico City, Mex.
Minneapolis, Minn.
New Orleans, La.
New York City, N. Y.
Oklahoma City, Okla.
Omaha, Neb.
Roanoke, Va.
St. Louis, Mo.
San Diego, Calif.
San Francisco, Calif.
Seattle, Wash.
Syracuse, N. Y.
Toronto, Ontario
Vancouver, B. C.
Washington, D. C.

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.

MERCHANDISE

It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—proven to meet high company standards. Pop it in a 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.

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 copies. Use the handy coupon and make more money with Manley.

MANLEY, INC.

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

YOUR NAME

BUSINESS NAME

ADDRESS

CITY... STATE...
BOOKERS' DELIGHT

NEW YORK, April 24.—Walter Kiernan, comic re- 
mitor (WZL, 6:30-8 a.m. daily), had one of the gags of the 
big three in the music-loving Truman, Wallace and Devery the other 
day, and a few words with some of the musical 
stars in a plug on the air for The 
Billboard.

What that Louisiana's song- 
writing, guitar-playing Gover- 
nor Jammie Davis is going to 
be doing here when his term expires next month, 
Kiernan suggested Davis keep 
on doing it was to be dis- 
filed by "other political figures 
that might be at liberty this fall." There'll be a lot of 'at 
liberty' ads turning up in The 
Billboard magazine Dan Joint, 
just finished third party; avail- 
able for another. ... Romantic 
tenor, six solid years at Capitol, 
Albany, ... Violinist, 14 years in 
Washington, willing to travel, 
have even tax levy, single con- 
tume.

Louis Denis reported Kiernan's 
capers in his radio column in 
The New York Post.

U. S. Tax Cuts 

In '43 Nixed; 

'49 Brighter

WASHINGTON, April 24—Altho 
Republican leaders this week snuff- 
ed any lingering hope of a 1948 
sweep, they have indicated a tax 
range prospect for amusement tax 
relief is bright. Pressure for cuts, 
even in the administration, has 
been building up in the last few weeks and a general excise slash 
looks possible in the upcoming con- 
gressional session.

The most powerful supporter of 
cuts is the influential Senate Execu- 
tive Expenditure Committee. This 
committee has issued a special report pro- 
posing not only that excise should be 
out "as soon as practicable" but also 
that the whole excise structure be 
studied by a special congressional 
commission with a view toward 
exempting as much of the excise field exclu- 
sively to the States and not to Uncle Sam. When commerce is 
revenue, the public interest will have 
pushed hard for its program early next year.

Rising Costs Cited 

In its special report the expendi- 
tures committee states that rising 
costs are forcing local government 
more and more to move into the ex- 
cise field. "If the excise taxes which 
are pecuniarily suited to State and 
local use are not reduced," stated the 
report, "the subjects to which they 
apply may become burdened with 
an accumulation of State, local and 
federal costs." 

The report pointed out that 21 
States now tax admissions, with Iowa 
and New York the leaders in tax 
levy in the past. Large cities 
which have added as admissions levy since 
include New York, 
St. Louis, Richmond, Miami and 
(See N Y '48 Tax Cuts on page 15).

802 Groups 

Unite To Fight 

Blue Ticket

Personal Aims Dropped

NEW YORK, April 24—When 
out earlier Billboard stories predict- 
ing a lively election battle this fall 
fore the control of Local 802 of the 
American Federation of Musicians, 
the local's unity and coalition groups 
reported this week to support a single 
slave of candidates in opposition to the 
incumbent Blue Ticket administration.

The dropping of personal party aims to 
form a solid voting front may 
prove a tougher opposition problem 
than the Blue Ticket has experienced 
in many years. The administration 
has been looking for favorable oppo- 
position from unity and coalition.

"I Remember Mama" 

Battle 

Nears Conclusion; Dreyfus 

Set To Clear Ditty’s Release

Tangle Includes French "La Cinquantaine" Tune

NEW YORK, April 24—After a fantastic razzle-dazzle that stretched 
all the way from the RKO studios in California to song writers Henry 
and Charlie Tobias here and wended its way to Paris, after finally clearing 
through playwright John Van Druten, the Chappell-Dreyfus group virtually has de- 
cided to release the ditty I Remember Mama for public performance, 
with a generous flash to the mechanical composing.

The story of I Remember 
Mama’s carousel ride starts months back when the Chappell firm took the 
planked recordings (Claude Thorn- 
hill, Busk, Sylvia; Betty Rhodes, Victor; 
Ziggy Lane, De Luxe, and Ralph 
Young, Jubilee). At that time, the 
edition (based on the French melody, 
La Cinquantaine, which is in public 
domain in this country) came to 
the attention of RKO producers Harriet 
Parsons and George Stevens, who felt 
the tune would befit their film 
production I Remember Mama.

The film execs screamed to Chappell, 
who wrote the piece for these 
its RKO ties, promptly restricted the 
song from performance and perse- 
vered throu the wrath of the disp com- 
panies. Columbia steamed because 
(See "I Remember Mama," page 17).

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(See "I Remember Mama," page 17).
**Tobey Cracks Whip on Radio Will Probe All Industry, FCC Included**

AM-TV "Stymie" Charged

WASHINGTON, April 24.—In a sudden angry tempest, the Senate Interstate and Foreign Commerce Committee this week launched a sweeping investigation of the radio industry to determine whether television and FM are being "retarded" and to explore "all phases of licensing, patent-based inflation, and control." The investigation will cover the Federal Communications Commission (FCC) as well as the rest of the industry.

Altogether Acting Chairman Charles Tobey, of the Senate Interstate and Foreign Commerce Committee, has long been discussing plans for such an investigation. Last year, he waged some years ago, his decision to launch the new investigation came as an 11th-hour maneuver to bring the wind-up of the committee's hearing on the Johnson bill to break down clear channels.

Open Hearing Soon Tobey has requested Radio Corporation of America (RCA) and National Broadcasting Company (NBC) (See Tobey Cracks Whip on page 15)

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**Ken, Not Paul**

The cover on last week's Bill board showing the principals of ABC, ace and JANE, the Columbia Broadcasting System (CBS) package program, had an error in the caption. Ken Roberts, who announced the program, was mistakenly referred to as Paul. He's not Paul—he's Ken Roberts.

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**In This Issue**

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**FCC Winds Up 1st Probe on KMPC**

HOLLYWOOD, April 24.—The Federal Communications Commission (FCC) preliminary investigation into the KMPC situation was virtually wound up yesterday (2.) with the departure of Raymond Lewis, one of the FCC's commissioners, who was carrying on the probe. Robert Alford, his associate, will remain here for a week or two to tie up any loose ends which may still exist before he returns to Washington.

Alford arrived here April 7 and immediately dug into the case, contacting individuals who had filed deposits with the FCC, accusing KMPC owner G. A. Richards of news slanting. The pair spent a full week at the station going thru its files. Investigators' final week was devoted to checking individuals believed to have additional information regarding the station.

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**Charges Against KMPC Put Into Mayflower Record**

WASHINGTON, April 24.—The case of KMPC, Los Angeles, came up for first mention at the editorial committee this week as expected, and this time the Federal Communication Commission (FCC) permitted the remarks to go on the record. In citing what he called "a few samples of evidence of abuses which have caused widespread complaint," Robert J. Silverstein, of "Station KMPC is alleged to have ordered and unfavorable to Jewish interests and personalities."

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**Operetta, No Circus, For Hamburg in 1948**

HAMBURG, Germany, April 24.—In some respects local showbiz has come to be regarded in Germany as more important than the stage. The city supports 16 legitimate houses, four vaude theaters and eight cabarets. There will be no circus this summer, however, since Circus Hagenbeck plans to repeat last season's ventures and pupa operations on canvas.

The top legit theater is the State Playhouse, which is neck-and-neck in popularity with the 100-year-old Thalia. Both Interlegions lean to the chamber plays and the new young stage. Local producers have built up an enviable reputation for classical as well as modern production and have the best current talent in Germany on tap.

---

**NUMBER ONE ACROSS THE MUSIC-DISK BOARD**

No. 1 On the Honor Roll of Hits

NOW IS THE HOUR

No. 1 Most Played on Disk Jockey Shows

MANANA by Peggy Lee, Capitol 15022

No. 1 Disk on Deejay Sales

MANANA by Peggy Lee, Capitol 15022

No. 1 Disk in the Nation's Juke Boxes

ANYTIME by Eddy Arnold and His Tennessee Playboys, Victor 20370

No. 1 Record to be Made in New Juke Boxes

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

No. 1 Sheet Music Seller in England

A TREE IN THE MEADOW

---

**Ballet Review:**

"Legend" Needles Ballet Theater Rep. Despite Handicap

NEW YORK, April 24.—As usual with the Ballet Theater, tops of the American tulle-and-tights brigade, the spring season at the Metropolitan, unveiled as of Sunday (4) and sked- ded for $5 performances, has been held over for an additional half-dozen showings. The Ballet Theaters will close their season May 8. How many revivals are included, a spokesman for the org, the wartime blend of seasons, is keeping pitch. This year's drop in percentale from a top of $4.80 to $4.25, plus increasing costs via production and rent, have put the ballerines in a spot, where to break even is to rate a minor success miracle. That they will do so is ad-

(See BALLER REVIEW on page 44)

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**March Showbiz Tax Yield Up In Most Fields**

WASHINGTON, April 24.—Receipts from the federal and state governments showed March slight rises over the same month of last year, the Internal Revenue Bureau announced. Collections were as fol-

Admissions, $33,426,156, up $1,-
203,017 over March, 1947.

Musical instruments, $94,993, up $3,
17,868.

Phonograph records, $46,665, up $2,
466.

Radio sets, phonographs, etc., $5,
213,356, up $1,443.

Tobacco, $109,592,466, up $10,473,
784.

Liquor, $164,147,281, off $14,304,
60.

Club dues, $2,606,180, up $26,219.

Radio, phone, telegraph, leased wires, etc., $31,786,248, up $15,150,
33.

Coin machines, $206,667, up $26,
219.

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**The Billboard**

The World's Foremost Amusement News

Founded 1914 by W. H. Donaldson


William D. Limferred

E. W. Euro, Advertising Manager

Joseph C. Gida, Associate Editor

G. C. Sheehy, Associate Editor

C. J. Latches, Advertising Manager

J. A. N. Sullivan, Circulation Manager

Managers and Divisions:

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J. Ewing, General Manager, Australian Division

M. L. Easter, General Manager, Midland Division


RADIO

Communications to 1564 Broadway, New York 19, N.Y.

NBC BANS LEND-LEASING

Allis-Chalmers May Sponsor "RFD" on NBC

CHICAGO, April 26.—RFD, America's successful farm quiz show inaugurated on Mutual Broadcasting System (MBS) a few months ago, is slated to shift to National Broadcasting Company (NBC). Changes are expected to be included with Allis-Chalmers in the 2 p.m. (EDST) Sunday slot, RFD, is owned by Lou Cowan. At the time of its Mutual debut, it was to have been sponsored by Ford dealers. However, the latter's assumption of sponsorship was belated by the merger and the new company, Allis-Chalmers has been interested ever since. The program is now on Mutual, but NBC has been after it for some time, with the sponsor already lined up. Cowan probably will set the deal today (Monday).

Stanley Upheld Vs. CBS in Air Show Idea Suit

HOLLYWOOD, April 24.—What is believed to be an important decision in California to recognize an air show format as protectable property may have been made last week when the District Court of Appeals upheld an award of $35,000 damages claimed by batoneer Jack Stanley for a program idea which he said was misappropriated by the Columbia Broadcasting System (CBS).

Stanley had claimed that his original air show format for Walter Winch Presents had been used by CBS for a series of radio shows broadcast as Hollywood Premiere.

In a unanimous opinion, written by Judges Harkness, Wilson and concurred in by Presiding Justice Minor Moore and Justice Marshall McCombs, the court maintained that elements found in Stanley's format had never been used before in that sequence or combination.

Johns-Manville May Nix CBS Newscasts

NEW YORK, April 24.—Johns-Manville, manufacturer of roofing and insulation materials, this week reportedly decided to drop its five-minute newscasts, aired at 8:55 p.m. weekdays over Columbia Broadcasting System.

The contract is scheduled to run out in June.

Biow Sets Kucera As Time Buyer

NEW YORK, April 24.—John Biow, owner of Time, has announced that he will merge his company with John Kucera, formerly a Time buyer. John Hymes, now managing editor of Time, will become senior editor. John Kucera, according to insiders, will be named president and publisher of the combined company. The two companies have been in operation for approximately one year.

Coming in May

ANNOUNCEMENT OF WINNERS IN THE BILLBOARD'S 1ST ANNUAL LOCAL PROGRAM COMPETITION

Budget Snips Work Overtime

NEW YORK, April 24.—A new wave of budget-cutting appears to be getting under way in radio. In some cases the cuts are being made to divert expenditures into other media—including television—and in others involve appropriation reductions in line with unsettled business conditions. Details on the various reductions appear on this page. Included among them are General Mills, Camel Cigarettes, General Foods, John-Manville, Fitch Colgate, and Brown & Williamson.

General Mills Drops 2 of 4 NBC Soapers for TV Splurge

NEW YORK, April 24.—General Mills, in dropping two of its four soap operas from National Broadcasting Company (NBC) this week, is planning to use some of the money saved in the move for an expanded deal to promote its products on NBC. The company is believed to be contemplating the solid block programming. The Campbell quiz moves out of NBC this week. The cancellation of the Mutual Mills shows is believed to be a part of a larger plan to revitalize the company's entire line of soap operas, according to sources familiar with the decision. The account is one of radio's heaviest spenders, sponsoring, in addition, Betty Crocker, The Lone Ranger, The Green Hornet, Famous Jury Trials and Jack Armstrong.

Monroe To Bow Out of Camels?

HOLLYWOOD, April 24.—Vanguard Monroe is facing an early exit from Camel's Saturday night Columbia Broadcasting System series. Monroe is being used to promote the new Camel brand, according to sources. It was reported that Camel's billings will be dropped to NBC, and Camel's own show, Field of Dreams, will be cancelled. This would be a major blow to the Camel line, which has been struggling to gain a foothold in the competitive cigarette market.

What's My Name? Gets Byron 3 Nets

NEW YORK, April 24.—The sale of what's My Name? this week for broadcast over the American Broadcasting Company (ABC), which has been a leading player in the local TV market, is expected to be a major coup for the network. The show, which features a series of quick quizzes, is expected to generate significant revenue for ABC.

Monitor Wants To Cut Canova

HOLLYWOOD, April 24.—Future of the Million Dollar program, broadcast Saturday nights over National Broadcasting Company (NBC), is in doubt. Colgate-Palmolive-Peet wants to renew, but at a cheaper price, it is reported. Negotiations toward that end are going on now.

Colgate Wants To Cut Canova

By Jerry Franken

NEW YORK, April 24.—The National Broadcasting Company (NBC) is reportedly interested in cancelling the Million Dollar program and the American Broadcasting Company (ABC) is in the running to replace it. The Million Dollar program, which has been on the air for the past three years, is currently being broadcast on NBC. The show is a quiz program that features a team of contestants who compete against each other to answer a series of questions. The show has been a popular one with audiences, and it is expected to generate significant revenue for the network.
WASHINGTON, April 24.—Telford Taylor, former general counsel of the FCC, is likely to be suggested by Truman as a possibility for the Durr post. However, Taylor, a Democrat, is said by his friends to be “uninterested” in the job. He has been in Europe as a war correspondent.

The Durr vacancy on FCC after June 30 became a nonissue in the spring when the President told a news conference that Durr had declined to re-nominated.

The Durr development has reached the status of a major political incident in the capital. Durr has consulted with Truman at the White House and before the President announced the meeting’s outcome and almost simultaneously, had indicated to Congressmen that Durr’s role as head of the North Virginia campaign for the FCC was that of Altho Truman’s and warned that Durr’s reason for declining reappointment was that he did not want to return to private work where he could earn more money, Durr told the Billboard that “this was being derogatory not the whole story.” Durr said his next job, which he was not yet discussing, “will necessarily bring a greater income” than his $10,000-a-year FCC salary.

GOP in Driver’s Seat

The GOP is recognized as having the controlling hand on the Durr successional problem. Under the Communications Act, the majority party in the Senate is to select by the federal government is entitled to a maximum of four places on the seven-member FCC. Unless Truman nominates a conservative Democrat wholly acceptable (See Durr in the center on page 15),

“Pops” Daughter Heads ABC Show

NEW YORK, April 24.—A new-teen-age talent show was being assembled by the American Broadcasting Company (ABC) this week, starring Paul Whitman’s 16-year-old daughter, Margo, as emcee. Titled Tomorrow’s Top, the program is considered a good possibility for early fall. Madge Tucker produces and George Weil is the director.

Front Page

Durr Center of New “incident!”

Wife’s Backing Of Wallace Brings Crisis

Telford Taylor To Come In?

WASHINGTON, April 24.—A White House source revealed today that President Truman has no word to report from Washington by today to the Capitol Hill that he will be willing to “consult with them” on the “not acceptable” successor to Federal Communications Commissioner Clifford J. Durr, who will vacate his FCC post on the expiration of his term June 30, Truman is reported willing to nominate a nominee whom he appoints to the Durr post, in the hope of getting quick Senate confirmation.

Any nominee unacceptable to the Republicans and failing to get confirmation would delay the process of some months, if a Republican should be elected president.

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Telford Taylor Possible

It has been learned that Telford J. Taylor, former general counsel of the FCC, is likely to be suggested by Truman as a possibility for the Durr post. However, Taylor, a Democrat, is said by his friends to be “uninterested” in the job. He has been in Europe as a war correspondent.

The Durr vacancy on FCC after June 30 became a nonissue in the spring when the President told a news conference that Durr had declined to re-nominated.

The Durr development has reached the status of a major political incident in the capital. Durr has consulted with Truman at the White House and before the President announced the meeting’s outcome and almost simultaneously, had indicated to Congressmen that Durr’s role as head of the North Virginia campaign for the FCC was that of Altho Truman’s and warned that Durr’s reason for declining reappointment was that he did not want to return to private work where he could earn more money, Durr told the Billboard that “this was being derogatory not the whole story.” Durr said his next job, which he was not yet discussing, “will necessarily bring a greater income” than his $10,000-a-year FCC salary.

GOP in Driver’s Seat

The GOP is recognized as having the controlling hand on the Durr successional problem. Under the Communications Act, the majority party in the Senate is to select by the federal government is entitled to a maximum of four places on the seven-member FCC. Unless Truman nominates a conservative Democrat wholly acceptable (See Durr in the center on page 15),

“Pops” Daughter Heads ABC Show

NEW YORK, April 24.—A new-teen-age talent show was being assembled by the American Broadcasting Company (ABC) this week, starring Paul Whitman’s 16-year-old daughter, Margo, as emcee. Titled Tomorrow’s Top, the program is considered a good possibility for early fall. Madge Tucker produces and George Weil is the director. 
WNEW, "America's Razzle Dazzle Station," proudly pops its top as VARIETY doffs a boff 'Showman' Award for "fabulous" '47 parlay of B.O., pubserv & whiz biz. "Most copied" operation's fourth kudo cues sock citation on "How To Run A Radio Station."

Indubitably, Your No. 1 Purchase in New York

WNEW

Represented by
John Blair Esq. & Co.
COMPROMISE ON MAYFLOWER?

FCC May Give Equal Time to Clashing Views

Coy-Durr Straws in Wind

WASHINGTON, April 24—Having wrangled with the FCC all week over its decision about a practical way to modify Mayflower’s equal time decision, the Federal Communications Commission (FCC) may give equal time to both companies in a compromise. One who has a clear idea of the situation points out that the administrative problem of policing such a modification would be extremely difficult. One who wanted to remain anonymous said, however, that he hopes a compromise deal can be worked out.

Coy-Durr Give Hints

That a compromise is under serious consideration by the FCC was evident in the hearings. Persistent questioning by FCC General Counsel Benjamin Cooper, and others on the FCC, indicated that most of the witnesses to bring out their ideas on a compromise were heard.

Where Cottons omitted to ask the question, either Chairman Coy or Commissioner Clifford J. Durr took the initiative. Answers from the witnesses indicated that such a modification is extremely controversial. Speaking for the National Association of Broadcasters (NAB), Don Petry insisted that the right to editorialize should not be tampered with. Other broadcasters said the same thing.

On the other hand, proponents of the Mayflower decision have insisted that FCC stick to the original verdict and make no modifications at all.

Fly and Craven Clash

The three-day session this week featured opposing testimony from ex-CBS news anchor John Kennedy, well-known Wall Street Fly, and former FCC Commissioner T. A. M. Craven. Craven, now vice-president of the Cowles Broadcasting Company, declared that the Mayflower decision was ‘conceived in contempt of the historical background of free speech and ‘the fact that there is a scarcity of radio channels has nothing to do with the situation, said Craven, adding that a severe paper shortage would not justify the government.

SHOWMANSHIP COUNTS

And when you use a big, beautiful Moog phone, it pays to be a showman! Here’s a summary of MOOG counts, by a listener.

<table>
<thead>
<tr>
<th>Model</th>
<th>Count</th>
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<tr>
<td>P-100S</td>
<td>56c ea.</td>
</tr>
<tr>
<td>POSTCARDS</td>
<td>2c ea.</td>
</tr>
<tr>
<td>MASS mailers, 400 copies</td>
<td>8c ea.</td>
</tr>
<tr>
<td>Samples on heavy board, 10x10, 52c/100, 53c/50, 75c/25 on shipping</td>
<td></td>
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</tbody>
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Write for FREE Samples and Price List B.

MOSS
defines and prices.

100 W. 48th ST.
New York 19, N. Y.

ANNOUNCEMENT OF WINNERS IN THE BILLBOARD'S 1ST ANNUAL LOCAL PROGRAM COMPETITION

Coming in May

RADIO

The Billboard

May 1, 1948

Kkee To Edit Maugham Show

NEW YORK, April 24—Lawrence Klee, who writes The Fat Man and other programs, will be editor of the series which Frank Cooper Associates will build around the literary works of W. Somerset Maugham. Cooper this week acquired radio and video rights to the author’s works, including short stories and anthologies and in a deal closed with the author’s agent, Jacques Laurent, Maugham being considered for the series is The Somerset Maugham Theater. Another is East of West.

Cooper, late this week, was readying an audition of a show titled Deary Lee. This would be 30-minute situation comedy featuring Jackie Keil. Klee will also write this one.

Washington Round-Up

CECIL B. DE MILLE, Hollywood producer, lost his four-year fight with the American Federation of Radio Artists (AFRA) last week, when the Supreme Court refused to review his expulsion from AFRA for refusing to pay a political assessment.

GROWING COMPETITION

between AM and FM is shown in the fact that baseball broadcasts will be carried by over 200 FM stations. A score of stations is now carrying play-by-play accounts, with two scores more slated to add baseball in the next three weeks. Major league contests are being carried by 76 outlets, while minor league games are being covered by over 100 stations. The others are carrying college and high school games.

FEATURE OF Frequency Modulation Association’s (FMA) Region 4 meeting here May 5-6, will be a forum of discussion, programmed by Theodore Granik. An attendance of 300 is expected.

FEDERAL TRADE Commission (FTC) last week cited a Hollywood correspondence school, Radio Training Association, for misrepresentation. FTC charged that school, which classified itself as a college and charged that courses were not sufficient training for radio and television.

?Thow’s Hat

ROCHESTER, N. Y., April 24.—F. Chase Taylor Jr., son and namesake of radio’s Colonel Stoopnagel, has been appointed commercial continuity chief of WHER, the Rochester affiliate of WABC, sublet here. Taylor Jr., a naval air force veteran, issued the following statement: ‘Radio has made my life’s career. I am proud to work in my father’s business.”

The colonel has had sooting to

Klee To Edit Maugham Show

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District 2 Casters Air Views May 3

ITHACA, N. Y., April 24—District 2 broadcasters who will not be able to attend the National Association of Broadcasters (NAB) shows in Los Angeles May 16 will nevertheless be given a chance to air their thoughts and suggestions. Mike Hansen, District 2 chairman and general manager of WCHU, has called a full meeting at the Hotel Roosevelt, New York, May 3. The meeting will be held in conjunction with National NAB affairs, the District 2 session will discuss the possibility of broadening the newspaper immunity legislation (Desmond bill) to include radio. This bill, now on the shelf in Albany, stemmed from the jailing of two Newburgh, N. Y., newspapers for refusing to reveal news sources.

Affiliates Asked To Give MBS Shows

NEW YORK, April 24—Paul Carlin, program vice-president of the Mutual Broadcasting System (MBS), at a meeting of the network’s affiliates at the Hotel Astor this week, solicited a lot of call programs.

He asked the affiliates to submit local shows as possible web airers. Carlin pointed out that it is now of good network program material existed in New York and Hollywood, and advising all affiliates that they would have to fill the gap. This affiliate heard talks on various phases of network operations by departmental heads. They were also asked their opinion of Mutual programs.
TO STATIONS WHO ENTERED
THE BILLBOARD'S FIRST ANNUAL
LOCAL PROGRAM COMPETITION

"We’re Glad and We’re Sorry"

When we planned this year’s inaugural Competition, we figured—judging partly by experience in connection with our Promotion Competition, partly by instinct and partly by studying the ceiling closely—that we’d get 200, maybe three and maybe, by squeezing, 400 entries. So we planned and timed and scheduled the Competition accordingly.

Well, how wrong can you guess?

Seems as the broadcasters all over the U. S. (and Canada, too) have been waiting for just this sort of program evaluation. Seems as the broadcasting, with all its program awards, lacked this one vital element—an awards system giving recognition to the inventive work done on a local program level.

So we didn’t get two hundred, three or four hundred entries. Nor six or seven. We got 800 entries—some a quarter hour, some at half hour, some an hour. Roughly, the total reviewing time was twenty-six thousand seven hundred minutes. Count ’em—900 programs and twenty-six thousand seven hundred reviewing minutes. Try that on your playback.

And while a lot of people think our radio staffs have two heads and four ears, only two actually have. Which means that unless we just stuffed off the reviewing, we couldn’t conceivably judge the programs in time for the NAB Convention, which was our target.

But we realize, too, that these programs represent the best thinking in local radio for commercial, sustaining and public service programs. We realize, too, that it’s our obligation to distill this wonderful storehouse of program ingenuity and pass it on to the radio industry. And that this is more important than rushing thru to meet an arbitrarily chosen deadline.

Well, we’re glad that the stations went for our idea, and we’re sorry the avalanche of programs required rescheduling the announcements of the awards.

Soooo, this is what we are going to do:

Now as to the winners in the remaining categories. We’ve set ourselves this schedule, and all things being equal, and our reviewers’ ear drums holding, we’ll stick to it. But if we do take a little more time, please don’t hold it agin us. The winners in the categories shown will be announced in our issues dated as follows:

News and Comment Programs . . May 29
Women’s Programs & Quiz Shows. June 12
Children’s and Comedy Programs. June 26
Variety and Sports Programs . . July 10
Drama, Farm and Miscellaneous . . July 17

Thus the July 17 issue will wrap up the Competition—for this year. We’ll also publish in that issue a recapitulation of all winners. Finally, when all winners have been selected, the Billboard will hold open house in its New York offices, and advertising agency, network, advertiser and local station officials will be invited to audition all the shows.

This week our two-headed, four-careed—and somewhat weary—radio staffers will have listened to every entry in the following categories:

MUSIC and PUBLIC SERVICE

The winners in these categories will be announced in NEXT WEEK’S ISSUE—DATED MAY 8

These winners will be displayed at The Billboard’s suite at the Biltmore, Los Angeles, during the NAB Convention. In addition, a three report and analysis of virtually all the programs in these two categories will be published in The Billboard’s NAB Convention Special. These reports will be the first installment of a new and invaluable radio program service—an IDEA DIGEST. A similar compilation will be published each time these digests are announced in subsequent categories. The sum total of all winners will be an unprecedented listing of proven, practical programming ideas.

Finally . . .

We want to make this one all-over point. There is no other program competition in radio devoted exclusively to local programming. There is no other awards system whereby complete details of not only the winners and the runners-up, but virtually every entry, are made available to the industry. This, we believe, is a highly worthy contribution to all of broadcasting. Because, when you get down to fundamentals, all the equipment and all the transmitters and the tubes and wires don’t mean a thing, for radio frequencies are voiceless until you superimpose upon them the programming. The show’s the thing.
Today's Baseball
Reviewed April 22

AMERICAN SAFETY RAZOR CORP.
Thru Federal Advg. Agency, Inc.
STANLEY SOAP COMPANY
Thru Birsacher, Van Norden & Staff, Inc.

(ALTERNATING ON FIRST QUARTER-HOUR)

MECK'S INC.
Thru TV Liberty Inc.
(Last Quarter-Hour)

Via WHN, New York

Daily (MTWTSS551, 7-7:30 p.m.

Estimated Target Cost: $5,000; production- writer, announcer, Larry Elliott; cast: Thomas L. Baryon, Martha Briney (spare), Josephine Marie Briney (spare), Josephine Marie Briney (spare), Edward Statterly's Orchestra; guest (this program); Rose Bampton.

Average HOOPERING FOR SHOWS OF THIS CLASS (11:00-11:30)

ABC: 3.2
NBC: 3.6

SATISFYING (8:00-9:00)

Sustaining (8:00-9:00)

Famous Jazz Trios (8:00-9:00)

MBC: 1.5

Sustaining (8:00-9:00)

NBC: 1.5

NYC: "Truth Or Consequences" (8:30-9:00)

A documentary on baseball featuring some of the biggest names in their sport, this program takes the listeners on a tour of the National League's top teams and players. The show begins with a brief introduction, setting the stage for what will likely be baseball's most lucrative year. It is narrated by a respected baseball writer and is hosted by a prominent baseball player, making for an engaging and informative experience.

The show opens with a brief montage of clips from past baseball games, highlighting key moments and showcasing the passion and skill of the players. The commentary is interspersed with historical anecdotes and personal stories, providing a deeper understanding of the sport's rich history.

Throughout the program, the host provides insightful analysis and commentary, weaving in interviews with current and former players, coaches, and industry experts. The show delves into the strategic aspects of the game, discussing tactics, strategies, and the mental preparation required to succeed on the field.

As the program progresses, the host introduces various segments, such as player profiles, team histories, and behind-the-scenes stories. These segments are designed to engage and educate the audience, offering a comprehensive look at the sport beyond the games.

The show culminates with a discussion on the upcoming season, offering predictions and insights from industry insiders. The closing segment typically includes a final commentary on the highlights of the show, setting the stage for the next episode.

Overall, "Baseball" is a well-researched and engaging program that provides a deep dive into the world of baseball, making it a must-listen for fans of the sport.
Music for Michigan

Reviewed Tuesday (221; 7:30-8 p.m. time; 7:15-8:15 p.m. network) over WWJ-TV, Detroit. Sponsored by the Detroit Edison Company, Cast: De- troit Public Schools, Orchestra, conducted by Paul Valter Peo. Musical producer, John Hill; technical producer, James Eberle; technical director, Raymone Resch; announcer, James Clark; sound engineer, Wayne Brett; camera man, Howard McNutt, Harold Duhan; video control, Ole Lapham, Russ Williams and Leo Symar.

WWJ-TV's rather hastily organized airing of Music for Michigan last of a weekly radio concert series was the first experiment with live broadcasts for this medium. It was from the regular 2,000-seat concert hall with regular audio (both AM and FM) handled as usual. The assignment was difficult for an¬ nouncer James Clark working in a booth on stage for usual radio commentary before, during and after numbers. He was shown in a few brief shots at the beginning, helping to set the scene, and widely excluded thereafter, becoming part of the background sound.

All full sets shot the scene with frequent close-ups of individual sections and of conductor Valter Peo. The camera wrapped up with his own rendition of a medley. Guesting on the show for the first time was the shortstop, Rabbit Maranville, who demonstrated how to catch Schacht's ball and gave he how to use the famous baseball bat. Fortunato: Schacht's powers of observation are formidable: now he has added a new wrinkle to his already formidable total. This time, most effective thing he demonstrated with Schacht's ball was a battering rather than a battering.-shot thrown with the left hand, off a half-second lift. He said it could be acquired by using the sponsor's drink, but he was quartering too fast, and he added with a smile, one can try it on the basis that his mother, aunt, grandmother and Schacht himself like it. How can one resist?

Result: Schacht's powers of prediction have been once again proven to be absolutely unbreakable. For the third consecutive day he selected the winners of the Detroit and the Dodgers. He wound up batting .333.

Sam Chase.

Inside Hollywood


Current show has aired for several weeks and has now evolved to a steady, fairly balanced format of musical numbers, comic skits and shorts. Each week of an interview with a show world figure is presented, not necessarily closely linked to the usual musical fare but having varying similarity and entertainment value.

Novelty introduction is a hand play with the music of a radio comedy show written with audio of the bell ringing, going to a plucked instrument and then to the plucked instrument. This was the first of an interview with a show world figure, not necessarily closely linked to the usual musical fare but having varying similarity and entertainment value.

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NEW YORK, April 24.—Musicians in radio and television are showing signs of apprehension. This feeling is apparent among radio musicians who are in the midst of almost-concluded contract negotiations between the union and independent stations, and among video musicians working musical shows on the new medium.

An example of the latter occurred just before the Tuesday (20) deadline, which was then extended, so that discussions were still going on. The talks were held in two sessions, the first from 9 to 12, and the second from 2 to 5. In the first, they discussed the rationale for the alliance of the two unions and the.preventive measures taken to prevent the formation of a new union. In the second, they discussed the language of the contract and the details of the agreement.

Proposals for negotiations with independent stations, whose contracts are now up for renewal, have been made by the union's spokesmen and the representatives of the independent stations. These talks have been going on for three years. The contract with WABC, for example, was to have expired March 31, but the station has not given any indication that it will renew it.

In the case of the independent stations, there is no provision which would allow for hiring of new talent. The contract stipulates that new talent can be hired only after a period of three months, starting late in October. The house band is now 15 people strong, and the union's employment picture is one in which contract talks may affect the entire New York radio industry in the future—since WNEW is the largest station in the city.

The union is seeking to cut its house band from 12 to six, and it has filed a 60-day petition to that effect.

Paul LaRue, WQXR, WINS, and WVOX were among those who were given a union spokesman to whom they could present their case. The spokesman said that he felt that the union had made some advances in its negotiations, but that it was still a long way from reaching an agreement.

Drive in Local Programming Brings KMOX 5 New Shows

ST. LOUIS, April 24—KMOX, Columbia-owned outlet here, has embarked on an intensive local programming campaign to strengthen its regional network. The revamped schedule is Al Bland, program director, who has five new shows of varying formats in the week.

Beulah Schacht, feature writer on the St. Louis Globe Democrat, has started a quarter-hour session over the station at 1:45 p.m. Miss Schacht took the show and sponsored the Alfred Florin Association.

2. Bummer (tentative title), a hoppy musical quiz, is a chart hit. This will be backed by Stan Graham and his 11-pieces orchestra, featuring Bob Yehe as emcee. There'll be audience participation and a baseball game.

Concert or Circus probably will take the air in two or three weeks. This show was tested for four weeks as an exploitation device for the New York Philharmonic. The station played symphony records and followed with hillbilly disks. Tying in with this, a calamity was created by the departure of the New York Philharmonic. The station played symphony records and followed with hillbilly disks. Tying in was a contest idea, pegged on the letter-writing theme of "Why I like hillbilly or symphony music."

4. Sunnyside Acres, a farm service program, is being supervised by Tilden, the station's farm editor, and Mrs. Mancini. This started Saturday, at 7:30 a.m. It is a five-day-a-week show and includes a five-minute cut-in to the newsmaker department. The show is a heavy schedule in addition to this show, which is light and informal in tone. Each show is a mini-program Sunnyside Acres, a mythical farm.

5. Missus Goes A-Shopping is produced for sale to all radio stations. It is a half-hour show that aims at selling goods.

COURSE PROFESSIONAL Bx10 PHOTOS IN QUANTITY

Top-notch quality. Extremely low price. Send 50c for sample and full information. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than the original. Send today for full price list, samples, etc.

MULSON STUDIO BRIDGEPORT 2, CONN.
NEW YORK, April 24.—The television networks this week began to feel the pressure of indie competition as WPX, The New York Daily News outlet, announced the acquisition of syndication rights to 24 top ranking motion pictures thru London Films, Ltd. (Alexander Korda) in a deal with Morris Helperin, Gotham rep for London films. The assignation to WPX for local showing and syndication as a package to other outlets. Prints will be on the market in 16mm. film and, station executives indicated they would be shown semi-weekly, building virtually a full year’s series.

The deal reportedly was in the works for some time before the inkling, which had Station Manager Robert L. Core III and Film Manager James S. Pollack representing WPX. It marks one of the first big breaks in the majors’ refusal to turn over负担 for local telecasts. Among the titles released were several that gained considerable critical acclaim in past seasons. These included The Private Life of Henry VIII (Charles Laughton, Merle Oberon, Robert Donat, Scarlett F Pinemar, Ray Milland), Return of the Scarlet Pinemar (James Mason), Ghost and Mrs. Muir (Robert Donat, Jeanette Nolan), Lady Hamilton (Vivian Leigh, Lawrence Olivier) and Men Who Could Work Miracles (Roland Young, Ralph Richardson).

La Shore, Hubby Take Tele Fling

HOLLYWOOD, April 24.—Songstress Diana Dors and her actor-husband, George Montgomery, are currently working out plans to take a film into television via a series of films to be shot at the Montgomery home in San Fernando Valley. Idea is to turn the home around life of the Montgomery family, shooting episodes on successive Sundays, with showbiz friends who visit the couple drafted for in-film stints.

Show is being offered by Henry Jaffe, Miss Shore’s New York biz agent. Columbia Broadcasting Company reported interested in syndication rights to the series.

AFM Nixes Airings Of Carnegie Pops

NEW YORK, April 24.—A deal which would have permitted commerical broadcasts of this summer’s Carnegie Pops concerts was nixed by the American Federation of Musicians (AFM) this week. Elliot Sanger, of AFM and Ted Wall of WNEW, both sought to wrap up the broadcasts thru Ernie Anderson, each offering to pay the standard remote fee of $3 per musician. After brief consideration of AFM turning down the deal, and non-commercial WNYC will again carry excerpts each night, as last year.

A video deal between Anderson and Columbia Broadcasting System for telecasting of the concerts still is hanging fire.

ABC Inks 2-Yr. Pacts With 4 Video Outlets

NEW YORK, April 24.—American Broadcasting Company (ABC) this week signed two-year affiliation contracts with four television stations. The outlets are WMPC-TV, Washington; WTCN-TV, Minneapolis; WGBM-TV, San Diego, and WDSU-TV, New Orleans. All are video adjuncts of AM-ABC affiliates.

The web stated that negotiations are being conducted with 10 other outlets.

ILGWU Gets FM Studios

HOLLYWOOD, April 24.—The International Ladies’ Garment Workers’ Union (ILGWU) has leased a set of its FM studios from Edgar Jorgens & Son, Inc., 2601 Western Avenue Boulevard in the union’s FM outlet in Chicago. The construction is expected July 15.

Union’s Rate Cuts Make “ Tonight” Sustainer Possible

NEW YORK, April 24.—Backstage legal union workshops on the Broadway, video show released over Columbia Broadcasting System (CBS), have reduced their rates so as to make possible the program’s continuation as a sustainer. American Tobacco, which sponsored Tonight for three weeks, expended $30,000 for the experiment. Terms not rung by the unions and Martin Gosch, producer of the show, the weekly tab will be about $4.

CBS will continue the program as a prestige piece until summer. After this period the show may go into summer theaters for material, or catch pre-Broadway tours of legit presentations, or bow out for two months.

RKO Planning Pix Push With Tele Trailers

HOLLYWOOD, April 24.—Plans for utilizing television use of films in all ten cities are reaching the settlement stage at RKO studios, it was indicated this week. Special trailers may be cut from regular theater trailers, reduced to 16mm., to run twenty to fifty minutes. Trailer dates will be timed with regular theater releases in each city.

A trailer plan, which would be supervised by FCB & B, was near pact- ing stage for radio use, but shelved when film industry curtailed production because of the British tax situation. With this hassle settled and flicker production on the upswing, RKO is ready to take the plunge into video.

KTLA Installs Film Unit

HOLLYWOOD, April 24.—Film recording equipment will be installed at KTLA sometime in June for the national networking of shows scanned on this station. System would in- volve recording of shows on film, which would then be made available to other Paramount tele stations or their affiliates.

N. Y-to-Washington

At the request of the broadcasters, AT&T has vowed to test coaxial cable in the Washington area, which would extend from Fort Wayne, Ind., to Washington. The cable will be used for the experiment. Under terms now under consideration, it is expected that the coax will be fed shows from the cable to the television set. It is expected that the coaxial cable will be fed shows from the cable to the television set. It is expected that the cable will be used for the experiment. Under terms now under consideration, it is expected that the coax will be fed shows from the cable to the television set.

A revolved coaxial cable will be used for the experiment. Under terms now under consideration, it is expected that the coax will be fed shows from the cable to the television set. It is expected that the coaxial cable will be fed shows from the cable to the television set.
NEW YORK, April 24—Network publicity departments, which have long carried the load of video promotion, are now getting more help from advertising agency flacks and independent press agents. The reason, of course, lies in the fact that sponsors and agencies are setting aside more and more of their time and money for video specifically. A good example of this is N. W. Ayer, which now has an aide, associates, and a list from radio. Ayer’s new television show, "American Tobacco’s Barney Blake (for Lucky Strikes)," debuted this week over the National Broadcasting Company (NBC).

Ayer’s video publicity budget is not without precedent, but taken together with their developments it is regarded as highly indicative. Newell-Emmett, for instance, this week threw a clambake at the Stark Club as part of its promotion of Chesterfield’s sponsorship of the Giants’ baseball series which started on Saturday. A sampling of the type of hyped agency promotion activity is the email show "Dock’s Corner" (Lanny Ross), handled by McCann-Erickson, with Zac Freedman and Fred Wall assigned to do publicity on this series as part of their agency’s retainer.

There are plenty of other instances of agency and old flacks working on the same turf. In New York, for example, doing the Bob Smith howdy doody opus, Earl Ferris was in on the same network video promotion agents the Roy Marshal Motorola show out of Philadelphia. To, along with the 130 markets which aired the series over the Columbia Broadcasting System (CBS) network which was picked up by another indie, Allen Melzer.

TheWebse themselves have height- ened their coverage facilities. The old Web, however, feel they have car- ried the burden of TV publicity for a long time and any outside help is well come.

Despite some agencies’ awareness of the importance of TV publicity others, according to the web, are still doing a second-rate job. While some of the best agencies in the matter of TV publicity is J.Walter Thompson which for two years has had—and still has—an allocation from Ford to publicize the Lincoln-Zephyr video, SWT is also credited with having done pioneering publicity work on the Starday-Brands shows. Benton & Bowles is another agency which is credited with tele publicity know how.

WINCH-TV To Be
1st Conn. Station

HARTFORD, Conn., April 24—The first television station in Connecticut to go on the air in Connecticut will be WNCH-TV, New Haven, with the start of operations planned for May 17. The station will start relaying programs of the DuMont television network.

The outlet will start broadcasting "live" shows as well as re-broadcasts of NBC studio facilities—probably some time in September.

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Tobey Cracks Whip on Radio

(Continued from page 4) to assemble a mass of information pertinent to the new inquiry, and an opening session will soon follow. Tobey made his sudden decision for the inquiry during cross questioning of him by佣金 on Federal cross-licensing, patent holding, manu-

facture of equipment, capabilities of equip-

ment, a verden smaller.

The inquiry, he said, will seek to

determine whether "there have been any influences on decisions involving

frequency bands to control television, and

he added that the inquiry will visit every

thing that is happening in black-and-white and

in color television.

By Paul Armstrong

Edwin H. Armstrong, inventor of FM, is among several radio bigwigs who will testify un-der what is called "the new investigation." It

is called "the new investigation" because

there is nothing in the history of our govern-

ment that "is not in the interest of this coun-

dy or in the performance and promotion.

The call for a change in the philosophy of our

Tobey made it clear that he intend-

ed to knock FCC's role. It was learned that Tobey's committee is planning to make a thorough study of the FCC's

hearing's on black-and-white versus
color television. This hearing was held after the Mayflower station, where

now general counsel for NBC, was

chairman of the FCC. The commis-

sion, after hearing, decided against

moving video frequencies "upstairs" to

accommodate color video as pro-

posed by the National Television Sys-

tem (CBS). The CBS plan was vigor-

ously opposed by NBC, RCA and

others.

Nix '48 Tax Cuts; '49 Looks Brighter

(Continued from page 3) to state-ment with the others.

An expected tax cut out of one-third by the federal government would be of large benefit, the committee said. Seventy-three per-

cent of the committee members failed to consens-

sult with the others. The committee members that were able to reach a consensus

made excise cuts impossible this session. This is the first session of the two leaders has

apparently the theore rather than a

scope of excise acts, that were

bills are being asked for

the new inquiry, and an

a much as the commission is regarded as

an important carrier represen-

Suit To Test Rights of Pic Thesps in TV

HOLLYWOOD, April 24: A suit is planned to bar broadcasing of "The

One" on television in Chicago. The

Broadcaster opinion was unani-
umous, however, Ed Craney, owner

of NBC, announced that the present

a statement urging the commission not only to uphold the ruling, but to "assert control and enforce the policy

more strongly."

Swiss Plan World TV Contab in Sept.

WASHINGTON, April 24—Switzerland is making plans to hold an in-

ternational conference in Zürich. The

event is planned for September and will

be attended by representatives of tele-

vision firms from various countries.

The chief purpose of the conference, according to Cormier's, is to work out

plans for permanent co-operation in video development in television firms from

countries. Zurich has been named as the

site of the Secretariat of the Comite de Diffusion de L'Art et de Lesers Par Le Cinema.

Mild Liquor-Plüug Ban is In Offing

(Continued from page 6) to lead to censorship. Summing up this

argument, Arthur Jenkins, of the National Association of Broadcasters, de-

clared that small newspapers are "seriously concerned with the new regulations.

Jenkins cited the example of a Chicago newspaper which has been forced to

open up and which will inevitably be forced to other forms of advertising.

Fifteen representatives of the dry forces argued that liquor advertising is having a bad effect on the youth of the nation. They urged adoption of the Illinois anti-liquor legislation, which is sponsored by Sen. Arthur Capper (R, Kan.), which would ban liquor publicity before the air. Advocating his measure, Cap-

per said that the compromise bills offered by Sens. Clyde Reed (R, Kan.) and Ed Johnson (D, Colo.) are "within the bounds of the way to go about prohibiting liquor advertising is to prohibit it."

Jim Stirling Heads Chi's Tele Council

CHICAGO, April 24—Officers and board members of the newly formed Chicago Tele Council,inks will be the most important fac-

es of the Chicago telecasting industry.

The council is organized to promote
telecasting in Chicago.

Officers elected are Jim Stirling, cent, general manager of the American Broadcasting Company, president; Arden Rodner Jr., pres-

ident of Television Advertising Pro-

plans, vice-president; Frank Par-

eral head of the National Editorial

prohibit liquor nowadays. The liquor agencies and production companies—

were elected this week. The council is organized to promote tele-

vision in Chicago.

Officers elected are Jim Stirling, cent, general manager of the American Broadcasting Company, president; Arden Rodner Jr., pres-

idential Tele Council. The position was
to telecasting, secretary, and Russ

ux radio director of BBD&O, treasurer.

Board members are Art Holand, executive; Jim Do-

Meier, WBKB; Don Cook, WGN-TV; John Kiefer, head of the Cable Television Associ-

ation, the Bowling Company, and Ralph Liddle, Commonwealth Edison Co-

pany.

SIMULTANEOUS NETS

(Continued from page 13) and DuMont. All time periods were agreed upon with a minimum of debate except the 6:45 to 7:45 p.m. slot. This space was divided between ABC and CBS, and no so-

s called "bigwigs." The decision was in effect between the two webs by press time.

LENDING BANNED

(Continued from page 5) to deal with Fred Allen and the Sunday Evening Post, but permits Standard Brands to have (first refusal) on the time next year. This was to happen only if Ford has the next refusal and to be effective between the two webs by press time. The net will not put itself on that spot again.
TCT TALLOW’S TAKE TERRIFIC

Kidisk Sales 20% of Total; New Firms and New Ideas In Merchandising Do Trick

Low Prices Help; “Unbreakable” a Magic Word

By Tony Wilson

NEW YORK, April 24.—Stimulated by new companies, new merchandising ideas, new price levels and gathering public acceptance, the kidisk manufac-
turing biz is fast becoming one of the big bulwarks of solid platter volume. Most of the major companies currently estimate that tot-tallow sales have increased to between 10 and 20 per cent of the year-round melon, with as much as 25 per cent of the Christmas biz (in itself a tremendous hunk of over-all disk volume) accounted for by kidisk platters or general release items.

Mushrooming of the tot-tallow market probably is best delineated in two phases:

(1) The surge of small-biz entre-
preneurs into the 10-inch unbreak-
able field. These gadget merchandisers direct thru chains and department stores (omitting distributors) and are forcing the vinylite-kiddle market down to a 3-level. Meanwhile, established firms ponder a cost problem which forbids their listing at the same price.

(2) The sudden sock of the six and seven-inch plastic kidisk biz inspired by Rocking Horse and Peter Pan and other firms issued an urgent call for a judicant of Synthetic Plastics Corporation which (See Tor Warnings Catch on page 11).

Apollo Shuts Det. Distrib Branch

NEW YORK, April 24.—Apollo Records this week closed down its distribution branch in Detroit, and opened an independent distrib, the Pan-American Distributing Company, to handle the label in Michigan, a third of the northernmost portion, which is handled by M & M, of Green Bay, Wis. Apollo also announced it is forming F. Shuman Distributing Company, of Chicago, to handle jobbing of Apollo’s wax throughout Il-linois and part of Indiana. The Apollo Chicago branch still is in operation.

Distrib sales rep Ralph Benson died recently of a heart attack, leaving the firm, rounding out the distribs network.

De Luxe Goes To Court To Reorganize

Seeks Time To Pay Debts

LINDEN, N. J., April 24.—Latest in the procession of record companies to go into reorganization proceedings is the De Luxe label, which has filed for reorganization approval in Federal Court at Newark, N. J., this week, a move understood to be initiated by the Beecher Broadcasting Company, of the Federal Court reportedly granted permission for the company to submit a plan for continued operation by May 17.

David Braun, president of the plat-
ter, and attorney George Furst, were appointed trustees of the firm and were authorized by the court to continue to diskery's operation. The trust-
es recently filed its petition in New Jersey vol-
as at $1,200,000 and liabilities at $150,-
000. Braun, in a press announcement, stated that the 25-6-48 and March 1948 were greater than for the same period last year.

Leeds Buys Schiller Works for 25G

NEW YORK, April 24.—Levy's Leeds Music pub this week acquired the complete music catalog of the late Joseph Schiller, renowned composi-
ter, arranger and author, reportedly for the sum of the copyrights held by the Schiller estate. Deal was negotiated by Ollard Furst, President of Leeds, a Music affiliate firm.

Schiller, one hailed in his na-
tive Russia as one of that country’s outstanding contemporary composers, came to The States in 1930 to become a United States citizen and attained prominence thru his novel mathematical work “The Theory of Musical Composition.”

Among the copyrights annexed by Leeds are Symphonie Rhapsody, North Russian Symphony, Sonata for Violi-
ns and Piano and Suite and March of the Orient. The latter, an orchestral novelty, is skedded for publication as a study-score sometime this year.

Maple Leaf Wax Bows in Canada

MONTREAL, April 24.—Maple Leaf Records, new Canadian diskery, has announced that it will begin mailing its wax counters this week. The firm intends to press and distribute under its own label, the small label diskiers in the United States on the premise that if the originals were marketed in Canada, the public couldn’t afford the multifarious labels now available in the U. S. The Canadian waxier’s first deal called for the sale of the Millner Records, the ex-
tention waxing of Tootie Oolie Doolie.

The distribution for Maple Leaf will be handled by Ski-Dee-Radio & Music, of Montreal.

The collection a number of disks in Canada for many years.

Checking the Counterfeitters

3 N.Y. Waxers Bid All Join War Huddle

Gunning for Bootleg Disks

NEW YORK, April 24.—At least a trio of local diskers will meet here Monday (26) to map counteraction against crooks on their trade known to be made by the sale of counterfeit wax. Savoy, DeLuxe and National are skedded for a conference with Savoy’s Herman Lubinsky (keynoting the en-
tire action here), and they say that other diskiers who care to participate are welcome to join them.

Lubinsky pointed out that the diskiers are meeting primarily to give tax advice for fighting the bootleg disk racket. He says that Harry Fox, agent for the Music Publishers’ Protective Association (MPPA), and Carl Havens, proxy of Broadcast Music, Inc. (BMI), have been notified and made aware of the bootleg schtick.

BIB Advised

It was pointed out in The Billboard

“Little Girl” Disk Sold in Houston Held Counterfeit

HOUSTON, April 24.—Counterfeit disks have cropped up in this city, according to G. D. Henry, owner of the local Macy Record Distributing Company. Henry located and pur-
 chased in a local disk store copies of a Black and White disking of 5-Bone Weller’s I Want a Little Girl which Henry alleges is definitely a counter-
feit platter. Henry claimed that the labels bore photostatic copies of authen-
tic trade mark labels and that the engraved serial number usually appeared on the inside margin of a record proper was missing.

Henry sent copies of the “counter-
feit” disk, a genuine Black and White pressing and the name of the shop where the alleged fakes were bought to the “proper government officials” and to the Houston Better Business Bureau.

(April 10) that the counter-disk problem had been brought to the atten-
tion of the Federal Bureau of Investigation, the Treasury Depart-
ment and the U. S. attorney's office.

The action names Milton Saul and Paul L. Dook as agents of the Mill-
ner firm. (See Gunning for Bootleg on page 21)

Miracle Asks Chri Writ Over ‘Bootleg’ Disk

Waxery Accuses Millner

ST. LOUIS, April 24—Miracle Record Company, Chicago, this week temporarily stopped shipping records against the Millner Record Sales Company, Inc., of this city, on a charge that Millner produced and sold unauthorized copies of popular musical records under labels that re-
sembled those of Miracle disks.

It was charged that the Millner distrib used sold disks which were repro-
ductions of Miracle platters and bore counterfeit labels. The Millner dis-
tributors further pointed out that the Millner outfit advertised records na-
tionally (Trib. April 10). Millner is also charged for the firm April 17). It charged that the distrib was jobbing a dub-
bing of the Miracle waxing of Long Gone.

The action names Milton Saul and Paul L. Dook as agents of the Mill-
ner firm.
Standard Hits Petrillo Again; Royalties Out

King Promises More Action

HOLLYWOOD, April 24—Standard Hi-Fi, according to reports from Washington, D.C., has stated on page two of the Katchaturian publication that it would be available on a royalty-free basis to AFM, including database due on a previous contract which became due. In such a manner, the company could be used in violation of the Triumph-Hartley Act and therefore null and void.

According to Toegarden, the T-H Act, specifically Section 302A, makes it impossible to pay royalties to AFM, the legality of which was previously contested by AFM. The publisher has been lobbied to bring the case to court litigation or by a ruling by U.S. Attorney General Thomas Clark.

Meanwhile, Standard's topie, Jerry King, and his legal eagle promised further days of action in an effort to test legality of the record label. Although tiping his hand as to specific future actions, King stressed that Standard would spring its next offensive afer the federal courts, either in Washington or locally. Action was promised "any day."

MCA Slips Astor, Coke Convincers To Jurgens Ork

NEW YORK, April 24—Dick Jurgens this week renewed his management of Jack "Sabre" Jurgens, president of the Motion Picture Association of America (MCA) disdelling trade rumors that the orkster would be cutting away from the agency.

Jurgens this week landed the summer replacement for Jones on the "Coon-Cola" series and at the same time was booked for four weeks for the middle period at the Hotel Astor Roof beginning July 12.

Jack Robbins's Sc, 'Sabre' Boff, While Leeds, United Fuss

NEW YORK, April 24—A quaint switch in the Leeds vs. United Music publisher middle according to the current events of the Katchaturian opus this week. Robbins is said to have sold his abbreviated music sheets at 5 cents a piece, while the legally entangled United Music was putting them out at 10, 12' and 15 cents and Leeds Music at 22 cents.

Leeds and United still are awaiting a court ruling on Leeds's request for a temporary restraining injunction against United's sale of Sabre Dance copies.

"I Rememeb Mama" Mele In Finale, Dreyfus Set To Clear

(The continued from page 3)

the Thornhill disk had won some initial acclaim, and the Ziggy Lane lad, who made his second record for the label by a "restriction declaration," helped for help from an attorney.

Van Druten's Title

But most disturbed of all were the Tobias brothers, who had visions of a recorded "plug" going up in smoke. They started checking and discovered that RKO held "no rights" to the title If Remember Mama. These were claimed by John Van Druten, who sold the film rights to RKO but failed to renew them. John Shulman, acting for the Tobias brothers, approached Van Druten and an offer was made to give him 1½ cents a copy, $500 advance and 16% per cent of the mechanical revenue. That offer was apparently what might willingly return the song to the woman (in an actually an amazing predilection of the film industry of the studio-discvery-performance controversy. When the Dreyfus firm turned down the offer, Van Druten approached W. C. Handy (the owner of the song) and this was reportedly consummated with Van Druten, with terms presumably at least as favorable as those offered by the Tobias pair.

Meanwhile, another snatch report-

Pubs Ape FDR: "Pluggers" Only Fear Is Fear

NEW YORK, April 24—Simultaneously with songwriters who have stimulated a flock of "end of world" rumors about contact man's end, the bulk of the publishers here point out that much of the pessimism is inaccurate and exaggerated.

The latter concede that the host music sheet-publishers have been hampered by that show business, but they claim that plug-

ers are premature in their hysteria and are contributing to possible self-destruction by spreading inflated reports of mass firings. Actually, pubs asso with most of the (not mass-scale) plugger heave-to have been concentrated among new addi-
tions to the pay roll. From a prac-
tical standpoint most pubs usually would be eager of coming old-line professionals, since they are all union members and severance pay in itself would be a heavy expense. Last, vintage pluggers are more readily accepted, but there are these far from "panic conditions."

Disimils in last two weeks in- clude four men who have begun pub-

belling offices—Mm Stavin, Jack Richman, Harry Bernie and Stuart C. B. and the former S. S. Solomon was dropped. Broadway Music gave notice to Al Pollack. An-
together, about 1,000 writers of the Famous-Paramount group left Sy Mannes stranded, but by end of week, he had a land to post with Dave Deger's music firms. At Sandy-Joy, he left after being dropped later in the week by Murray Tudose.
Tot Waxings Catch on Big; Kidisk Sales 20% of Total

(Continued from page 16)

use a combined distrib and non-dis-trib operation to allow for the need-dling of wee platters at 33 and 25 cents each. In this same field, direct by Simon & Schuster book firm and plans for same by Columbia Records (revising its Playtime series) also has to boot the kid sales ever upward.

Newcomers Step Up Competition

Breaking down the first phase (reg-ular 10-inch viny), two new com-paines are creating uncomfortable com-petition for established platters by merchandising kidisks on a direct basis. Concentrating promotion on chain and department outlets but gladly taking on large record retailers where the latter want it, working on small unit profit, and taking ad-vantage of competition's overhead and labor costs are Larry Gould's new Caravan Records and Paul Manger's Allegro Company. Gould and Puner, also working individually, are following similar merchandising practices. They're retailing viny stuff at 98 cents per, a low price in comparison with major label offerings and one that's conditioned on elimi-nation of distrubs. With the cheap-est-known viny factory pressings still not to be had below $3 to 87 cents per and considering normal production costs and overhead, the 98-cent list price is no easy attainment. Advantages in favor of a Puner or Gould: Stuff is tasty, packaged ap-pealingly, and, apart from name-artists considerations, offers terrific price competition against the major kid records. The latter's recourse is to keep pounding on name value. Decou has always had its Bing Crosby, Bay Bolger and Danny Kaye packaged on tot-tally (much of it straight show biz), altho price-wise no 98-cent level has been reached for viny stuff. RCA Victor, also bent by the competitive problem, counters with its own name-quoteents. The company has Vaughn Monroe going out soon with a kid package entitled Billy on a Bike, fol-lowing up on its own Tuffy the Tube version (which it finally decided to release despite legal entanglements) and its Johnny Strange package. But no bets for viny disks. Capital with its Bozo and Rusty kid stuff, has shied away from expensive viny and has merchandised 10-inch shellac platters with name and story appear-ance to counteract the breakable deficiency.

Viny's Charm

But the Caravans and Allegros and a host of others (the latter are still figuring how to get down to the dollar level on viny) are pitching behind the charms of the unbreakable for kids and adult buyers. Companies such as Willida, Melodews, Tiffany, Winants (and others, etc., who can't break below the $1.29-and-up level as yet), either because of distrib com-mitments or because source of supply or capital is limited, are viny adher-ents. How far the Caravans and Al-legras can go with the 98-cent level depends, observers here opine, on their ingenuity in keeping down costs, no matter what licensing fees. Copyright costs are mitigated on most of their present stuff (Mother Goose and other young nursery material falls in the public domain), but even as the viny prices go higher for kid stuff, the problem of obtaining and producing original material or copyrighted ma-terial at a price sufficiently cheap to sustain a 98-cent operation will get more and more severe. Meanwhile, the volume sale of Gould's Caravan and Puner's Allegro disks at the buck level looks to be satisfactorily se-cure, at least through this year.

Direct selling phase of the kidisk market has been further enhanced by the work of the Young People's Record Club (YPRC) and a newer direct-mail org., the Children's Record Club (CRC). The YPRC cuts its own material and bases its selling pitch on the quality of the selection of values of its viny platters (a panel of judges makes selections much like book of the month Club), but even with dividends and other enticements included, the price of the platter to the club member remains at the dollar level. The VRC, which recently broke out with The New York Times full-page ads, is reported to be marketing some merchandise origi-nally peddled by the Terry-Gould Sound people under Ted Cott's aegis. This has not been verified, but the club is packaging its disks in own wrappers at a price, including divi-dends, which comes down to $1.29 per.

Six-Touchers in Sport

One of the most surprisingly force-ful factors in the kidisk record biz has been the remarkable rise and fall and rise again of some record biz. Dave Lapidus's Rocking Horse label, which peddles seven-inch plastic platters thru distrubs at 33 cents (earlier this year it was estimated that in about four months—from late December to January—he sold over 3,000,000 platters and that probably has gone past 5,000,000 to date) is the best case in point. Lapidus recently stopped at a peak of 6 cents per and sold direct to variety, chain and department stores. Secret of Lapidus's climb again is measured in terms of pre-war merchandising. He takes an ex-remely slim unit profit and relies on quick, huge volume to maintain a firm net-income tally.

Impact of Lapidus and a new venture into the kickdisk record field by the Simon & Schuster book firm are not taken lightly by the majors. Columbia Records was prepared to launch its own seven-inch, 33-cent venture about April 1 but has held up production when Lapidus out with his 33-cent shellac platters. The CRC probably will go ahead with its platter, but reportedly the company is investigating its sources of sup-ply to figure out whether, and how, it can get below the 33-cent list figure.

Simon & Schuster

The Simon & Schuster entry into the field, a long awaited venture, currently has gotten into the prelimi-nary selling stage. $58,000 expending with a six-inch plastic plass-alter to retail for 29 cents plus 2 cents tax. These will be sold to retailers direct, for 19 cents, cutting out distrubs. Pressing for $58 is being done by one Mendy Brown, located in New York. To date the price and extent of $58 efforts is strictly trial and error; they've put out some platters based on stories from their Little Golden Book (tale is called Little Golden Records) and are surveying buyers to determine shortcomings. So far, $58 spokesmen have shown satisfaction with the choice of material, but wants improvements in clarity and audibility. When all clinkers have been eliminated, $58 intends to launch a selling campaign in retail disk and book stores, variety and chain outlets, but probably will not go after the full market until August.
Announcing

THE EXCEPTIONAL SCORE OF THE NEW WARNER BROS. PICTURE

"ROMANCE ON THE HIGH SEAS"

(A MICHAEL CURTIZ PRODUCTION)

Words by SAMMY CAHN

Music by JULE STYNE

Recordings:

**IT'S YOU OR NO ONE**

Published by REMICK MUSIC CORP.

DICK HAYMES — Decca
TONY MARTIN — Victor
MARGARET WHITING — Capitol
VIC DAMONE — Mercury
SARAH VAUGHAN — Musicraft

**IT'S MAGIC**

Published by M. WITMARK & SON

DICK HAYMES — Decca
TONY MARTIN — Victor
DORIS DAY — Columbia
GORDON MacRAE — Capitol
BUDDY KAYE TRIO — MGM
VIC DAMONE — Mercury
SARAH VAUGHAN — Musicraft

**PUT 'EM IN A BOX**

TIE 'EM WITH A RIBBON AND THROW 'EM IN THE DEEP BLUE SEA

Published by REMICK MUSIC CORP.

H O A G Y C A R M I C H A E L — Decca
PAGE CAVANAUGH TRIO — Victor
RAY McKinley ORCH. — Victor
DORIS DAY — Columbia

**I'M IN LOVE**

Published by HARMS, INC.

ANDREWS SISTERS — Decca

**RUN, RUN, RUN**

Published by M. WITMARK & SON

ANDREWS SISTERS — Decca

**THE TOURIST TRADE**

Published by REMICK MUSIC CORP.

J A C K S M I T H — Capitol

Music Publishers Holding Corp.

REMICK MUSIC CORP.
JOHNNY WHITE
Prof. Manager

M. WITMARK & SON
NAT FREELING
Prof. Manager

HARMS, INC.
HARRY GARFIELD
Prof. Manager

RCA BLDG. — ROCKEFELLER CENTER, NEW YORK 20, N. Y.
Music—As Written

New York:
Buddy Moreno's ork definitely follows the current show into the Paramount Theater here.

Orkster Sammy Kaye and comedian Milton Berle debut their five-show contract on May 29 in Pantages Theater. They do two shows in Toledo May 1 and two shows again May 2 in Detroit. . . . Chippie Janet Brace has taken over the fum chores with Johnny Long's ork. The Long crew has been set for the Carnival, Motor Hotel and Traveler Hotel, Virginia Beach, Va., August 7-15 and Convention Hall, Atlantic City, August 18-24.

United States' Jack Gale to the Coast to head the firm's activities in California. . . . Moo Jaffe and Ray Lee have cleft I'll Be Lucky in Kentucky. The group, adorned with eyes on Sammy Kinsey, is published in General Music. . . . Also saxman Charlie Kennedy and trumpet totters Johnny Sello and Gordon Boxwell have rejoined the Green Era ork.

Al Donahue gets CBS air time twice weekly from the Totem Pole Ballroom, starting May 5. . . . Miss (Mike) Waldman has taken over as publicity head of De Luxe diskery.

Jose Celbaelo ork moves into the Monte Carlo for a four-week run Wednesday (3). . . . Russell Young's ork opens a three-week stand May 10 at Bill Green's Casino, Philadelphia, thus follows with a one-week deal at the Centenial Gardens, Syracuse, N. Y., June 1.

Encore Music this week took over the King Size Poppy race hit ditty from Berle Adam's preview pub. Encore also acquired Delilah from RMI, who originally pubbed some tune seven years ago. Delilah dishes slated for rerelease are Glenn Miller (Victor), Mills Brothers (Decca) and Buddy Clark (Columbia).

General Artists' Corporation exec, Art Weems, off on a two-week vacation to the South with Lucien Herman's small ork signed to a General Artists' Corporation management pact. The group now is at the Astor Hotel. . . . Louis Jordan's group is set for a three-week stay at a radio studio, co-located with the Oriental Theater, Chicago, May 27. Larry Clinton's ork and the Modernaires singing group have been packaged for a college opening at University of Pittsburgh May 7. . . . Joe Glaser, Billie Holiday-Ed Fishman entanglement straightaway, apparently with Glaser being named the chipper's manager.

Elia Loux's ork is signed to do the Pope I ball at the Manhattan Center on Monday. May 24. His Gimpy Gables ork in Paris leaves May 8. It is likely that the agency will land another jazz package abroad sometime in November. . . . Dancer, band manager for King Records, handles New York, New Jersey and New England. Formerly was in similar capacity for Lusen Records. . . . Johnny Holmes, former solo man with Iowa State Orkster here, opened his own distributing house, Master Record Sales, which will handle the disk lines of Danc's, Top, Alvin and Demon waxers.

Hollywood:
Marjorie Hughes, thurst daughter of Steinwayer-bateman Frankie Carle, has recovered from her recent illness and will reunite her father's aggregation for his on-the-road airshow series. All Lucien Herman's tunes signed to General Artists. The Modernaires are scheduled for New York, then Slim and the! Modernaires sing to make its coast-to-coast bow May 9 on the Columbia Broadcasting System (CBS). Thereafter, they will share the vaude stage with Greg Lawrence and the Starlighters. . . . Paramount Pictures last week extended its option on cleftor Frank Loesser. Latter's I Wish I Didn't Love You So, from Paramount's Pirls of Paukille, was nominated for an Academy Award.

Jimmy Dorsey plays the annual Santa Monica Firemen's Ball Friday (29) at Casino Gardens. Others inked for the affair are Red Nichols and his crew. Jimmy and Mildred Mulcaey and the Melo-Las. . . . Five tunes cut for Columbia's 'pictures' teams. Two of Greg Lawrence and the out of Harry Roman's production. Ladies of the Chorus, include Crazy for You. Every Baby Needs a De Du Daddy. Anyone Can See. You're Never Too Old, and the pic's title tune. In addition, the Bobby True Trio will present their own specialty, Ubangi Love Song.

Orkster Jan Garber and MCA are reaching stage shape over what Garber claims is agency's lack of interest in handling him properly. Garber, MCA 18 years, says he's earned agency nearly $1,000,000 in commissions but that MCA has nagged him a commercial radio show. Moreover, Garber says he's been on five record labels, but deals were always set with private parties, with MCA collecting commissions anyway. Current pact ends eight months hence.

Hartford:
Frankie Laine will be guest star for the Holy Name Society minstrel show slated for the Lyric Theater, Bridgeport, May 10. . . . Jack Stiff's orchestra to be house of interest in handling him properly. Frankie, MCA 18 years, says he's earned agency nearly $1,000,000 in commissions but that MCA has nagged him a commercial radio show. Moreover, Garber says he's been on five record labels, but deals were always set with private parties, with MCA collecting commissions anyway. Current pact ends eight months hence.

Cincinnati:
Milt Magel, the Castile Farm nobby, brings the Stan Kenton band into the 2,500-seat Taft Theater Wednesday night (5) for two shows, with discount seats available at $2.50 to $3. The shows are set to play at Castile Farm some months ago but which was forced to cancel due to illness. . . . Sam Donahue inked for a week at Joyland Park, Cincinnati, beginning June 5. Allen the Modernaires set for Coney Island here the week of July 5 at 20 a fancy 2.

Horace Hodt and His Musical Knights, who begin a week at the RKO Albee Theatre (4), will do their NBC Philip Morris show minus the Albee stage Sunday night (9) in a special show at Lyric prices. Advance rate indicates (See MUSIC AS WRITTEN on opposite page)
Evans's Sale of "Ballerina"
To P. Maurice Sets a Trend

NEW YORK, April 24.—Redd Evans sold the English publishing rights to his new recording of the Carl Sigman song "Ballerina" for $3,000 this week and unfolded a significant new technique for independent pub dealers with English music men. The Peter Maurice firm in England bought the tune for a reported $3,000, a figure that far exceeded the 15 per cent of the retail selling price of sheet music. Orthodox English deals in the past have usually been limited to 10 per cent of the list, but Evans has been a notorious hold-out on the foreign rights to Ballerina. The 25 per cent figure represented a compromise between the 10 per cent figure and other demands Evans had made.

The publishing house here originally had balked at English pub fees for routine advance deals, demanding a bonus on top of the regular arrangements. The bonus would have been shared with the songwriters, according to Evans, as would have any "earnings of the song," but he felt that delivering an established American hit called for more than a fee applied against copy sales of the ditty in England. When England pubs resisted the bonus, Evans returned to Ballerina until Peter Maurice came up with the 3G against 15 per cent offer. The deal includes 25 per cent of mechanicals but contains a wrinkle in its provision for sale outside of England.

French Negotiations
Evans has reserved the right to negotiate with Foreigner Frigman. Mr. Maurice is allowed to place the song with the French publisher it presumably, it would select its own adjunct. The income from the French outlet would be directly negotiated with Evans, however, representing an improvement over the usual "percentage of a percentage" deals when all rights are vested in the English pub. The Maurice firm claims that its rights/extensions except for Scandinavia where Evans is negotiating separately.

Climning of the Ballerina deal led observers here to predict that Mickey Goldsen, of Capitol Songs, Inc., would soon make a sale of Mamma to an English outlet. Goldsen has held out on his hit remaining along the line of Evans's position. Goldsen also claimed that the delivery of a hit tune was worth more than a mere advance against earnings of the song.

The Evans-Goldsen resistance has been watched on both sides of the ocean. Sales of 40 per cent advance for the sale of the English rights has been the customary procedure for indie pubs who have no reciprocals in both countries.

Local 802 To Get
80¢ From ARM for
Free N. Y. Concerts

NEW YORK, April 24.—Local 802, American Federation of Musicians (AFM), will receive $89,132 plus the AFM's recording and transcription fund with which to stage free spring and summer concerts in the areas for which the union was organized. The first year, it was learned this week.

Last year's concerts gave employment to over 5,000 musicians and covered 701 projects in a year, mostly in hospitals, veterans' Administration hospitals, public schools, charitable institutions and similar locations.

Detroit:
Chester Brejnak forming a local band under the name of the Polka Kings orchestra.... Lester Shank setting up a new unit under the name of the Les Shaw orchestra.... Mary Maiorana and Thomas Coco starting a new record company to bring out a number of Italian operatic records.

Gunning for Bootleg Disks
(Continued from page 16)

havming agents would launch investigation in the bootlegger's lair.

Lubinsky, who has just returned from a nationwide tour during which he says he conducted a personal investigation of the counterfeit platter biz, claims that counterfeiters have turned out a million duplicate disks from the catalogs of some dozen record manufacturers in recent months. He claims that most of the disks are apparently coming from hideout plants in the Los Angeles area. He also points out that no government excise tax is being paid on the counterfeit merchandise and that this alone should be enough reason to bring on a widespread federal investigation.

HOLLYWOOD, April 24.—What were said to be "important advances" to the eventual cranking of the counterfeiting ring dealing in bootleg disks were claimed last week by local indie labels involved in tracking down the violaters. Details were withheld from publication with the statement that they would serve as a tip-off to the counterfeiters.

Labels that have joined forces in an all-out effort to locate and prosecute the ring include Aladdin, Frank & White, Jewel and Specialty. It was reported that the labels plan to also come in with the Coast labels, but this would not be confirmed at press time.

Herman Lubinsky, Savoy prexy, last week flew to Los Angeles to investigate reports that his label was being victimized by the counterfeiters. Upon arriving there, he discovered that bogus copies of Savoy's hot singles Thirty-Three Trumpet (Sidney Bechet), Thirty-Five Thirty-Six (Danny Pappa Snow) and Thirty-Seven (Sidney Bechet), were being circulated. Lubinsky told The Billboard that this was in the best-seller class in the East, and that his sales reports showed it to be a slow mover on the Coast. Loss in Coast sales, he said, can be blamed directly on operations of the counterfeiters, who have re-recorded the disk and are peddling it cut rate to dealers in this area.

MEZZROW-BECHET SEPTET:
Sidney Bechet—Soprano Sax
Mezz Mezzrow—Clarinet
Jazz Poppa Snow—Trumpet
Jimmy Blythe Jr.—Piano
Sidney Carlello—Drums

K-149—Blood on the Moon
(Vocal—Poppa Snow White)
House Party

K-144—Leeve Blues
Saw Mill Man Blues
(Vocals—Pleasant Joe)

K-145—Booogn’ With Mezz
1 Finally Gotcha
(Piano Solo—
Jimmy Blythe, Jr.)

MEZZROW-BECHET QUINTET II:
Sidney Bechet—Clarinet
Mezz Mezzrow—Clarinet
Wesley 'Sox' Wilson—Piano
Wellman Brand—Bass
Warren 'Baby' Dodds—Drums

K-146—Really the Blues—Part 1
Really the Blues—Part II

K-147—Evil Gal Blues
(Vocal—Coat Grant)
Breathless Blues

K-148—You Got To Give It To Me
(Vocal—Coat Grant)
You Can’t Do That to Me
(Vocal—Coat Grant and Sox Wilson)

See Your Jobber or Write to
STANDARD PHONO CORP.
SOLE SELLING AGENT
163 WEST 23RD ST.
N. Y. C.

Music As Written

(Continued from opposite page)
A jammed house.... Art Mooney, mended from an emergency appendectomy, was slated to be released from Jewish Hospital Sunday (2), with the leader heading back to New York.... Tax haven one-eights in Honolulu, Garden, Coney Island, August 6, in an effort to top the one-nighter record he hung up there last summer.
The greatest Hill Billy find of all time hits on BULLET record No. 649... IT'S LEON PAYNE with "LIFETIME TO REGRET" and "DON'T TRY IT"... .

Just try it and see

ZEKE CLEMENTS scores on BULLET record No. 653, with "BROWN'S FERRY BOOGIE"—it'll get you. . . And it's backed by another.

BULLET HIT... "IN THE VALLEY OF MY DREAMS"

CHECK BULLET RECORDS FIRST
ORDER FROM YOUR NEAREST DISTRIBUTOR

BULLET RECORDS
423 BROAD STREET, NASHVILLE, TENN.
6-4573

DEMAND THE ORIGINAL

JON & SONDRA STEELE'S
"MY HAPPINESS"
ON DAMON RECORDS D-11133 ONLY

NEARING QUARTER-MILLION MARK!
NO SUBSTITUTE IS COMPARABLE!

Damon Recording Studios, Inc.
1221 BALTIMORE AVE. KANSAS CITY, MO.

DISK AND DATA... Spinners Gil Maurer and Bill Haley, of KSLU, Canton, N. Y., are running a one-hour weekly show tabbed So You Want To Be a Disk Jockey. They pick three potential whirlers from letter requests who vie for weekly spinner honors. Winners of the weekly show are invited in for finals on the fourth week, with the final winner drawing a prize. . . Cal Miller is a recruit for the blossoming spinner ranks on television. Miller is doing a weekly show over WABD, the Dumont station in New York, as part of the Bob Emory Rainbow House. Jack Harry (The New) Luke, of WNYA, Norton, Va., has designed a whirl show (especially for women) tabbed Apron Strings Serenade. He conducts a half-hour across-the-board ailer which features household, shopping, beauty and fashion hints between wax spicas. . . Waco, Tex., Station WACO, introduced a new show built around ancient wax hits tabbed Juke Box of Yesteryear. Run by spinner Ron Litteral, the show, which is heard Saturday evenings, features patter about the history of the various selections.

FEM DEEJAYS... Mary Smith recently tede off a spinner session on WRCM in Bay City, Mich. She became a whirler when her regular bosses, the Hardy Music Company of Bay City, decided to buy some air time and further decided that the regular disk counter girl, Mary, should serve up the disks on the air as she does in the shop. Tabbed Date With a Disk, response to the air has been strong enough to set it for at least two years... Another gal spinner from the boss's back yard is Jerry James of KQAL, Denver, who worked for the Raymond Keene Advertising Agency which handles the sale of the spinner and is proving to be a three times weekly, 15-minute ailer tabbed Melody Laundy, which is sponsored by the Denver Laundry Owners' Association, the Keene account. . . Chicago spinner Rosemary Wayne draws a new wax stanza 've WAIT. Chicago's Saturday from 7 to 8 p.m. beginning May 1 which will supplement her regular WJID show.

TERRITORY TUNE TOUTING... Robert Conrad, WXOL, Richmond, Va., feels that Peggy Lee's recuting of Why Don't You Do Right? for her Capitol album may inject some new life into the revived ditty "since the bulk of record fans today remember the old rendition."... Louis Hubbard, of WFLO, Farmville, Va., sets the keynote for many other spinners thusly: "King Cole's Nature Boy was the record of any year."... Bruce Mack, of KSOA, Odessa, Tex., feels that the major diskers aren't reinventing enough of their old catalog items. Among those he would like to see available again are Tommy Dorsey's F Daffidulh and Harry James's I'll Get By. . . Hank Jacobsen, WKDK, Newberry, S. C., writes that the London disking of A Time to Love, as done by Sam Brown, has been proving "extremely popular" in his listening area.

SPINNER SPATTER... Leeds Music's song placers, Doc Berger, is taking off on a trip to contact spinners in the Midwest. He will visit Detroit and Milwaukee, among other cities. . . Detroit Station CWW and Cooper, Wyes. Station KVOE are the latest outlets to buy the Duke Ellington out transcribed spinner show... Former New York press agent, Mort Nussbaum, is a new addition to the deejay ranks with a two-hour across-the-board spinner session on WHAM, Rochester, N. Y., which emanates in the city by the Triton Hotel and is appropriately tabbed Meet Me at the Triton. . . Newest spinner-additions to the staff of WCLS, Florence, S. C., are Robert Sayerd and John Evans. . . The Young's Gap Hotel is looking for a disk jockey to run a two-hour nightly show from the hotel, a la Jack Eisen, during the summer. . . Bob Winis and Andrés Beruch will do their Mr. and Mrs. Music WMCA, New York, spin show for the New York Museum of Science & Industry Tuesday (27) in a special ailer from the cancer exhibition there for the benefit of the New York Cancer Committee... WFDF, Mexico, is expanding its disk jockey program with two new ailers: one's a noonday two-hour whilst tabbed Recalling Years: second is a one-hour morning show by Bruce Davis. . . Jack Eisen celebrates the first anniversary of his New York Copacabana ailer tomorrow (25). . . WCSI (Columbus, Ind.) program director Groene Zimmer presented the station's eighth monthly disk jockey round tables Saturday (24) with seven Midwestern spinners participating. They included Ted McCoy, WSUI, Bloomington, Ind.; Paul Buchman, WTM, Bloomington; Paul Roberts, WFMN, Indianapolis; Bob Pruet, WBE, Indianapolis; Jim Loudsight, WHAS, Louisville; Bill Nimm, WLV, Cincinnati; and John Shappard, WCKY, Cincinnati.

GEM'S HUSH MAN... Jockey Jack Lacy, of WINS, launched a contest Tuesday (24) in conjunction with Modern Music Sales and Gem diskery. Pitch is for Lacy to play platter of a certain Gem will champion, billing him as a "mystery singer." Listeners will be asked to send letters to Lacy telling why they like the unknown warbler and his Gem disking of In the Dark, which will be aired at about 1 p.m. daily thru May 1. Contest ends and winner will be unmasked. Prizes, donated by Modern, consist of a radio-phone combination and six table radios for the seven top letters.

NADJ DOINGS... A special feature arranged in conjunction with the National Association of Disk Jockeys. Now of the comments below necessarily reflect the opinion or editorial policy of The Billboard.

Plans are being laid by disk jockeys in New Orleans and Rochester, N. Y., to organize NADJ chapters. NADJ hereafter will clear and organize all charity drives which ask for disk jockey co-operation. NADJ members have been helping the Eastern Paralyzed Veterans' Association in its drive to build homes for special paraplegics' homes to be built with federal funds.
The Billboard's New Monthly Magazine to help RECORD DEALERS make GREATER PROFITS

TURNOVER
The Monthly FOR RECORD AND PHONOGRAPH DEALERS

July 1948

OUT JUNE 14th
First issue will actually be dated July, but published in advance to coincide with NAMM Convention at Palmer House, Chicago, June 14.

TURNOVER will fill a vital need. From cover to cover Turnover's editorial pages will virtually be an encyclopedia of sales tricks and merchandising ideas.

FOR DEALERS Turnover will mean easier, more practical ways to merchandise and sell more records, accessories and sets more profitably.

FOR ADVERTISERS Turnover presents a monthly opportunity to reach the nation's most aggressive dealers at the very moment their interest is focused on selling more records, accessories and sets by employing merchandise tricks and sales aids. First issue closes May 24. Write today for rates and information.
HONOR ROLL OF HITS

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

TUESDAY MAY 4th and THURSDAY MAY 6th

This Week

1. NOW IS THE HOUR

Records available: Ray Bloch Ork, Signature 15171; Shelly Manne Ork, Mercury 20125; Jimmie Lunceford, Decca 2350; AlphonsoÜNard, Decca 2358; Henry Hall, Decca 2438; Harry James, Decca 2439; The Sirs, Decca 2440; The Three Suns, Victor 26-2916; The Deacon, Decca 24179; Harry James, Decca 2440; Electrical transcription libraries: Nat Brandwein, World; Horace Heidt, Standard; Shelly Manne, Lang-Worth.

2. MANANA

Records available: Peggy Lee, Capitol 1013; Mills Brothers, Decca 2472; Edmundo Ros Ork, London 150, J. Lost Ork, Victor 26-2908; The Woodland Serenaders, Record-A-Way 45;

3. BABY FACE

Records available: Benny Davis and Harry Akst Published by Remick (ASCAP) Records available: The Alpinos, Brill 500; Frank Kuske, Decca 2353; Hum and Drum, Stellar 135; Art Mooney, MGM 16316; Patti All-Star Strings, Decca 2420; B. Strong Ork, Tower 157; Uptown String Band, RKO 1040; Sammy Kaye, Victor 26-2909; Fats and Peggy, De Luxe 1522; J. Palermo, Decca 2438; Jack Smith, Decca 2452; The Deacons, Decca 2439; Horace Heidt, Decca 2441; The Woodland Serenaders, Record-A-Way 45; Electrical transcription libraries: D'Artega, Lang-Worth.

4. YOU CAN'T BE TRUE, DEAR

Records available: Ken Griffin, Broadwater 6-048; Ken Griffin, Hotels 6-128; Hugh Lane, De Luxe 1211; V. Lynn, London 302; Jerry Wayne-Ken Griffin, Decca 2420; M. Wilson, Grand Harmonic Ork, Record-A-Way 45; Bullet 132; Colonial Ork, Standard T-355; N. Bonetti, Apollo 1121; W. Oakes, Victor 26-2911; The Spermanes, Capitol 1057. (No information on electrical transcription libraries available as The Billboard goes to press.)

5. I'M LOOKING OVER A FOUR LEAF CLOVER

Records available: Ray Bloch Ork, Signature 15171; Frankie Laine, L-101; Art Mooney, MGM 15115; Rose Morgan, MGM 15115; AlphonsoÜNard, Decca 2351; Harry James, Capitol 29; Art Mooney, MGM 15115; Harry Greathouse, Decca 2442; The Casanovas, Columbia 2443; The Harmonisers, Columbia 2446; The Harmonisers, Universal 411; The Polka Dots, Columbia 2447; Forrest Sisters, Decca 2448; The Harmoniers, Universal 411; The Three Suns, Victor 26-2915; Electrical transcription libraries: Russ Morgan, World; Lawrence Wolfe, Standard.

6. BEG YOUR PARDON

Records available: Francis Craig and Beatrice Smith Published by Robbins (ASCAP) Records available: Francis Craig, Columbia 2449; Francis Craig, Capitol 29; Dave SWank, Decca 1212; Larry Green Ork, Victor 26-2941; Art Mooney, MGM 15115; Blonde Lassie, Mercury 1529; Edith Broderick, Majestic 1540; Russ Morgan, Decca 2438; Electrical transcription libraries: Vincent Lopez, NBC Theatrescope; Art Mooney, Associated; Russ Morgan, World.

7. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

A FELLA WITH AN UMBRELLA

Records available: The Alpine Dales, First 5005; Andrews Sisters, Decca 2440; Dixa Serenaders-M. Olmut, Columbia 2449; V. Chimes, Decca 2451; J. Deans, London 261; Russ Morgan, Decca 2438; Electrical transcription libraries: Freddy Martin, NBC Theatrescope; Art Mooney, Associated; Russ Morgan, World.

8. SABRE DANCE

Records available: B. Bloch Ork, Signature 15171; Randy Harris, Columbia 2442; The Harmsworths, Jukebox 3051; M. Marlow-MGM Ork, MGM 25006; H. Dyer Harmonica Trio, Columbia 2445; Freddy Martin, Victor 26-2721; Chicago Symphony Orch A. Robinof, Dir, Victor 10-698; Oscar Leroy, Columbia 2447; New York Philharmonic Symphony, Columbia 2448; Andrews Sisters, Decca 2449; Electrical transcription libraries: Freddy Martin, NBC Theatrescope; Budge Savage, Standard; Music of Manhattan Ork, NBC Theatrescope.

9. THE DICEY-BIRD SONG

Records available: B. Bloch Ork, Signature 15171; Liberty Clinton, Decca 24001; The Dell Trio-Jerry Wayne, Columbia 28085; Freddy Martin, Victor 26-2817; O. Ooster, Majestic 1224; Electrical transcription libraries: Myth Herd Trio-Larry Dougal, World; Freddy Martin, Standard.

10. NATURE BOY

Records available: King Cole, Capitol 1516; Freddy Martin, Columbia 2449; (No information on electrical transcription libraries available as The Billboard goes to press.)

FOR SALE

COLUMBIA 38101

IN THE LAND OF SUGAR PLUMS

The Michigan Serenaders, Decca 2440; Electrical transcription libraries: Freddy Martin, NBC Theatrescope; Art Mooney, Associated; Russ Morgan, World.

THE BILLBOARD MUSIC POPULARITY CHARTS

PART 1

The Nation's Top Tunes

The nation's top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's Week-Ending Popularity as measured by survey feature of The Billboard's Music Popularity Chart.
RAMMY KAYE
The Tune on the Tip of My Heart
Bright and bouncy ... a typical Kaysie coin-catcher with flitting lyrics by Don Cornel and the Three Kaydians.
I’ll Always Be In Love With You
Slow, dreamy oldie that’s coming back. Don Cornel and the Three Kaydians blend yellow voices.
RCA Victor 20-2745

FREDDY MARTIN
On the Little Village Green
Zingy strings and that typical Martin piano-fingerling will make this a big “soft lights ‘n’ sweet music” favorite!
A Little Street Where Old Friends Meet
This one has that lazy, nostalgic feeling. Humming background, with Clyde Rogers’ vocal adds a back-room flavor to this dilly.
RCA Victor 20-2826

LARRY GREEN
Concerto to the Moon
(Concerto En La Luna)
Light and lofty all-instrumental . . . swell follow-up to Larry’s “Be Your Partner.”
Get next to this sparkling piano-waxing, but fast!
RCA Victor 20-2832

DESI ARNAZ
and his Orchestra
Rumba Rumbero
Desi’s cross-country tour is booming his popularity. Desi delivers this one with his terrific, original vocal styling. Reminds you of “Cuban Pete.”
In Santiago, Chile
(Take It Chilly At All)
Sounds like . . . some idea as “Maskana,” only it’s about a Chilean who wears a hot serenata. Cash in on this calypso click!
RCA Victor 20-2837

ERSKINE HAWKINS
and his Orchestra
Gabriel’s Heather
The winning title from a nation-wide disk jockey contest . . . and it’s as hot and buzzy as the name sounds!
I’d Love to Make Love to You
A slow ballad, with a solid vocal by Laura Washington.
RCA Victor 20-2836

BILL BOYD
and his Cowboy Ramblers
Closed for Repairs
Swell rustic piano-fingerling, as Bill chants the vocal.
American Patrol
Glenn Miller’s oldie, up-to-date “country style”
RCA Victor 20-2833

CHARLIE MONROE
and his Orchestra
I Know You’ll Understand
A hillbilly ballad with plenty of guitar and mandolin.
End of Memory Lane
Ear-catchingly duet by Charlie and one of his “Pardners.”
RCA Victor 20-2834

HANK, “THE SINGING RANGER”
and his Rainbow Ranch Boys
Here’s Canada’s great singing cowboy! Hank sings in the Ernest Tubb style in these two proven sellers. “A” is a slow waltz and “B” is a ballad. Clear the Hillbilly Hecks for plenty of play on Hank—“The Singing Ranger”
My Mother
and
My Sweet Texas Blue Bonnet Queen
RCA Victor 20-2835

NEW INTERNATIONAL HITS!
JOE BIVIANO
with RCA Victor Spanish Orch.
Bowling Alley Polka and Village Band
RCA Victor 25-1116

JOSÉ MORAND
and his Orchestra
Sundin in Old Santa Fe and Con Maracas
RCA Victor 26-9064

FRENCH
JEAN SABLON
Le Doux Caboulot and J’ai Ta Main
RCA Victor 26-7009

POLISH
WALTER DOMBOWSKI
and his Orch.
Whose Treat and Warszawianka
RCA Victor 25-9784

MUSIC

Hits from “Inside U.S.A.!”

Album K-14
RUSS CASE
inside U.S.A. and
PERRY COMO
with Brook Concerts
Haunted Heart
RCA Victor 45-0001

BEATRICE LILLIE
and Chorus, with Brook Concerts
Come, Oh Come and
At the Mardi Gras
RCA Victor 45-0001

JACK HALEY
with Irving Miller, his Orch., and Chorus
First Prize at the Fair and
Rhode Island Is Famous For You
RCA Victor 45-0002

BILLY WILLIAMS
and Chorus, with Brook Concerts
My Gal Is Mine Once More and
Atlantic (Bea Lillie)
RCA Victor 45-0003

WATCH THESE “CLIMBERS”!

FREDDY MARTIN
Feathery Feelin’
RCA Victor 20-2709

PERRY COMO
Haunted Heart
RCA Victor 20-5713

PEE WEE KING
Tennessee Waltz
RCA Victor 20-2600

ABE STIDHAM
My Heart Belongs to You
RCA Victor 20-2572

HENRI RENÉ
Piano Polka
RCA Victor 20-1111

ALL-TIME HITS RE-ISSUED!

PERRY COMO
Lili Marlene
RCA Victor 20-2824

TOMMY DORSEY
On the Alamo
RCA Victor 20-2848

SURE HITS!

SAMMY KAYE
I Love You, Yes I Do
RCA Victor 20-2674

PERRY COMO
Laroo Laroo Lilli Bolero
RCA Victor 20-2734

THE STARS WHO MAKE THE HITS ARE ON RCA VICTOR RECORDS
### Sheet Music

**Week Ending April 16**

#### Best-Selling Sheet Music

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>Publisher</th>
<th>English</th>
<th>American</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
<td>Shapero-Hayward</td>
<td>Shapiro-Mercer</td>
</tr>
<tr>
<td>2</td>
<td>15</td>
<td><em>Near You</em></td>
<td>Maurice</td>
<td>Morris</td>
<td>Leonard Connolly</td>
</tr>
<tr>
<td>3</td>
<td>11</td>
<td><em>I'm Remembering</em></td>
<td>Alfred</td>
<td>Edwin Morris</td>
<td>Leonard Connolly</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td><em>You Are My Sunshine</em></td>
<td>Maurice</td>
<td>Morris</td>
<td>Leonard Connolly</td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td><em>I'll Be Seeing You</em></td>
<td>Alfred</td>
<td>Morris</td>
<td>Leonard Connolly</td>
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<tr>
<td>6</td>
<td>12</td>
<td><em>I'll Remember April</em></td>
<td>Maurice</td>
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<td><em>I'm In the Mood</em></td>
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<td><em>I'm in Love With You</em></td>
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<td>Morris</td>
<td>Leonard Connolly</td>
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<td>10</td>
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<td><em>I'll Be In Love With You</em></td>
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#### England's Top Twenty

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<td>12</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
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<td>2</td>
<td>17</td>
<td><em>I'll Be Seeing You</em></td>
<td>Maurice</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td><em>You Are My Sunshine</em></td>
<td>Maurice</td>
</tr>
<tr>
<td>4</td>
<td>11</td>
<td><em>I'm Remembering</em></td>
<td>Alfred</td>
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<tr>
<td>5</td>
<td>5</td>
<td><em>You Are My Sunshine</em></td>
<td>Alfred</td>
</tr>
<tr>
<td>6</td>
<td>3</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
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<tr>
<td>7</td>
<td>10</td>
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<td><em>I'll Be Seeing You</em></td>
<td>Alfred</td>
</tr>
<tr>
<td>9</td>
<td>12</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
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#### Canada's Top Tunes

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<tr>
<td>1</td>
<td>11</td>
<td><em>A Tree in the Meadow</em></td>
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<td>2</td>
<td>17</td>
<td><em>I'll Be Seeing You</em></td>
<td>Maurice</td>
</tr>
<tr>
<td>3</td>
<td>15</td>
<td><em>You Are My Sunshine</em></td>
<td>Maurice</td>
</tr>
<tr>
<td>4</td>
<td>11</td>
<td><em>I'm Remembering</em></td>
<td>Alfred</td>
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<tr>
<td>5</td>
<td>5</td>
<td><em>You Are My Sunshine</em></td>
<td>Alfred</td>
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<tr>
<td>6</td>
<td>3</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
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<td>7</td>
<td>10</td>
<td><em>I'll Be Seeing You</em></td>
<td>Maurice</td>
</tr>
<tr>
<td>8</td>
<td>6</td>
<td><em>I'll Be Seeing You</em></td>
<td>Alfred</td>
</tr>
<tr>
<td>9</td>
<td>12</td>
<td><em>A Tree in the Meadow</em></td>
<td>Edwin Morris</td>
</tr>
</tbody>
</table>
"I'LL HURRY ON DOWN to your town too—"

Nellie Lutcher
Café Society
New York

Tiajuana Club
Cleveland

Chase Hotel
St. Louis

Adams Theater
Newark

Oriental Theater
Chicago

"THAT REAL GONE GAL"

Nellie Lutcher
Capitol Records

Personal Management
Carlos Gastel
Hollywood

Direction
General Artists Corporation
SOUND GREATEST AUDIENCES

(Opening Friday, April 30, 8 p.m. and ending Friday, April 30, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John O. Perot's Popularity

Coverage Index. The index is projected upon radio logs made available to Perot's

A.C.S. by the American Reporting Service in New York, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is predominantly over 60 per cent aired. (F) Indicates tune is from a film; (M) indicates it is a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher/ Lic. By</th>
</tr>
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<tbody>
<tr>
<td>All Dressed Up With a Broken Heart (R)</td>
<td>E. B. Marks-BMI</td>
</tr>
<tr>
<td>Ladyface (R)</td>
<td>Remick-ASCAP</td>
</tr>
<tr>
<td>100 Years of Fashions (F) (R)</td>
<td>Shapiro-ASCAP</td>
</tr>
<tr>
<td>Bul Beautiful (F) (R)</td>
<td>Barlow-Van Heusen-ASCAP</td>
</tr>
<tr>
<td>Few That I Am (R)</td>
<td>Hill &amp; Reynolds-ASCAP</td>
</tr>
<tr>
<td>Haunted Heart (M)</td>
<td>Williamson-ASCAP</td>
</tr>
<tr>
<td>Heartbreaker (R)</td>
<td>LeNora-ASCAP</td>
</tr>
<tr>
<td>Honey For Love (F) (R)</td>
<td>Melrose-ASCAP</td>
</tr>
<tr>
<td>I May Be Wrong (R)</td>
<td>Remick-ASCAP</td>
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<tr>
<td>I'm Looking Over a Four Leaf Clover (R)</td>
<td>Remick-ASCAP</td>
</tr>
<tr>
<td>It Began in Havana (R)</td>
<td>Shapiro-ASCAP</td>
</tr>
<tr>
<td>Little White Lies (R)</td>
<td>Bergmann-ASCAP</td>
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<tr>
<td>Manana (R)</td>
<td>Barlow-Van Heusen-ASCAP</td>
</tr>
<tr>
<td>Manana (R)</td>
<td>Barlow-Van Heusen-ASCAP</td>
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<tr>
<td>New Is the Hour (R)</td>
<td>LeNora-ASCAP</td>
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<tr>
<td>Plantation (R)</td>
<td>Remick-ASCAP</td>
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<tr>
<td>Sabor Dance (R)</td>
<td>LeNora-ASCAP</td>
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<tr>
<td>Saturday Date (R)</td>
<td>Remick-ASCAP</td>
</tr>
<tr>
<td>Saturday Night in Central Park (M) (R)</td>
<td>T. B. Harms-ASCAP</td>
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<tr>
<td>Slaughter Liberty (R)</td>
<td>Remick-ASCAP</td>
</tr>
<tr>
<td>The Best Things in Life Are Free (F) (R)</td>
<td>Crawford-ASCAP</td>
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<tr>
<td>The Dickey-Bird Song (F) (R)</td>
<td>Robbins-ASCAP</td>
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<tr>
<td>Tooie Oolie Doolie (R)</td>
<td>Chas. K. Harris-ASCAP</td>
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<tr>
<td>We Just Couldn't Say Goodbye (R)</td>
<td>Melrose-ASCAP</td>
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<tr>
<td>You Turned the Tables On Me (R)</td>
<td>Shapiro-ASCAP</td>
</tr>
<tr>
<td>You Were Meant For Me (F) (R)</td>
<td>Miller-ASCAP</td>
</tr>
<tr>
<td>You're Too Dangerous, Cheese (R)</td>
<td>Remick-ASCAP</td>
</tr>
</tbody>
</table>

The Remaining 20 Songs of the Week

| Betty Blue (R)                               | Bloom-ASCAP       |
| Boll Weevil Band (R)                        | Remick-ASCAP       |
| Encore, Cheerie (R)                         | Remick-ASCAP       |
| Ezra Kneel on the Name (R)                  | Remick-ASCAP       |
| Ginger (R)                                 | Remick-ASCAP       |
| Lone Star Moon (R)                          | Advanced-ASCAP     |
| Love Is Fun (R)                             | Encore-BMI         |
| Mary Lou (R)                                | Miller-ASCAP       |
| May Tin (R)                                 | E. H. Morris-ASCAP |
| My El (F)                                   | Chappell-ASCAP     |
| Only Love (R)                               | LeNora-ASCAP       |
| Someone Cares (R)                           | Campbell-Furgo-BMI |
| The December (Week in May) (R)              | LeNora-ASCAP       |
| Teresa (R)                                  | Duchess-BMI        |
| The Four Leaf Clover (R)                    | Goldmine-ASCAP     |
| There Ought To Be a Society (R)             | Drayer-ASCAP       |
| What's the Matter (F) (R)                   | Gernsback-ASCAP    |
| What'll I Do? (R)                           | Remick-ASCAP       |
| Who's Smiling (R)                           | Miller-ASCAP       |
| Who Were You Kissing? When You Kissed Me Last Night? (R) | Beards-ASCAP |

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on reports from weekly survey among 1,205 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of HM's Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>WEEKS</th>
<th>TIES</th>
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</thead>
<tbody>
<tr>
<td>15</td>
<td>5 MANANA</td>
<td>Pepp Lee, Capitol 15029-ASCAP</td>
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<tr>
<td>5</td>
<td>2 NATURE BOY</td>
<td>King Cole Trio, Capitol 15044-ASCAP</td>
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<td>10</td>
<td>3 NOW IS THE HOUR</td>
<td>Bing Crosby, RCA 19417-ASCAP</td>
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<tr>
<td>5</td>
<td>1 BABY FACE</td>
<td>Martha Washburn, MGM 10186-ASCAP</td>
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<td>7</td>
<td>1 CAUCASIAN</td>
<td>Raney, Columbia 28116-ASCAP</td>
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<tr>
<td>12</td>
<td>6 I'M LOOKING OVER A FOUR LEAF CLOVER</td>
<td>Art Mooney, MGM 10119-ASCAP</td>
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<td>10</td>
<td>6 THE DICKY-BIRD SONG</td>
<td>Freddy Martin, Columbia 28050-ASCAP</td>
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<tr>
<td>10</td>
<td>4 YOU CAN'T BE TRUE</td>
<td>Ken Griffin-Jerry Wayne, RCA 28059-ASCAP</td>
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<tr>
<td>4</td>
<td>16 I LOVE YOU, YES I DO</td>
<td>Sammy Kaye, Victor 29-2674-ASCAP</td>
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<td>9</td>
<td>15 THE CLOVER</td>
<td>Capitol 15049-ASCAP</td>
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<td>5</td>
<td>13 I'M SINGING MY SONG</td>
<td>The Chantels, Columbia 28115-ASCAP</td>
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<td>12</td>
<td>10 BECAUSE I LOVE YOU</td>
<td>Perry Como, RCA 29-2593-ASCAP</td>
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<td>14</td>
<td>3 I'M THE MAN</td>
<td>Edta Fontaine, Decca 29206-ASCAP</td>
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<td>13</td>
<td>11 BEG YOUR PARDON</td>
<td>Frankie Carle, Columbia 28056-ASCAP</td>
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<td>10 TOOTIE OOLIE DOOLIE</td>
<td>Andrews Sisters, Columbia 28480-ASCAP</td>
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MERCURY RECORDS

839 S. WABASH

CHICAGO 5, ILL.

CHAUS DARNELLA

5125
Retail Record Sales

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (*) Indicates time in a film; (**) indicates tune in a legit musical. The B side of each record is listed in italics.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RECORDS</th>
<th>ARTISTS</th>
<th>COMPANY/RECORD</th>
<th>WEEKS</th>
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<tr>
<td>1</td>
<td>MANANA</td>
<td>Peggy Lee</td>
<td>Capitol 15002</td>
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<td>2</td>
<td>ALL DRESSED UP W/THE SUGAR HONEY</td>
<td>Bing Crosby</td>
<td>Decca 24279</td>
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<td>3</td>
<td>BING CRUSHY</td>
<td>Bing Crosby</td>
<td>Decca 24279</td>
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<tr>
<td>4</td>
<td>YOU CAN'T BE TRUE</td>
<td>Ken Griffin, Jerry Wayne</td>
<td>Decca A-258</td>
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<td>5</td>
<td>LITTLE WHITE LIES</td>
<td>Dick Haymes</td>
<td>Decca 24280</td>
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<td>6</td>
<td>THE TREASURE OF SIERRA</td>
<td>Medco</td>
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<td>7</td>
<td>ST. LOUIS BLUES MARCH</td>
<td>Tex Beneke</td>
<td>Victor 23727</td>
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<td>BABY FACE</td>
<td>Art Mannay</td>
<td>MGM 10156</td>
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(Continued on page 30)

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,700 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

<table>
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<th>POSITION</th>
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<th>WEEKS</th>
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<tr>
<td>1</td>
<td>Down Memory Lane</td>
<td>Vaughn Monroe</td>
<td>Victor P-292</td>
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<td>2</td>
<td>Busy Fingers</td>
<td>Three Jumps</td>
<td>Decca A-293</td>
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<td>3</td>
<td>Rendezvous With Peggy Lee</td>
<td>Peggy Lee</td>
<td>Capitol CC-72</td>
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<td>4</td>
<td>Nellie Lutcher Album</td>
<td>Nellie Lutcher</td>
<td>Capitol CC-70</td>
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<td>5</td>
<td>Good News Album</td>
<td>June Allison, Peter Lawford, Joan McCracken, Patricia Marshall</td>
<td>MGM 17</td>
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</tbody>
</table>

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

Records listed are those cited and semi-clasical 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>RECORDS</th>
<th>ARTISTS</th>
<th>COMPANY/RECORD</th>
<th>WEEKS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Khachaturian: Gayne Ballet Suite-Sahara Dance</td>
<td>Chicago Symphony Orch; A. Rodin,ii, director</td>
<td>Columbia MM-664</td>
<td>1</td>
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<tr>
<td>2</td>
<td>Khachaturian: Gunar Ballet Suite-Sahara Dance</td>
<td>Philharmonic Symphony of New York; Elson Kurtz, conductor</td>
<td>Columbia MM-646</td>
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<td>3</td>
<td>Khachaturian: Gayne Ballet Suite-Sahara Dance</td>
<td>Oscar Levant</td>
<td>Columbia MM-641D</td>
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<tr>
<td>4</td>
<td>Warsaw Concerto</td>
<td>Boston Pops; Arthur Fiedler, conductor; Leo Litynski, pianist</td>
<td>Victor 11-8963</td>
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<tr>
<td>5</td>
<td>Prelude in C Sharp Minor</td>
<td>Boston Pops; Arthur Fiedler, conductor</td>
<td>Victor 11-9014</td>
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</tr>
<tr>
<td>6</td>
<td>Schubert Serenade</td>
<td>Boston Pops; Arthur Fiedler, conductor</td>
<td>Victor 12-0090</td>
<td>6</td>
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<tr>
<td>7</td>
<td>Russian Tablets</td>
<td>Boston Pops</td>
<td>Victor 12-0133</td>
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**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

Albums listed are those cited 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>
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<th>COMPANY/RECORD</th>
<th>WEEKS</th>
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<tr>
<td>1</td>
<td>Khachaturian: Gayne-Ballet Suite</td>
<td>New York Symphony Orch; Elson Kurtz, conductor</td>
<td>Columbia MM-664</td>
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<tr>
<td>2</td>
<td>Beethoven: Symphony No. 5 in D Major, Op. 67</td>
<td>Columbia MM-664</td>
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<td>3</td>
<td>Rachmaninoff: Concerto No. 2 in C Minor</td>
<td>London Symphony Orch; F. Reiner, director</td>
<td>Columbia MM-727</td>
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<tr>
<td>4</td>
<td>Rachmaninoff: Concerto No. 2 in C Minor</td>
<td>London Symphony Orch; F. Reiner, director</td>
<td>Columbia MM-727</td>
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<td>5</td>
<td>Chopin: Nocturne, Op. 27</td>
<td>Budapest Pops; A. Fiedler, director</td>
<td>Victor CO-41</td>
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<td>6</td>
<td>Mozart: Symphony No. 40 in G Minor</td>
<td>Pittsburgh Symphony Orch; F. Reiner, director</td>
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<tr>
<td>7</td>
<td>Dvorak: New World Symphony Op. 93</td>
<td>NBC Symphony Orchestra; J. Barlow, conductor</td>
<td>Victor 1094</td>
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<tr>
<td>8</td>
<td>Tchaikovsky: Nutcracker Suite</td>
<td>NBC Symphony Orchestra; L. Sousa, conductor</td>
<td>Victor 1094</td>
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</tr>
<tr>
<td>9</td>
<td>Rachmaninoff: Concerto No. 2 in C Minor</td>
<td>Boston Symphony Orch; Vladimir Golschmann, conductor</td>
<td>Victor 1094</td>
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<tr>
<td>10</td>
<td>Music of Mexico</td>
<td>Chicago Symphony Orch; H. Walker, conductor</td>
<td>Columbia MM-734</td>
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<tr>
<td>11</td>
<td>orchestra Suite</td>
<td>Chicago Symphony Orch; H. Walker, conductor</td>
<td>Columbia MM-734</td>
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</tr>
<tr>
<td>12</td>
<td>Choral Suite</td>
<td>Columbia MM-734</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

**B. L. MEANS BEN LIGHT**

We say he's the greatest "pop" pianist in the world. You'll say so too when you hear him play "I Cried for You," "You Rascal," "Begin the Beguine," "Dinah" or any of the 60 odd great titles that are taking the country by storm.

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TEMPO ATLANTIC
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TEMPO SOUTHERN
11 Avondale Road, Philadelphia 44, Pa.
You are cordially invited to listen to

PERRY COMO
Star of the Chesterfield Supper Club

introduce the entire score from

IRVING BERLIN’S
"EASTER PARADE"

National Broadcasting Company 7:00 P.M. EDT—9 P.M. CST
TUESDAY MAY 4th and THURSDAY MAY 6th

Irving Berlin will be Perry’s Special Guest Star

M-G-M presents IRVING BERLIN’S "EASTER PARADE"

starring JUDY GARLAND • FREU ASTAIRE • PETER LAWFDRO • ANN HILLER • A More Colorful Moss Picture

Irving Berlin publishes

IT ONLY HAPPENS WHEN I DANCE WITH YOU

Recorded by

PERRY COMO...Victor
GUY LOMBARDO...Decca
ART LUND...M-G-M
ANDY RUSELL...Capitol
FRANK SINATRA...Columbia

STEPPIN’ OUT WITH MY BABY

Recorded by

DENNY DENNIS...London
JOHNNIE JOHNSTON...M-G-M
GUY LOMBARDO...Decca
GORDON MacRAE...Capitol
DINAH SHORE...Columbia
THE THREE SUNS...Victor

MUSIC

The Billboard

May 1, 1948

Juke Box Record Plays

MUSIC POPULARITY CHARTS

Week Ending
April 25

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 4,000 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. Dates shown in this edition. Records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

POSITION
Weeks
Week

3 - 12
MAMANA...Novak Lee...Capitol 15022
11 12 NOW IS THE HOUR...Ring Crosby...Decca 24279
3 12 YOU CAN’T BE TRUE...Ben Griffl...RCA-E 226
4 12 BAIL FACTOR...Art Murray...MGM 10162
14 12 I’M LOOKING OVER A FOUR LEAF CLOVER...Art Murray...MGM 10119
16 5 BEG YOUR PARDON...Francis Craig...Ballet 1012
11 3...TOO GLIE DODIE...Andrew Sisters...Decca 24380
13 5 BEG YOUR PARDON...Frankie Carle...Columbia 38036
14 5...ST. LOUIS BLUES MARCH...Tex Beneke...Capitol 10212
12 5...I’M LOOKING OVER A FOUR LEAF CLOVER...Art Murray...MGM 10162
1...SABRE DANCE...Wiley Herman...Columbia 38102
11 10...NOW IS THE HOUR...Majorca 1191
2 13 SABRE DANCE BOOGIE...Freddy Martin...Victor 20-2721
5 12...RECALIZE...Victor 20-2833
(D. Darin, Decca 22055; Dean Hudson Ork [Ronney Snowton], Multi-Strain 1017)
11 15...I’M LOOKING OVER A...Russ Morgan-HER...Four Leaf Clover...Decca 24310

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard’s weekly survey among juke box operators.

POSITION
Weeks
Week

2 - 37 ANYTIME...Eddy Arnold and His Tennessee Playboys...Victor 20-2706
3 37...I’LL HOLD YOU IN MY EDDY Arnold and His Tennessee Playboys...Victor 20-2732
4 37...DECK OF CARDS...Tex Tyler...Pep Boys 1010
5 37...TENNESSEE WALTZ...Freddy Martin...Capitol Americana 40065
12 37...WHAT A FOOL I WAS...Eddy Arnold and His Tennessee Playboys...Victor 20-2706
14 37...HUMPTY DUMPTY...Heart Thompson and His Brothers...Heart of Texas 4509
16 37 BUBBLES...Bob Wills and His Texas Playboys...Capitol 10016
17 37 TENNESSEE WALTZ...Cowboy Copas...King 698
11 37...SIGNED, SEALED AND...Cowboy Copas...Capitol 45085
1...PAN AMERICAN...Howes Hawkins...King 698

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION
Weeks
Week

2...KING SIZE PAPA...Julie Lee and Her Boy Friends...Capitol 15084
5...FINE BROWN FRAME...Nolla Louden...Capitol 15052
7...I LOVE YOU, YES I DO...Billie Jackson...King 4181
9...REED PETE AND GONE...Louis Jordan...Decca 24381
10...BARNY BOOGIE...Louis Jordan...Decca 24390
12...TOMORROW...Sam Johnson...King 6201
4 7...I WANT A ROWLEGGED...Billie Jackson...King 1199
...GOOD ROCKIN’ TONIGHT...Wynonie Harris...King 4210
...EENY RAPDOSY...Bessie Howard [Big Tex]...Decca 24310
...TIME OUT FOR TEARS...Sonshine Churchill [The Four Tunes]...Mantar 1116

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 3)

9 15 NATURE BOY...King Cole Trio...Capitol 15084
12...TOO GLIE DODIE...Andrews Sisters...Decca 24380
8 SABRE DANCE...Columbia 38102
9...SABRE DANCE BOOGIE...Freddy Martin...Victor 20-2721
11...I’M LOOKING OVER A FOUR LEAF CLOVER...Art Murray...MGM 10119
...The Big Brass Band...RCA-Victor 617
12...BECAUSE...Perry Como...Victor 20-2653
...If You Had All the World...Sammie Davis, Decca 25298; Dean Hudson Ork [Ronney Snowton], Multi-Strain 112
13...IT’S AN IF...J. L. Mame...Decca 25174; Rcf Jones, Decca 25175; Billy Butterfield, Decca 25176
14...NOW IS THE HOUR...Gracie Fields...London 110
15...COME Back to Sorrento...Francis Craig...Bullet 1012
...I’M LOOKING FOR a Sweetheart
THE BILLBOARD PICKS:

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

TIME OUT FOR TEARS..................Savannah Churchill and the Four Tunes
A soothing ballad which already is showing in the BB most played race chart and previously has been tested in TIPS on Coast To Coast. It is done simply in the "I Want To Be Loved" fashion which shot Savannah to her initial fame.

PUT 'EM IN A BOX, TIE 'EM WITH A King Cole Trio...........Capitol 15080
RIBBON..................Eddy Howard Orchestra, Majestic 1252
Banny Cahn and Julie Greene have one of their newest and simplest rhythm ballads in ages. It's featured in a Warner film. Nat Cole's so hot currently, he should be the "natural boy" on the time, while Banny Cahn has a rock two-beat cork and trio rendition that will sell as many platters as Majestic (bested by plant difficulties) can steer into buying channels.

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. BABY, THAT AIN'T RIGHT.............Frankie Laine.................Mercury 3114
2. ALL OF ME..........................Frank Sinatra....................Columbia 38163
3. WEDDING BELLS ARE BREAKING UP...Steve Gibson and the Red Caps.....THAT OLD GANG OF MINE..............Mercury 4099
4. PLEASE DON'T KISS ME..............Margaret Whiting.............Capitol 15058
5. A MAN COULD BE A WONDERFUL.....Ray McKinley.................Victor 20-2766
6. WHY DON'TCHA DO RIGHT?.........Peggy Lee..........................Capitol 10118
7. NATURE BOY......................Frank Sinatra...................Columbia 38210

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 4790 of them, the record retailers think tomorrow's hits will be:

1. TIME OUT FOR TEARS..................Savannah Churchill-The Four Tunes
2. MY HAPPINESS......................Jan and Sandra Steel........Damar 4-11713
3. ALL OF ME..........................Frank Sinatra....................Columbia 38163
4. IT'S THE SENTIMENTAL THING TO DO......Vaughn Monroe..............Victor 20-2748
5. SUGAR MAN.....................Je Stafford and His Orchestra.......Capitol 15084
6. LAROO, LAROO, LILLI BOLERO........Frankie Carle.................Columbia 38130
7. SUSPICION..........................Ray Noble.........................Columbia 38146

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 3,526 of them, the juke box operators think tomorrow's hits will be:

1. LITTLE WHITE LIES.................Dick Haymes................Decca 2/296
2. IT'S THE SENTIMENTAL THING TO DO......Vaughn Monroe..............Victor 20-2748
3. MELODY TIME......................Vaughn Monroe..............Victor 20-2785
A special listing of Decca records based on actual sales...your guide to the sure-fire hits of today and tomorrow.

**BEST SELLERS**

1. **LITTLE WHITE LIES**  
   **DICK HAYMES**  
   The Treasure Of Sierra Madre

2. **TOO LATE TO DREAM**  
   **ANDREWS SISTERS**  
   No. 24390

3. **NOW IS THE HOUR**  
   **BING CROSBY**  
   No. 24279

4. **LUNGO, LUNGO LULLIBOLO**  
   **BING CROSBY**  
   The Story Of Sorrento

5. **SPECIAL RELEASE...BY DICK HAYMES**
   **YOU CAN'T BE TRUE, DEAR NATURE BOY**
   with THE SONG SPINNERs
   No. 24419

6. **LADIES DANCE**  
   **RUSSELL MORGAN**

7. **HAUNTED HEART**  
   **GUY LOMBARDO**

8. **GOODNIGHT SWEETHEART**  
   **GUY LOMBARDO**

9. **S.H.I.N.E.**  
   **Corn Silk**

**SEPIA SERIES**

1. **BEAMS OF HEAVEN**  
   **SISTER ROSSETTA THARPE—MARIE KNIGHT**
   PRECIOUS MEMORIES

2. **DIRTY DANCING**  
   **SISTER ROSSETTA THARPE—MARIE KNIGHT**
   STRUGGLE OUT

3. **SISTER ROSSETTA THARPE**
   **SISTER ROSSETTA THARPE**
   NO. 40843

4. **WHAT COULD I DO**  
   **MARIAN KNIGHT**  
   NO. 40672

5. **SERVES ME RIGHT**  
   **BUDDY JOHNSON**  
   NO. 40660

6. **HE'LL UNDERSTAND AND SAY WELL DONE**  
   **FOUR KNIGHTS**  
   NO. 40818

7. **EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE**  
   **SISTER ROSSETTA THARPE**
   MY LORD AND I

8. **YOU WILL KEEP THEM BLUES**  
   **BUDDY JOHNSON**
   WHERE OUR LOVE HAS GONE

9. **TWO LITTLE FISHES AND FIVE LOAVES OF BREAD**
   **SISTER ROSSETTA THARPE**
   STRANGE THINGS HAPPENING EVERY DAY

10. **THE LORD FOLLOWED ME**
    **SISTER ROSSETTA THARPE**
    HOW FAR FROM GOD
    ALL RECORDS LISTED $.75 EACH, EXCLUSIVE OF TAXES
    No. 40830

**RECORD REVIEWS**

- **BUDDY RICH**
  Buddy Rich
  "Tuscan, Enchiladas and Chili Flamingo" (MGM, 1941)
  68 69 64 70
  81 82 80 80
  79 81 77 79
  60 60 60 60
  64 68 64 59
  73 78 72 69
  76 79 76 72

- **TONY PASTOR**
  Tony Pastor
  "Some Sleep and Stay" (Capitol, 1941)
  85 86 85 84
  67 69 66 67
  70 71 69 69
  60 64 60 57
  69 70 70 66
  80 82 80 78
  78 83 79 71
  70 70 70 70
  69 69 68 70
  64 67 62 63
BILLY ROSE'S and JIMMY MONACO'S
NEWEST and GREATEST SONG!

CRYING FOR JOY

It's a Joyous Hit!

DINAH SHORE gave it a sensational
send-off on Columbia Records!

And now - these great new releases...

EDDY HOWARD on Majestic

MONICA LEWIS with Russ Morgan
and his Orchestra on Decca

RUSS CASE on Victor

THE PIED PIPERS with Paul Weston
and his Orchestra on Capitol

History Repeats Itself!

A HIT IN 1930...A HIT IN 1948!

LITTLE WHITE LIES

By Walter Donaldson

How Can It Miss?

DICK HAYMES' great Decca Record
sparked the 1948 revival...

And now - two more topnotch records...

DINAH SHORE on Columbia

 TOMMY DORSEY on Victor

(Continued on page 132)
TANTE (3-10")
Henry Jacobson Ork
Yiddish Duet: A Dalia and Skotcha
Muskat: Snakey Tante, Potch Tante, Natalie Horas
Traditional Yiddish songs are limited to
appear in the Jewish name. Performances
of these songs are better, and so regard the
technical recordings
JOKES Not suitable. For use with hot jocks, a
natural.

LOUIS JORDAN VOL. II (4-10")
Los Jordan and Ila Tymburn
(Decca A-645)
Cahill says in his_
row: I don't know, the
row: Juke, You're Dead. Open
the door, Richard. It's so Easy; Texas and
Pacific, I Like a Fat Life, etc.
the Louis Jordan volume of the
leading singer's first release contains none of
the guy's best sides in an album release.
Should do as well as did the first volume of
Jordan's items and that one did come with the
Juke. The sides are available in all
locations occasionally.
JOKES Not suitable. Some may want to use
Babies - as single display.

GOLDEN EARRINGS (3-10")
(Decca DA-644)
Playing themes from the music score
composed for the Paramount film. Victor Young
wrote a little more not just and taste to
several zippy songs in his music "Golden
Earrings" as the ordinary light
concert orch usually offers with tagalong
tunes. This, perhaps because Young's
own themes or perhaps because the
music score is unique. Each song is
a standard quality which even as much may
cause that the song has been heard before.
A noise should be third to the music score.
Rene Arno. Eleanor Garde sings some
these sides. Album should benefit from film-
in as well as from its own listerners.
JOKES Not suitable.

COUNT BASIE AT THE PIANO
(1-10")
Count Basie
Decca re-issue of Basie of a decade
ago. These sides are fine material for the
collectors. Some of them are classics in jazz
lines. Time has done little to taint these
works for even then as now the Count is
still respected as a dictator and won
delirious. Worth special attention is the
"How Long, How Long Blues, 
Boppling Woogie" pairing. Irving Kahlow's
notes are full and informative, but album cover
is sold separately.
JOKES All sides worth "Bopping ear" said
potentially pull rain best.

PIANO RHYTHMS (4-10")
Count Basie
Swinging' the Blues: Sugar, I Never Know; \nShine, St. Louis Blues. Mganik Bar: Shim- \nOn, Harvest Moon; My Bunday; Backstage \nAt Stills.
Eight new Basie sides with a piano tink-
ling spotted on seven of them, his plans
on the other. The pianist, who turns in his usual clean and imaginative job,
will please the jazz lover. "Sugar"
African rhythm section and three horns-
does jazz, trombone and tenor on these sides.
Paul Gonsalves should earn some Java
features with his "Kiss me when you
work in this album. Basie's following will like this and they will like his jazz light
and swinging."
JOKES All sides worth a "Pop:" A better
should go for these sides.

MARIANNE MICHEL (3-10")
Marianne Michel
Jean Murkin Ork
(Decca)
Sousen-Vous, Manon; Tout Doux; Los \nDeux Amoureux; Macadam; Je T'aim	Tant; Vuitur Decor.
A company (Pyanard) that offers first of a series of French masters, du-
torches prepared in this case. The first album
presents the W. K. Paris net-
work chanteuse Marianne Michel. The
all-French lyrics limit sales appeal to
local Continental listeners. The
artistic appraisal takes nothing
from the beauty which reveals a mood rather
than a tempo. This album is not for
collectors; the voice is adequate; technical
recordings in below American standards.
JOKES In French, no audi-
tory locations only. Once shown only.

SONGS OF OUR TIMES (3ONG \nHITS OF 1933) (4-10")
Chesnay 
(Decca A-1013)
(1) Where Are You, the Big Bad Wolf, (2) \nKaiser Parody, (3) Annie Doesn't Live Here \nAnymore; (4) The Old Spinning Wheel, (5) \nThe Last Round-Up, (6) Temptation, (7) Everything \nI Have In You, (8) Ork in the Moon-light; (9) Shadow Woman; \n(10) My Moon-light Madonna, (11) Lover; (12) Love Is the \nSweetest Thing, (13) Tangerine, (14) \nGotta Get In Your Eyes, (15) Catbird. (16) \nLet's Fall In Love, (17) Jazz Waltz, (18) Love- \nbonne, (19) Shadow Woman, (20) Stormy Weather, (21) The Gold Dig- \nner's Mother Has a Dream Walk- \nboss, (22) By a Waterfall.
Songs by a by-year song now being
out. This one perhaps if bit more dated (off-color) than others. But
čright, however stalill. Still makes good
refrigeration.
JOKES Where songs of Mighty might as old
hits are useful.

SPECIAL NEW! DIFFERENT! AND MUCH BETTER!
SPECIALY DESIGNED FOR USE IN LIGHTWEIGHT CRYSTAL PICKUPS (Weighing 1/2 ounces or less)

COIN MACHINE NEEDLE
(Made under U. S. Patent, 2,169,968)
SPECIALY DESIGNED FOR USE IN LIGHTWEIGHT CRYSTAL PICKUPS (Weighing 1/2 ounces or less)

When you convert your ma-
chine to lightweight operation
the Pfannstiel Special is the
needle to use.

TIPPED WITH FAMOUS M478 ALLOY
Imperial To Cut Disks Despite Petrillo's Ban

HOLLYWOOD, April 24—Another local label joined the ranks of diskry resistance to James G. Petrillo's platter ban when Imperial Records last week revealed it will record instrumentalists despite the no-wax edict.

Chud, Imperial President, confirmed a report that he is recording Martin and Elia Casanovas in Los Angeles with instrumental accompaniment of Mexican nationals who arrived here last week. Furthermore, Chud told The Billboard he will record other south-of-the-border talent in Los Angeles as well as in Mexico City and Havana. Post-band盘ing will be devolved to Latin items, Chud said, since Imperial boasts a heavy Spanish catalog. However, Chud said that once Imperial's Western, hillbilly and race backlog of masters is depleted, he intends to start recording for those fields despite the ban.

"If there was a contract with Mr. Petrillo," Chud said, "we would not be able to record or side-step it. However, we can't go out of business just because Mr. Petrillo says there will be no more recording."

Other artists to be recorded by Imperial in this country and south of the border include Carlos Louis Meyer, Los Madrugadores, Lydia Mendoza, Los Bandoleros and the Hermosas Aguilars.

Imperial's decision to resist the disk ban comes at a time when other artists in this area have either side-stepped the Petrillo order by recording in Mexico (Black & White, Teleways recently recorded in Tijuana), have sought to lock horns with the APM chief (Standard Transcriptions) or openly defied the APM ruling (Harry Shapiro records a Mardi Gras label) by recording non-union men.

Archer Comes East for CAC

NEW YORK, April 24—Continental Artists Corporation (CAC), six-month-old booking office, this week revamped its operational set-up by bringing in Jack Archer from California to handle one-nighter bookings here after doing Abe Turchen taking over the firm's activities on the Coast. The office here, in addition to Archer, boasts Milt Deutsch, Merle Davis and Larry Gengo, the latter two primarily handling small acts bookings. The Archer move stems from the slowdown of band biz on the West Coast with the organization feeling that expanding Eastern operations require more manpower.

New Waxery's Frenchies

NEW YORK, April 24—A new record firm here (selling direct to the Pyramid International Corporation, U. S. branch of the Societe Francaise du Disque (Sofradis) Company, has tied off with all-French releases, including an album of songs warbled by Marianne Michel, to be issued weekly by a car-cane package and an album of French air force ditties. Most of the waxed ditties are originals (some are oldies) and dickering by music publishers here reportedly already has begun.

Pyramid company brought over its masters and "mothers" from France and after doctoring and re-recording pressed disks in this country.
Biltmore To File Edwards Music 'True Dear' Suit

NEW YORK, April 24—The Biltmore Music firm, publishers of You Can't Be True, Deep (published and owned by Dave Dreyer and Julius F. Bard, the latter a partner in the Rondo Records firm which brought out the original Ken Griffen "hit" platter) will file suit in Federal Court this week against the Edwards Music Company, according to Lew Dreyer, attorney for Biltmore.

The Biltmore firm alleges that Edwards Music infringed on its rights by publishing a ditty entitled You Can't Be True, which the Dreyer publisher claims is an adaptation of the old German waltz Da Kanst Nicht Treu Zeit.

Allen Property Claim

The filing of the action according to the plaintiff's attorney, is that his client holds prior exclusive rights from the Allen Property Custom for a period of six months (period expires September 2) to make an arrangement of the song ditty which bears a German copyright. Edwards was granted a license March 19, the plaintiff charges, but only for the right to reproduce the original music and add its own lyrics if desired. Dreyer claims that Edwards used the original music, which he translated as You Can't Be True, but did not adhere to the original music, using a new introduction and relocating the verse and chorus.

Exclusive "arrangement" rights on the song were granted by Gerhard H. Ull, and Hans Otten and pubbied in Cologne, Germany, in 1925, were granted by F. Bard, Dreyer claims. Bard subsequently formed Biltmore with Dave Dreyer and assigned the song to that firm.

Biltmore will ask the court for an injunction to stop Edwards from publishing the ditty as well as damages.

Beverly's Affairs Fixed; Shore Tunes To Famous Para

HOLLYWOOD, April 24—Final wind-up in settling affairs of Beverly Music (The Billboard, April 17) came last week when agreement was reached between Larry Shayne, former Beverly prexy and now Coast general manager of Famous-Paramount, and Dinah Shore. According to new set-up, rights to tunes owned by Miss Shore's inactivated Cosmic Music will go to Famous-Paramount for which she will get an overwrite on royalties. If and when Connie is reactivated, rights will be returned to Miss Shore. First Cosmte tune handled by Famous-Paramount will be Love That Boy from RKO's pic, Race Street.

London Preems Two New Labels

NEW YORK, April 24—Still pushing forward its American disk enterprises, London Records will launch two new labels here May 1. One, to be known as the Red Label series, will consist of 12-inch disks to retail at 75c; albums containing three platters will list at $7. Red Label material will consist of such works as Franz Lehár's waltzes, etc.

According to a London spokesman, the series will in no way conflict with the deal between London's parent firm, English Decca and American Decca for the latter to distribute English Decca classical wax here exclusively.

The other label to be offered by London (Black Label) will consist mainly of foreign language and folk releases. These will be priced at $1 per 10-inch record and $1.50 per 12-inch.

Recordings? You bet your life.

Universal in Chicago

PHONOGRAPH MASTERS - PRODUCING - SINGING

Reliability — Quality RECORD PRESSING

10" or 12"

RESEARCH CRAFT CO.
1220 E. 9th St., Los Angeles 25, Calif.
ATTENTION! WARNING! TO ALL DISTRIBUTORS, DEALERS, JUKE BOX OPERATORS! BEWARE OF COUNTERFEIT SAVOY RECORDS!

There are a lot of counterfeit SAVOY records that have been distributed in the U. S. by a group of unscrupulous thieves through the connivance of dealers and operators and distributors. SAVOY RECORD CO., Inc., is proceeding against this group, civilly and criminally, through the co-operation of state and federal authorities. Persons selling, bartering or disposing of, or having these spurious records in their possession will be prosecuted to the fullest extent of the law. Co-operate by buying our genuine products only from our regular authorized local distributors.

A liberal reward will be given for information leading to the arrest and conviction of any of the person or persons involved. All correspondence will be kept confidential.

SAVOY RECORD CO., INC. 58 Market St., Newark 1, N. J.

Sales Speed-Up, Tele Features of NAMM Confabs

CHICAGO, April 24.—Television and a general speed-up of all types of music sales will be the theme at the convention of the National Association of Music Merchants (NAMM), to be held here June 17 to 17 at the Palmer House. After a canvass of the industry, William Gardner, NAMM executive secretary, said that the greatest emphasis will be placed on those conventions delegates into the video theme.

While actual speakers have not yet announced for the video convention delegates will hear discussions on the national outlook, describing the growth, expansion and 1948 plans for television, with set manufacturers, station officials and personnel participating; proper retailing and merchandising methods for TV and a forum on both wholesale and repair problems. The NAMM session ends off June 17, with registration and board of directors meeting; opening of exhibits and Juncheon, 14; meetings on show and repair workshop. 15; NAMM business meeting and a lacquer clinic, 16; the video confab and general business outlooks, 17, and closes with the banquet that evening (17).

While the music industry feels that it now has a $100,000,000 market, Gard said that plans will be discussed toward doubling that market. The entire sales promotion theme will deal generally with all facets, ranging from music instruction phonograph records, with speakers of national prominence endorsing suggestions which can apply to each segment of music sales.

Embassy Buys 4 Dunham Sides

NEW YORK, April 24—Embassy Records, local indie discy, this week announced four sides originally waxed by Sonny Dunham's orchestra for the Embassy label. The four sides worked out between Lou Gray, of Embassy, and Shedd McWilliams, Dunham's personal manager, is reported to call for Dunham and Embassy to split 50-50 on the record sales. Ork members, meanwhile, have been paid scale on the basis of a three-hour disc session during which the masters were cut prior to the ban.

The discs, Memories of You, You Gave Me the Runaround, When Summer Comes and It's Just a Matter of Time, are part of 16 sides recovered by Dunham about a month ago from Tuncklik when the waxer couldn't get up some $3,200 owed the orchestra for the dates. According to McWilliams, the four sides will be released within two weeks, and if the discs go well, more of the Dunham masters will be pressed by Embassy.

On the Stand

Jimmy Dorsey (Riveted at Casino Gardens, Santa Monica, Calif., April 10. Booked independently. Road manager, Gil Loomis)

TRUMPETS: Conrad Genna, Charles Teagarden, Everett MacDonald and Carl Whitney.

TROMBONES: Floyd Vigars, Brad Gervin and John Hashiburton.

SATURDAY NIGHTERS: Artie Shaw, Al Pellegro, Jack Teagarden and Bob Lawrence.

BANDMEN: Arnold Ross, Mike Moscone, Leon Moscone, Sonny Dunham, bass; Nappy Lamare, guitar, and Bill Allard, drums.

BANDLEADER: Bill Lawrence and Dottie O'Sullivan.

With this engagement, JD kicks off his new band, and judging by what hits the lobes, he is framing an aggregation which should fare better than his last one.

The leader has definitely remedied his rhythm troubles. A glance at the rhythm wing tells why: Bauduc on drum, Lamare's guitarizing, Mondragon's bass and Ross's Steinwaying are blended into a thrilling rhythm corps that lays down the beat in a definite manner.

The vocal department is tops. Bill Lawrence and Dottie O'Sullivan have the stots once filled by Bob Eberle and Helen O'Connell, give the customers an easy going in lyric handling. Lawrence, held over from the former JD org, adds considerably to the overall product. Lamard's traditional mike-clinger fashion, fluttering smoothly and putting plenty of feeling into his lowlilying. Miss O'Brien simultaneously soothes ears and eyes when she delivers polka-tordinated vocals in a manner that makes 'em want to come back for more.

JD is building a "little band" composed of the bandleader's sax, Charlie Teagarden's trumpet, Al Pellegro's tenor sax, Brad Gervin's trombone, plus the full rhythm section. The group is used for novelties, featuring Nappy Lamare on vocals.

JD still leans too heavily on his yesteryear faves. It's not that the patrons don't enjoy a rebroadcast of Tallulah Bankhead, Gertrude Lawrence but they also crave a better sampling of current hits. JD's book has picked up more newcomers since its Palladium booking, and according to a wise, thin man for the band, note-places are working to get current plug tunes represented in the JD book—Lee Zhto.
Shelvey, 4 A's Court Trial Due in 2 Wks.

One Big Union Sought

Submitted from page 3) The legal battle for the life of the Four A's, the umbrella group representing the largest number of theatrical labor organizations with whom the management was negotiating, was magnified today by the announcement of the results of the adjourned hearing before the National Labor Relations Board.

The order provided that neither Shelvey nor the Four A's were to hold meetings or take any steps leading to a vote.

The order was interpreted variously, with some saying it was a negative factor because the Four A's lawyer said that it did not mean that ballots now coming in to the Hollywood Ballet Association couldn't be counted. He even fore- saw a possibility that there was nothing in the ruling which prevented the announcement of the results.

A member of the Four A's committee, faced with the judge's order, said he thought the Four A's could not hold any meetings.

The AGVA reopens the case tomorrow, but it is not expected to hold any meetings, who didn't understand legalisms would only be more confused than ever by any wording policy, but were voted down.

Status Quo Okay

The end result is that the Four A's would issue a new leaflet pointing out that the judge's ruling didn't disturb the matter.

Whether this will settle the rank and file remains an open question. Mem- bers who recently were informed they could write in any candidates they wanted had now learned their votes were illegal. Already there is smol- dering which may upset all the plans they have now learned their votes were illegal.

Meanwhile, the Four A's, still in control; its various branch offices were functioning as before.

The resolution is to be blamed on the Four A's for lending itself to legalisms complicated by un- imaginative leadership.

Rank and File Objections

There is little doubt, if complaints heard in the trade mean anything, that the rank and file want one big union.

The object of paying dues to five unions and going thru red tape when passing from one jurisdiction to another would be simplified.

In the past, every jurisdiction, in- siiders say, is how will the big union be organized the union being formed by the uppers re- fused to allow lower rung.

Members spoken to who hold cards in AGVS, SAG and AFTRA are bitter about the situation and show a growing resentment against orders from the Four A's.

The AGVA situation, coming on top of these plans for one union, complicates the success of the union, with a large amount of money to fight Shelvey. How much no one will say Estimates, however, run into the big tens of thousands.

It had been hoped and expected by the management that the Four A's would come together when it came down, clear the atmosphere in the AGVA battle and work out a plan to consolidate on the big single union plan.

The reversal, or rather the confused decision, throw a wrench into the works. And no matter how hard the Four A's try to hit it, its ef- fects are apparent to members.

Stem Competish is Likely

To Explode This Summer

NEW YORK, April 24. — The Stem, which has been compared to the competition in nitrites, and could possibly explode, is bidding for names and big shows before the summer is over.

The booking of the Ritz Brothers into the Harem, set to open May 6, is being watched with interest by every major cafe op in New York.

If the boys hold up their second week, it's almost certainly, say trade-toppers, that the competition will go after anything, with the sky the limit.

Against the Ritz Brothers, Bill Miller will have Harry Richman and Jan Murray; the Le Club will have Joyce Adams. The Copa holds on with Martin and Lewis and Le DellTime to Ray Thompson and the Williams Brothers.

No change is expected at either the Copa or Harem, but at least the Latin Quarter may try to bring something new through draft to get it back into the game. On top of that, at least one change has occurred, according to the Latin Quarter-ners.

That expected to change hands, will also try to get into the battle for a buck. The Copa has said many top names. It is wonderful for the big names, it will mean the smaller priced acts, those in the $1,000 to $2,000 a week, those in the $300 to $1,000 a week will get left out.

It is pointed out that a club fighting for a berth and putting big money on the line, will have a hand full of acts to support its name.

It has long been established that the comic getting a $1,000 a week should open up mean too much at the box office. Cop have discovered that acts in that price class don't do any more business than a $500 act.

The only acts which ops say do the big are those in the $4,000 class and upward. There being only a handful of such names, they'll be doing a lot of agitating and raising the ante against each other.

The new outfits say they already have that problem and don't know how to cope with it. They have large numbers of acts signed, but they also deliver something with marques appeal.

A's agencies admit that such a situa- tion is unhealthy, but also say they are helpless except to caution ops against overbuying.

Havana-Madrid, Vango May Change Hands

NEW YORK, April 24. — The Vanguard and the Havana-Madrid clubs, both on change hands in the immediate future if the deal now under discussion arrive at satisfactory conclusion.

A big buyer is Tony Colucci, former top of the Downbeat and the Troubadour, who recently bought Don Speed's Havana-Madrid Village, for $2,000. He's running a syndicate which is apparently well heeled.

Colucci, Vango in business for 13 years under one operator, Max Gordon, is being dickered for, with $250,000 being the understood price.

This will not include the house, according to Herbert Jacoby of the Blue Angel and the recently opened Le Fair, who found running of his Vango too much in recent months, and under the pressure of other people.

In his time, the shedding of his Village cellar club became a practical neces- sity.

The Havana-Madrid, probably the largest Broadway cafe, in business 11 years with Angel Lopez operating it, hasn't been doing too well in recent months. It hits big grosses Monday night; (celebrity gimmick) nights and Tuesday (Latin dancer gimmick) nights.

The rest of the week business is nothing to boast about. There are a lot of competition from the major clubs, Harem and the Latin Quarter, and also with the 4 A's.

The deal for the Havana-Madrid with the Colucci syndicate revolves around whether to keep the late night in the signing stage. A liquor license permit has already been applied for. The only reason, it is reported, is to get cash in the next few days.

Colucci interests are also dickering for the Flamingo, West End, N. J., which is said to be offered for $15,000.

The new policy hasn't yet been determined. It is understood, how- ever, that the May Johnson office, with Al Herman, exclusive bookers for the 4 A's, will get the nod in the buying department.

Ops Demand Fem Singles

NEW YORK, April 24. — The money is there, but not necessarily the talent, the big demand in cocktail lounges is for gal pianist-singers who have looks besides their voices. According to agents, is that a gal, she's good doesn't cost more than $200 or maybe even $150 a week, for less, while a trio, no matter how charming, is hard to make a living out of.

Scale in some spots means $350.

In the lush days many spots would go for both, the single as well as the trio—but maybe a couple of trios. To- day with money slow in coming, in the brokers just aren't putting it on the line.

This puts trios in a tough competi- tive, and it'll be the agents and buyer's problem to get their maximum out of the money they put up to $1,000 or $800. When these spots wind up, they expect their agents to be the only ones that are interested in staying on one job for months. Agents are the ones that are concerned with is for how little they can buy them.

Very few of these combos mean anything at the box office unless they stick around long enough and the spot spends on promotion. Today with money tight only the op with imagination and business guts spends.

Agents admit that the demand for girls is greater than the supply. Per- centage down again is the new item that calls for single fems who look good, can play a Steinway and sing a fair song. Girls who come up even to a certain point get offers from agents who are offering to pay them.

Carmichael Set

For 1-Niter P.A.

Tour in Sept.

NEW YORK, April 24.—Hoagy Carmichael, who is due to open at the new odd nighters September 24. This will be the first time the singer-songwriter will do personal appearances on a major scale, in two years.

Carmichael, tagged as Star Dust Review, will carry a 13-piece band, Cardini, the Sensationalists, Acker- nians, Beecle and Bees; Lordie Hite and Stanley, and the Evans Brothers. It is expected to go to auditions for $4,000 a week. An offer to tie up the show, Al Borde, has been made. This band is expected to be deposited $5,000 with Carmichael's manager, Elliot Gordon.

Carmichael will have his premises in Montreal. From there it will move to New York, with a stop in Niagara Falls, N. Y.; Detroit, Cleveland, Portland, Youngstown, Akron, Columbus, Chicago, Detroit, St. Louis, Canal, Ind., and ends up in Des Moines.

Other dates are in the dicker stage, with Dallas probably getting the singer before he gets back to the coast.

Mass. Spot Resumes Flesh

HARTFORD, Conn., April 24.—The Hurler House, Montauk, Mass., night club, which dropped floor shows in January, has resumed bookings—on one-night deals—with Gotham's En- tertainment Bureau, Hartford. The spot is using three acts on Saturday nights.
Night Club Reviews

Walnut Room, Bismarck
Hotel, Chicago
(Tuesday, April 29)

It takes imagination and guts to put together a nighty show that depends on original thinking. The effort isn't always successful, but at least it's original thinking. And if it clicks, it can make a buck.

Winnie Hoveler, who hasn't had a current show in New York for the last three years, has such an idea and while it isn't exactly starting, it is being fatigued. And when the line each gal carrying a white feathered perch and her out fronted band. The effect was original and completely charming.

Precision Tapping Boys

There wasn't much to distinguish the show, the band gave a creditable performance. But there was also much to be desired. The novelties of the night were the orchestra and the piano playing. In fact, the orchestra, which was in traditional tour outfits, was so good that it knocked the band out of the running.

Miss Hogan, former band singer singing here for the first time, was lost from the show because of her singing and piano accompaniment. As a matter of fact, she was of no particular aid, and he ought only to get new material or give up.

The unpredictable Walnut Room, which has either very good or very bad shows, this time has one in the latter category. Headliners Claire Lewis, with her impersonations fails to click except at rare moments, with both the audience and the band.

The program included a new dance called "Let's Go," which was performed by the band, and a new song called "I've Gotten You Foolin,'" and selling their wares of everything with equal success.

They're no kids, but good-looking. A cuffed appearance by Donald Smith, manager of the show, hurt the appearance of the show's own main attraction. Also, the boys, a good-looking, young lad with a similar act. Broads had to knock himself out to get a job. They're a fast-working, enthusiastic, fresh looking, hard punching, dance, and came back to the audience.

Material is his handicap; Everybody is a good-looking, fresh looking, but in an old-fashioned style, not much better. But when he worked into a Danny Kaye routine with "You're In Love," they had a hit. The show was equal to the rest of the show.

Carol Bittner, a standard drunk and slow-motion knockout act, were as good as ever. They miss the flagging spot on the floor in full light is awkward. It could be managed in darkness. Also, the flagging spot on the floor in full light is awkward. They need it to be set up in the right position.

The second scene had the white dress and hat, like the woman, of course, did not let her originality get her in the show. The effect was original and completely charming.

Calgary Brothers

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Sasacas cut the show competently. Aruego relieved.

Bill Smith.

Carousell, New York


There is still doubt that B. S. Pully and his part is a Gump, but he is still a Gump, only buy to catch. But no kids or prisian maiden aunts.

Best of the show was performed by Jack Hayes, who sang a couple of numbers in better-than-acceptable fashion, and his second number, "A Little White Flag," played a lot of music. Incidentally, his trio, a steel guitar, banjo, and piano, showed surprising ability and a beat to which it was difficult to keep your foot quiet.

If on subsequent nights they spend as much as they showed for the preem, Pully will collect a bundle, but it is still a bundle. But not a bundle.

Eppy Pearson

Tour of Nevada, May 18-20.

They show off the Gump band and still want it. Let's hope it never stops.
Montreal Ops Fear Curfew After Law Fuss

MONTREAL, April 24—The recent suspension of the provincial law allowing police, Quartier Plante, has started new fears among nitey ops that this town's post-war new clamps after a period of laissez-faire by both provincial and municipal officials.

Coming at the birth of a tourist season, the laws are a promise to top even that of 1947, which started the fact that some things night spots have not learned of the way the act of the law has come into the market before the first breath of spring.

Oddly enough, one city in Louisiana, Shreveport, is the biggest buyer of the area, even the no single spot spends more than $1,200 or so for a show, usually consisting of quartets, three-piece combos and a single voice and piano. The spots operate as cocktail lounges, practically all of them have casinos attached which should theoretically make for more work for talent for more work for the elderly. Why this hasn't occurred, no one knows, except that perhaps there has been a aggressive bidding for the same ingredient to get them to switch to bigger budgets.

The major spots in Shreveport are:

**Beverly Club, New Orleans, Will Shutter for Summer**

NEW ORLEANS, April 24—The Beverly Country Club here will close down for the summer, but the fear of closing had not been decided. Jimmy Savo completes an engagement Sunday (24) and the last day of the club is booked. The club, one of the South's finest, has been featured with some of the most significant opening by the addition of Glenn Moore's orchestra.

Detroit Ops Find Biz Hypo In Percentage Arrangements

DETROIT, April 24.—A solution for all the clubs and a proposal to deal with the use of percentage deals with a new potential, on-off-off, or out-of-town value, according to operators in this territory. The percentage idea has proved to be a fruitful one for many cases, and agents and factors to indicate a definite trend.

The average club owner approached on the point has been in need, but because it holds out the possibility of a name to build his own, he has turned to the owner himself. Principal reluctance, curiously enough, has been caused by ops' fear that the act would walk off with too much money, whereas he could buy the act outright for considerably less than the hypothetical percentage if he really got it.

Evidence seems to be that the risk is almost entirely in the hands of the producer of the show, aside from whatever guarantee may be involved, because he has to foot the salaries. He can go bust and still be compensated. The percentage deal is a package deal, built around the star, with all the changing acts in support, but the deal is not for the star name or even the percentage deals have been in many night clubs. Typically, the Blakstone organization, as a whole, is open to all of the above, and a new piece band and dancing policy.

**Southwest Biz Picking Up; Shreveport Tops La. Cities In Local Talent Purchases**

NEW YORK, April 24.—The Southwest is beginning to pick up again, with cocktail lounges buying units of new talent. This is the fastest rate of the year.

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VAUDEVILLE REVIEWS

Oriental Theater, Chicago

To make up for lack of draw of an interior picture, Cashel, house has booked in a better-than-average bill for its latest stage presentation. Tony Martin gets double billing as headliner of the stage show and star of the film, so much so that the result is too much Martin.

Martin, with his large following and good support from the audience, but with his almost conceitful attitude he fathered to wring the most out of his songs and his entertaining imitations of Richard Hayman, et al. Martin would do well to remember that it's foolish to allow fame to go to his head and that it's the public which keeps him in that top bracket which lays a dollar on the line at the box office.

Elaine Wadlo, comedy dance team, practically stole the show from Martin, and much of their material, especially the ballroom dancers, got top applause. Alco team uses practically the same material as before, and it still seems to get old or boring.

A really good talent show was the Raymond Scott Quintette, consistent favorites who never get old, and they can make their music's most original and Scott interpretations of classics and pop. Carl Sands who backed the show adroitly.

Overall, however, it was a neat routine, well done and well received. Pic, The Noose Hangs High. Jimmy Carter.

RKO Albee, Cincinnati

Frankie Carle's 18 skilled musicians rode home a solid winner in this Frankie's seminar of top-flight entertainment. Looking a little small at the outset with its Sunrise Serenade, crew reflects the pianistic wizardry of its 18 musicians in all their colorful Various arrangements, with Carle leading off with a treatment of Caruso's medley, including "I'll Get By and If You Were the Only Girl in the World."

There's a fluency and precision about the band that sustains rapt attention throughout. Both the solos are as digestible as the regulation numbers, with Carle displaying a smooth and simple, yet colorful pianistic style that garners spontaneous crowd reaction. His key- board mastery in a medley of pops and oldies at the wind-up left pew-sitters bowing for more. Incorporating a pop rhythm section backings of "Now Is the Hour," capable touch of the Rocketts. Band sings, Gregg Lawrence, a handsome lad who knew his way about and he knew it. His hyper picture, whose good canary matching his looks, scored solidly. Lawrence manages nicely to play in the role of some Kern medley, handling such hits as "Isn't It a Wonder," "Yes, Sir, That's My Baby," "Believe Me," and a "Ol' Man River." Miss Wright clicked handsomely on All Dressed Up. "I Don't Want to Meet People." On the other hand it combines talents with those of Lawrence to ring up a rousing hit.

Leading rousing to the show is Johnny Morgan, comic well remembered here from prior nitery and the duet with Morgan's straight stuff is familiar but it went over as well as the new. Sharp presentation gets him over the humps. His monotonic is still punctuated with the inevitable tin flute. Pulled long gur- females with its nonsensical bit on a clattering comic conduct.

The Carnivals, good-looking mixed wins their second appearance at this off of high school. Jitterbugs and Harlem jive hounds, Gaj Vamps the laugh meter with his gags and gags. Straight stuff kicks as solidly as their grotesque caricatures, Pic, Women From Tongers. Bob Doepker.

Radio City Music Hall, New York

The major part of the stage show builds up to the two big productions. The biggest is the ballet, "Serenade," to be followed by the Rockettes. The rest of it is pretty draggish and altogether conventional.

One departure from the house music comes in the opening piano solo by Richard Tetley-Karlos, who did an excellent job on "Love and Hate in E-flat." The ladd kept it simple and straightforward, and by the Rockettes' symphony orchestra was the band.

A ballet number with Gladys Mel- mane, directed by Herbert De Voe, Gloria De Barceloni, Alphonse Koon, Dorothy Deborah, and Burdette Corvino, was adequate with no much meaning. The scene is symbolic of a love affair, with the several ac- cesses, but its few bright spots were overloaded with so much of the same that the whole effect was lost. The solos were skillful, but it was the ensemble work of the corps de ballet that was effective.

An interior country church scene with kingly-wigged patriarchal bishop, e.g., Bob Smith, was outstanding for its Brune Maine effect. Bob Smith opened in a scenic picture, coming out with three people band and a hat that his performance was good. Williams turned in the best turn of the night and the results coming for his boyish enthus- iasm and "surprise" when his Springer spaniel did something at the right time, Williams's act was the only light contribution to the additional vaude show. Bob Smith gave him a big hand.

The finale was the big thing of the show. Framed around the Presentation of the Peace Pine number, the Rockettes, (See RADIO CITY on page 48)
New York:

Stem Doldrums. 357G Week: MH 110G, Roxy 65, Para 60

NEW YORK, April 24—Biz last week was another exasperatingly anemic basis. The long-run bill at the Capitol is fading and the poor first week at the Paramount left the trade a gloomy picture. The take for the five leading plays for the week was $357,000, against $354,000 the previous frame.

Radio City Music Hall (6,200 seats):

Harmony Reigns on ARA-EMA Front

CHICAGO, April 24.—Reported harmony between the national Artists Representatives' Association (ARA) and its local chapter, the Entertainers, Mangers' Association (EMA), took concrete form at a meeting here Thursday (22) open to all agents. In the past there had been plenty of discord, with ARA members showing no interest in EMA affairs.

According to Jack Russell, first vice-president, and chairman of the membership committee of EMA, the meeting was attended by about 65, with 12 new members being signed. Other EMA officers are Sid Page, president; Paul Marr, vice-president; and Len Fisher, secretary-treasurer.

Those speaking at the meeting stressed the need for harmony with ARA in helping to work out national problems on a national basis.

Booking agents here consider significant the fact that the meeting was open to all agents in the Midwest regardless of affiliation.

Waldron Files 100G Suit in Supreme Court Vs. Time

NEW YORK, April 24.—Charles Waldron, owner-managing director of the Waldron, has brought a Supreme Court action against Time mag asking $100,000 because the cover story in the magazine (January 19) "humiliated him, lowered his prestige and affected his earning power and standing."

The article was based on a club of the regular Waldron, according to the Entertainers' Managers' Association's stockbroker who acted as the Astor which Time said indicated that "Waldron, whose choice performers were starving, and labeled Waldron as a $65 act."

Irving Schneider, representing Rona, served papers on the mag April 15.

PHILLY'S RUPERT

In the list of booking and management offices published in the Personal Appearances Supplement, Section 2, of the Billboard's April 24 issue, the name of Al. Rupert was inadvertently omitted. Rupert is one of Philly's most active agents. His offices are at 263 South 11th Street.

Rupert, average $15,000) pulled $110,000 for its sixth and final week with Andre, Andree and Bonnie, Paul Haikson, and I Remember Mama. The show collected $142,000, $143,000, $157,000, $147,000 and $115,000.

Phill (reviewed this issue) has Bob Williams and States of the Union. Rupert, 6,000 seats; average $85,000, collected a tepid $65,000 for its first frame with Ed Wynd and Scooty Hays. Hays' house is down to three shows a day.

Paramount (3,645 seats; average $60,000), has opened up its own spot. Phil Estrond (2,700 seats; average $45,000) did a good $80,000 for its kick-off with Cab Calloway's band, Pearl Bailey and To The Victor.

New York:

Al Kelly, who has been with Willie Howard for 11 years, has broken with him. Howard is going into a musical, Sally. Kelly goes into the Roxy to handle the Ed Sullivan show. . . Kitty Kallen, who was due to open at Philly's Chateau Crillon Monday (26), has been set back for two weeks. She'll ill.

Phil Foster was set for Cassney's, Philly, but lost out when he did all the slot acts on the cupping Latin Casino. . . Murray Weinger, who recently booked the Rat in Spanish Follies, Miami, has teamed up with Miami Copa, paid off in notes and cash partially financed by the coast room concession. . . Milton Berger bought out Johnny Singer. The latter plans to retire and go to the Coast to live. . . Asking price for Martin and Lewis is $200. . . The Embassy, showing a lag at 37th Street alley, is being offered for little dosh, provided the buyer take over outstanding debts.

Dario, dickering for Smith and Dane, apparently a "new" act to him, phoned a theater booker asking for a booking in the Chicago area. . . Billy De Wolff, $5,000 for cafe dates. . . The Frankie Laine publicity stunt Saturday (17) that was at the Harren had the cops out. The teenagers started forming lines at 7 a.m.

Sol Tepper, who sold seven acts to George White for his Coast show at the Florentine Gardens, will go out for the opening. . . Curley Miller is now practically out of the Chauncefier, Baltimore operation. After his heart attack in Miami, doctors warned him against too much activity.

Sol Lerner (June Taylor's husband) has been operated on for an abscess. . . Eddie Eltaire, MCA cafe department, is out of the hospital after an emergency operation for adhesions. . . Lou Wasserman, MCA topper, at the Copa with a stableful of MCA acts.

Martin and Lewis are signed for the Copa until 1951. . . Lisa Kirk will double from Alphonse into the Copa after Vivian Blaine winds up there. . . The Broadway Alley where used to make 15 per cent profit now considers 4 a per cent profit a fair figure.

Lou Perry became the exclusive booker for Andre's, Syracuse. . . Jerry Brown is now taking Barclay Hotel, Toronto, . . . Julis Monk goes back to the Ruben Bluen. He recently hired Tony McEwan, ex-headwaiter for Ruben Bluen, who also bought the talent and ran the $700, $350, $350. . . Donald Richards goes back into the Waldron to open at the Starlight Roof in mid-May.

Philadelphia:

Club 13 being sold to a New York syndicate, with the entertainment policy slated for a switch, . . . Pat and Grayce terp team televising rumba instructions on WFIL-TV here. . . Marty Goldberg will add a line of girls (Jean) to his line for the first time at his Rumba Room in the Chateau Crillon, April 26, with the opening of Monica Boyer and Ely Morales' band. . . Eddie King new owner of the Charles Hotel and sets up a Stage Club in the midtown hotelery to feature intimate revues.

Rube and Gladys Yocum at the Garden Terrace of the Benjamin Franklin Hotel, back from Paris where they produced France's first radio show. . . Danny Thomas has taken the Club Hi-Top in nearby Chester Pa.

Here and There:

Jack Kahan and Albert P. Kunc, newcomers in the field, have taken over the Third Floor Bar, El Flatiron. The spot will continue a policy of music, with Harold Herr as pianist.

Dan Finn, division manager for the Warner theaters in the Bridgeport, Conn., area, has resigned to become general manager of the B. & C. Circuit in Bridgeport, John Hansen.

Robert (Bob) Carney, for several years manager of the Loew-Lyric Theater in Bridgeport, Conn., the only house in the city playing first run, has been transferred to Waterbury, Conn., to become manager of the Loew-Poli Theater there. He succeeds Edward Fitzpatrick, who died recently. His successor at the Lyric will be Samuel Shubert, herefore assistant manager of the Loew-Poli Theater in Waterbury.

In SHORT

Al: George Valen, who has been with Little Howard for 11 years, has broken with him. Howard is going into a musical, Sally. Kelly goes into the Roxy to handle the Ed Sullivan show. . . Kitty Kallen, who was due to open at Philly's Chateau Crillon Monday (26), has been set back for two weeks. She'll ill.

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Sked Outlook of Summer Barns

NEW YORK, April 24—Herewith follows the final listing to date of summer theaters operating this season. Additional starters will be reported in the legit section as they may appear.

NORTH CAROLINA


Watertide Theater, Manteo. Produced by Roanoke Historical Association. Samuel Selden, director. Also known as "The Lost Colony." Seats 3,000. Does only one show all summer. Non-Equity.

OHIO
Cain Park Playhouse, Cleveland Heights. Produced by the City of Cleveland Heights with Dina Rees Evans in charge. Seats 2,000. During a top week, can gross $5,500. Last year's top week was $4,222.

Yellow Springs Summer Theater, Yellow Springs. Produced by association of John Harold, Paul Troichler, chairman of board. Seats 500 and can gross $2,000 a week at capacity. Open eight-week season of children's plays. Open May 31, 1948.

Buck's County Playhouse, New Hope. Maurice Geoffrey, producer, 200. May appear:


Grove Theater, Nungala. Royal (See SILO CIRCUIT SKED, page 46).}

LEGITIMATE
Communications to 1566 Broadway. New York 19, N. Y.

BROADWAY SHOWLOG
Performances Through April 23, 1948

Drámas

Opened
Prefa

A Streetcar Named Desire
- 10, 15, 16
(Barronmore)

Ben Hur
- 4, 5, 6, 7, 8
(Lyceum)

Camelot
- 7, 9, 10
(Fulton)

Henry IV
- 13, 14, 15
(Henry Miller)

Joan of Lodoiska
- 9, 10, 11
(Biltmore)

Joy in the Morning
- 5, 6, 7, 8
(Music Box)

Man of La Mancha
- 3, 4, 5
(National)

Me and My Gal
- 20, 21, 22
(Me)

Mister Roberts
- 10, 11, 12
(Non Equit)

Respectful Prostitute
- 10, 11, 12
(Charlott)

The Happy Journey
- 6, 7, 8
(Tyrone)

The Trip to Certalina
- 5, 6, 7
(Skow)

The Waltz of the Toreadors
- 4, 5, 6
(Empire)

Músicales

Allegro
- 10, 11, 12
(Curt)

Angel in the Wings
- 13, 14, 15
(Charlott)

Any Guy You Gene
- 5, 6, 7
(Majestic)

Beggar With a Sword
- 11
(Broadway)

Finian's Rainbow
- 15, 16, 17
(Albee)

Go Back Home (9th Street Theater)
- 13, 14, 15
(Albee)

High Society
- 3, 4, 5
(Tyler)

Jesus Christ, Superstar
- 1, 2, 3
(Curran)

Loose Riders (42nd Street)
- 1, 2, 3
(Broadway)

Oklahoma
- 13, 14, 15
(Charlott)

Waterloo (6th Avenue)
- 10, 11, 12
(Empire)

OPENED

Cup of Trouble (Biltmore)
- 6, 7, 8
(Music Box)

CLOSED

Kath of Sarnia (Ethical)
- 13, 14, 15
(Booth)

D'Oyly Carte Opera Co. (Century)
- 13, 14, 15
(Saratoga)

COMING UP

(Way of April 24, 25, 26)

Play's (Theatre of the Red Bridge)
- 22, 23, 24
(29, 30, 31)

Inside-Out (Fifth Avenue)
- 20, 21, 22
(23)

Habibian Players
- 1, 2, 3
(Broadway)

Insure Your Vote

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

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time. In order to get ballots to players who will not be appearing on Broadway early in May, the Billboard, sponsor of the Donaldson Award, would like to mail one set of ballots to each theater, so that a ballot may be properly mailed to them.

Make certain of your own interest in the Fifth Annual Donald Awards, the theater's own selections. Fill out the coupon below and return it to The Billboard today.

The Billboard, Donaldson Awards Committee, 1566 Broadway, New York 19, New York.

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

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

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

Jr. Membership Rule Now Law

NEW YORK, April 24—The constitutional amendment which lowered the age of eligibility needed to jump from junior to senior membership in Actors' Equity from 21 to 18 engaged at 10 a.m. yesterday and 20 minutes of playing time has now become law. The amendment was passed at the quarterly membership meeting by a vote of 330 to 161.

There was more than a good chance that a petition by senior members against the resolution might appear. The membership of the 30 or so days of grace allowed for such a petition has passed and none has been filed. Therefore, the resolution stands.

Coast Gets an Org
Like Theater Guild

HOLLYWOOD, April 24—Formation of a permanent legal group to represent theater owners and operators at summer theaters operating from July 20 to the beginning of the fall. Ben Kamzler, legiti producer and former theater group at Columbia pix, has been named managing director of the org.

Kamzler will direct the first offering on June 1, "Love's Mary, which will begin at midnight, June 21 at Newport, using an Equity group of film and stage players. Charter mem-

bers of the group include George Reeves, Eleanor Reeves, Grant Coogan, Miss Barney, Michael Brown, Sandra Gould, Herb Vignell, and Gilbert Herman. The group will raise funds by stock subscription.

ANTA, UBO Correction

NEW YORK, April 24—A greenlit in a typewriter of The Billboard last week, stating that the United Booking Office (UBO) would send American National Theater and Academy (ANTA) shows to towns within a radius of 100 miles of New York City. In fact, it's that ANTA will set up a booking through its own and select shows and move into towns not getting legit via the UBO.

Equity Mulls 350G Fund Plan for Legit

NEW YORK, April 24.—The report of a temporary advisory committee, the over-
termin committee will suggest that the theater collectively raise 350G to plough into projects that will again make legit one of the important entertainment mediums. The dough is being asked as a result of a survey made for Actors' Equity by Robert Margetts, associate producer, and ways and means of putting theater back on its feet.

The money is not expected to come from one source or one union but in variations from every org that is con-
ected with legit from management to labor. Groups that are interested in a cultural view will also be contacted for money.

'Inside U. S. A.'s' Boff Adv.

NEW YORK, April 24.—An advance sale of 500G is suggested for inside U. S. A.'s "The Happening," Arthur Schwartz, producer. Already 150G is in the till from 25 theater parties plus eight to 10 city parties, and 30 mail orders have been received for ducuts to the tune of $225 with a sign of slackening. This will be the third show this season with the two being Allegro and Mister Roberts.
N. Y. Theaters, Grips Agree on New Pact

N E W Y ORK, April 24 — The stage hands and producers reached agreement with the League of New York Theatres and the Actors’ Fund and is ready to ink a pact which will run until August 31, 1950. The grips received a blanket raise of $1 a week, and department now getting $120, key men $99 and the riggers, cleaners and ordin- ary mechanics, $80 for an eight-work- week performance.

However, the efforts of the deck- hands union to save overtime at 10 heads of departments, six in Shub- bert and four in Ziegfeld, and two at the Mas- nfield Theatre, were of no avail. The man- agers of these houses will put union men into the positions. And the re- mition in conjunction with a Rogers record by the League. However, the grips are getting their retroactive pay from February 1, the date the old contract lapsed, almost immediately.

10-Show Straw Hatter for Santa Barbara

HOLLYWOOD, April 24—A new touring company will feature resident professionals and augmented by Broadway and Hollywood guest stars to play over the historic Lobero Theater and will run until August 22. Project has been organized by Broadway director Robert Miller and Walter Ruthen.

Stage vehicles will be used to in- troduce three new plays, classic revivals and plays of more recent vintage. Present plans are for the Lobero group to have appropriate support produc- tions at top eastern playhouses.

Tasmania May Sink 60G

Into Refurbishing Theater

HOBART, Tasmania, April 24—When a deputation of Arts Council members broached to Premier Cosgrove recently the idea of the government buy the Theater Royal here because of its long cultural and historical association with the state, Cosgrove expressed sympathy with the idea and said he would have it investigated by the treasurer.

The suggestions put forward covered the cost of $60,000.

The city council has bought its grant $2 feet of land on one side of the block of the stage office and garage and provision for open air perform- ances. The sponsors want to make the Royal a community cultural center for light and music. The lord mayor has promised favorable con- sideration.

$1,000,000 Goal for AF Fair

N E W Y ORK, April 24—The Alvah T. Sessions, which will be held at the 71st Regiment Armory from November 26 to December 6, will raise $1,000,000 divided two ways between the AF and the motion picture relief fund.

Tickets tentatively are to cost $1. Every form of entertainment is to be represented, and there will be no showbiz. The first performer con- tract was signed recently by Gene Lawrence.

ingston, and Paul McVeey, whose por- trait of Judge Chase was a standout. Best of all, ‘Grisly’

Broadway Opening

THE CUP OF TREMBLING

(Opening Tuesday, April 20)

MUSICAL


The Cup of Trembling, a revue and burlesque potpourri, opened last night at the Minkus. The Cup is reminiscent of the Gertrude Lawrence show, with the same personal- ity type of performer and the same kind of material.

The show is set in a nightclub and the audience is given the impression of being in a restaurant with a cabaret. The first act consists of a series of songs, dances, and skits. The second act features a number of burlesque acts, including a scene from "The Pajama Game," a vaudeville sketch, and a musical number featuring "The Cup of Trembling."

It is easy to see why Elizabeth Barrette, who has the part of a woman in the show, is so popular. Her performance is a tour de force, with a combination of singing, dancing, and humor that is truly captivating. The show is well-paced and entertaining throughout, with a blend of music, dance, and comedy that keeps the audience engaged. All in all, it is a fantastic production that is sure to delight audiences for years to come.

AE Mulls Plan To Revamp ELT

N E W Y ORK, April 24—Actors' Equity is seriously considering taking over management of the Equity Library Theater (ELT) on 52nd Street. The projected renovations for the ELT are in the works, and one of the plans calls for 90 plays at the rate of three per week. The project would cost about $4,000, with budgets for each script. Instead of each show having such a high budget, one set would be used at each performance. The idea is that the accent would be primarily on acting and directing and not costumes would be used.

It is practically certain that the ELT will return to its former home, and the Libraries, next season. It has been playing in neighborhood playhouses this year, and superior shows from the Libraries next year would be routed into those houses. If the plays go up in the neighborhood, they might then be sent into high schools and a small admission charge.

Burl Ives has resigned as head of the ELT committee. Peggy Wood is tentatively being named as her successor. Twelve or 16 junior members may also be ap- pointed. The ELT is primarily a tax write-off, to take over much of the work of senior ELT members who are busy with their own programs.

Brunnett & Marlowe Added to McConkey, Hypo Biz Potential

N E W Y ORK, April 24—With the addition of Vintage and Treasure in South and Southwest territory and of the McConkey young talent department, the McConkey Music Corporation has increased its business potentials by no less than 20 percent.

Brunnett, formerly with Monk Arnold in Atlanta, does a considerable amount of business in the South and Southwest. He has little bands all over the country, some of which are on sale from $25 to $400 for a one-nighter.

Bennett's addition to the office means that McConkey will now have Eddie Bracken, Bela Lugosi, ZaSu Pitts, and other big names. The company is also considering the possibility of adding Kennedy for everything except pic- tures. The new department, under the management of McConkey West Coast theater department, which will take in pictures and division as well.

It is also understood that McConkey may make an outright buy of the Chicago office of Frederick Bos.

Out-of-Town Opening

DECLARATION

(Opposed Tuesday, April 13)

MUSART THEATER, LOS ANGELES


Championing the cause of the Democratic Socialists, John Dutra of 

Tobias Lamb, Sen., charges 

Mrs. William Bligham, 

Angela Clarke Hayworth, 

Mervin Williams, 

David Tebet.

The public life of Thomas Jefferson, who is minutely examined in this new (will play by Lloyd Gough) to become a man of deep devotion, std- 

darding, rating attention as an exciting and dramatic experience, and reflecting the American growth in the light of today’s political and social problems. It is in a series of 18 swiftly moving scenes, and using such devices as numerous montages, to highlight the chur- 

ner, Declaration is moving and tense, near the end, and in the emotional and patriotic garb. While play at times is weighed down by devices employed to heighten dramatic effect, the writing is crystal clear, bringing basic issues squarely to light with plenty of punch.

Declaration shows Thomas Jefferson (well played by Lloyd Gough) to become a man of deep devotion, std- 
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TO TELL YOU THE TRUTH

(Glenolden, Sunday, April 18)


Addressee: Miss Eva Wolpe.

Anthony Randall Michael
Raymond Edward Johnson Zillah
St. Paul, Minn.

SINGERS: Florence James, George Stephenson and Ethel Marshall.

The experimental New Stages group on Bleeker Street does not always appear to work well together, but on its third production, it can be imagined that Eva Wolpe's comedy, To Tell You the Truth, will produce a new combination of talents and be as exciting as something that might be fierce fun to do. However, seen and heard, it emerges as a mildly amusing genus sex satire, with the author reaching luridly to warrant such combinations. The material is scant for a full-length play anywhere—and is certainly dull for a world premiere.

Miss Wolpe's fantasy is concerned with the original sin in a prodigied dress in the Garden of Eden. Her protagonists are Adam, his guardian angel Michael, and Eve, the temptress directed by Zillah, who may easily be confused with Lilith. In essence it amounts to the man who has two women—& manner which Mr. Shaw has done before. When Eve arrives as a practical nurse—bent on upsetting the matrilineal regime (Gen, Lilith (or Lilith) is bent upon seeing him kicked out of the garden, leaving Eve sitting pretty in the spot. To do which the patient is a bit of seduction on Michael, and teaches Adam the facts of life, which is apparently why the human race descended from a less-than-hygienic state. He is a very gay and whimsical, but unfortunately gives off an odor of repetitious padding.

Bizarre Setting

Eva Stone has staged it well enough to account for some customers to the group's downtown showcase on the basis of the Stagers past productions. It is, however, a frail follow-up to such matters as L.A. at Midnight and As a Potted Prostitute.

Bob Francis.

SILC CIRCUIT - Skol Screen

(Continued from page 44)

Stout, producer. Seats 300. Resident Equity company.

RHODE ISLAND


The Woman of the Town, Willy Lee Johnson, First Floor Office.

Second Card Player, Joseph Connors.

The Poet, Charles Quality, 230 West 11th Street, New York.

Bryn Mawr College Summer Theaters, Bryn Mawr, Pa. Producer, Walter Thon. For students only. Non-Equity.

CAPITAL PUNISHMENT

COMEDIE-FRANCAISE, PARIS

CARACAS, Venezuela, April 24.—An SOS call is being broadcast by local night clubs, outdoor spots and theaters for American acts.

The deadline for booking in Caracas is fast approaching. Thetight schedule is due to the fact that a month ago the dollar was high in Caracas, the pay is good, and playingtime is good for two months or more. The most popular pantoime show, which has played five weeks here on the Bakermann time, is of course, the Asta Mithis, headed by the veteran comedian and Stooge, Bill Potter, played Coneney Island amusement park, now is in a featured spot in the Stars and Ice show, and will play Luna Park and Madison Square Garden.

Rae Scott's all-girl band recently finished a three-month show at El Zephyr, where the Skating Earl's did two months of contracts before returning to the States. The band's next show is now in its fourth week, and played three solid months in Caracas on its first engagement.

Of the acts here now are Latin, principally from Mexico, Cuba and Colombia. It is understood that a group from Argentina has been around for a year or more and are still going strong in the city.

Principal buyers of talent now are Samuel Bakermans, owner of the ice sound and amusement parks and carnivals; Roof Garden, Yumuri night club, Broadway, Mario bar-grill, Club Hollywood, Washington Garden, Maxims, and the Plaza and Zombie clubs.

Only flesh shows doing the theater right now are La Fiesta de la Rumba, a 300-club variety of about 12 persons each.

Los Colegiates, Mexican zoot-suiters, are doing very well, even without the benefit of advertising from the Yumuri, among playing and other spots.

AEE Optimistic Over Wash, Belasco Sitch

NEW YORK, April 24.—Executives of the Aaa are feeling optimistic about the reopening of the Belasco Theater, Washington, on its nightly leg of the Belasco’s tour for Belasco’s tour of Washington for the next season. One committee composed of Rebecca Brownstein and Edith and John Sitch, in charge of the nation’s capital and conferred with Washington officials regarding the release for the theater. The theater was used as a storehouse for Treasury records and a second and a commissioned committee is going to Washington soon for a conference on the theater.

However, even if the theater is available, it won’t be ready by August 1st, as the National Theater there to relax its Shubert, who is now the theater. Washington won’t be getting legal until, and if, the Belasco is reopenable for its fourth season. The deadline in the middle of the summer show for the National makes it easy for the Washingtonians to convert temporarily to films, if their policies dictate a scene technique on Equity, without bookings.

One of the problems area arising from the situation is the unforeseen quiz by Joe Harris as to whether he can pencil in a date next season at the National Theater for the road tour of The Heiress and then cancel it, if some sort of act is reached. He also wanted to know if the union would stand behind him if he were need, and he dropped the question.

Hunt To Op Seafill Theater

NEW YORK, April 24—William Hunt was looking to contribute to the Seafill Summer Theater this season. The Long Island hayloft will open its season with Equity policy through a day of its season. The lets winds will end up with the 53 top in the 600-seat theater. Opener is a 20th century group for the Seafill Summer Theater this season.
Clarek Pix Clock; Plans Vt. Jaunt
GORHAM, N. H., April 24—Free-
manship, Clark has been presenting
religious films the past two months in
this area in the hope of completing
plans to move his base of op-
erations from Berlin, N. H., to Mid-
dlebury, Vt.
His plan is to spend the summer
making a circuit of 16mm. towns in

Spencer Sets Flesher Route
WOODLAWN, Ill., April 24—S. S
Clark has a flesh-pulsing org ready for
its opening in Wisconsin territory
next week. Opening is slated for Beloit,
Wis.

RADIO CITY
(Continued from page 42)
dressed in Indian costumes, turned in
a sensational act. The drop was a
kingsized affair showing backdrops of
squares carrying papooses who turn out to be Indian children. The scene
ended with red-blanketed Indians
arranged in tier fashion against a
blue and white backdrop. The effect
behind them. But if the chore-
graphy was well-executed, the Gen-
eral's production was complete and
the James Stewart Morcom set de-
lightful. A trip to the theater was
backed by a quart, wasn't up to the
character of the show. Reclining on the
to the number, doing it with a beat that
was monotonic.

- State of the Union... Bill Smith.

BIG BOX OFFICE ATTRACTIONS
16mm. Features and Shorts for sales. Top
Open House pictures for drive-in and road-
attractors. For EASTER SPECIAL
of Jesus, available in 8034 and TECH-COLOR
continents. For a true zoom, try "SPRING FIGHT"—highlights of all 15 rounds — for sa-

PROGRAMS FOR ANY OCCASION
16mm. FILM EXCHANGE
302 ½ S. Howard St.
EUGENE M. WILSON, Dallas, Texas
Tel.: Riverside 3650

ROADSHOWS!}

ROCKVILLE, Md.

The Billboard
REPERTORIE—ROADSHOW FILMS—OUTDOOR THEATERS
May 1, 1948

COMMUNICATIONS TO 2160 Patterson St., Cincinnati 22, O.

48

Slout Maps 1948 Itinerary; Rehearsals Get Under Way

VERMONTVILLE, Mich., April 24—
—Personnel of the Slout Players be-
gan rehearsals here this week pre-
paratory to the show's 1948 bow which
has been set for sometime in May.
Dor will play Michigan dates until mid-August when it will move
South to Indiana, Illinois and Mis-
souri.
—Carpenters and painters have been
shaping things up in local quarters for the past month. Ray Snyder
handled the paint and letter work.
—Three new pieces of special paper
have been added. Lions Club of Ver-
montville is donating the use of its clubrooms for the rehearsals, and the
management plans to keep the show
out until November.

Andrew Slout, who signed recently,
completes the dramatic cast, which
includes Bill Slout, Guy O'Neill, Bob Slout, Carole Gifford, Jan Squibb and
Ora Slout. Vaude acts to be carried
include Dr. DeCloe, magic and the
capes; Ken Seely, Western songs, and
Killer Kruley. A number of vaude acts
will be presented by New York, and
taris and 50 members of the band
paraded at noon on one of the show
days, utilizing costumes used by the
original Neil O'Brien Minstrels.

DETROIT BIZ HYP0

LYONS, Kan., April 24—Wallace
Bruce, who signed last year, will
return late this year after closing with Wallace Bruce Play-
ners and becoming manager of a local house, successfully directed the sec-
ond annual Minstrel Show for the
Rotary Club. Show featured a chorus
of 32 voices, male quartet, six
dread and interlocutor, Bruce says.
Second portion represented a vaude
tional show within the acts. The
entertainers and 50 members of the band
paraded at noon on one of the show
days, utilizing costumes used by the
original Neil O'Brien Minstrels.

Buck Norris
R. T. BOOTH is showing pix in Kan-
as under auspices... After a three-
week break in the middle of
Turgeon's Show, films and animals,
has started again and will work east.
John has been in the Kansas City
minstrels in the Muncie, Ind., area... Francis E. Dailey will
drive the Second Avenue in Salina
and use a local cast... Cauley and
Thompson recently opened a vaude
in Western Connecticut and will operate a sum-
mer vaude house near Groton, Conn.,
showing 16mm. films...

Charles and Lee Shirley have 16mm.
pic in the Hagerstown, Md., area. Will A. Ackerman left Tampa early in
April for Lewiston, Idaho, where he
will have a summer theater...

Costa Show, four people, playing in
the Valleyfield, Que., area... D. J. Wall has been an
entreprise in the Portland, Maine
area... Ed F. Matthews has 16mm.
pic around Schenectady, N. Y. ...
Leon Nichols will have a summer theater near Readingfield, Vt., after
the middle of June... Kark Cartwright,
manager, is again, in the stage attraction
with Ann's tent-pix theater, current-
touring South Carolina...

Singer, dancer, and vaude in the area.
Beal has been a popular performer in the
area... Will be out to sell vaude pictures in the summer for which he
will present in halls... Bailey's Texas
Show has been around 2½ years... George D. Conroy has 16mm.
films in the Hibbing, Minn., area... Northampton Players will make a
summer tour in northern New Eng-
lund... Doss & Mae have been around Fremont, Neb., recently...

Lainer Players recently toured Tennessee and is going on a
five-months stained glassed tour...
Rollins and Carver are playing spirits
in the area of that city, doing
six to seven minstrel acts... Arthur H. Thomas has been reported
around Hillsboro, Ind., area... Conroy makes 16mm.
pic around Forest Hills, Md., with 16mm.
pic under auspices. He has three pictures
above to the West Virginia...

Barber Sax Old Paper

NEW YORK, April 24—Red Bar-
ber, the well-known sporster and
dcurrently playing Soldier for Colum-
bia, has been doing vaude shows
in the east. He claims to be the
most authentic minstrel fan, and is seeking lithos,
shows, three sheets and other paper used to advertise old minstrel
tab and rep, shows. Barber wants the
paper to (decora in a frame and would like to hear
from any oldtimers who have such items. He will be addressed
CBS in New York.

Falls Pie Biz Good in Mo.

CAPE GIRARDEAU, Mo., April 24—F. W. Falls, who has been having
this area get its slide with an
good attendance at a number of shows.
The business has recently been
surprisingly good at the Eil, it is
undertaken the present low... is a
payless of tired of getting the squeeze
put on them every two days a joint with
a dropped reputation comes out on
line.

Ops of other bistros feel the same
way, as at the tourist season lays an
egg due to new clumps resulting from
the tourism report, and the ones just as
soon throw in the towel now.

The gambling industry, which with
everything else is in a state of great
ity and tourist biz, is at the
moment getting a much at a standstill as
of Plant's cracking down since he
took over as chief executive in
charge of morality.

Bright Plans Summer Theater

ADAMS, Mass., April 24—Alfred
T. Bright is here dicing for a summer
theater he plans to launch in this
area. He plans to use local

WANTED IMMEDIATELY

ADVANCE AGENT

OR BILDER AND LITHOGRAPHER

The Billboard seeks active sales prospect
holding a small theater, will pay $25-
weekly for work. All information
must be furnished. Send with name
Toby and Ora Slout Players show

BUD HAWKINS

Salem, Ind.

BARDSEX MINSTRELS WANTED

Colored Comedians, Dancers and Performers. Can use
16mm. and 24mm. Pictures. Home in Detroit. For,
getting a picture. First Platform Help, Music, Lights, Tent,
set, costumes, etc. Write, mail order. (No OBO.
D. O. B. MILTON BARTOK

Piano Player Wanted

MONTREAL CURFEW

(Presented from page 41)

Another mentioned as being on
market. The business has recently been
becoming bored at the Eil, it is
undertaken the present low... is a
payless of tired of getting the squeeze
put on them every two days a joint with
a dropped reputation comes out on
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area. He plans to use local

WANTED IMMEDIATELY
ALDEN—Betty, 50, veteran stage actress and dramatic coach, in Beverly Hills, Calif., recently. She studied at the Institute of Drama in New York and in Berlin. One of her early stage roles was that of Beru in "All Quiet on the Western Front." At various times she appeared in plays produced by David Belasco, Sam H. Green, and Robert Edmond Jones, as well as in films with Greta Garbo, Marlene Dietrich, and Erich von Stroheim. Miss Alden was a member of the Auxiliary of the Marine Band in the city of Detroit. Interment in River Rouge, Mich., April 14.

BROWN—Marjorie, 28, vaude and circus performer and sister-in-law of Ted DeWayne, seaboard performer and with the Clyde Beatty Circus, at Queen of the Angels Hospital, Los Angeles, April 11. She was the widow of Howard H. Brown, who died of a cerebral hemorrhage. She was the daughter of Mrs. Max. S. Brown of Detroit. She was a member of the Auxiliary of the Marine Band in the city of Detroit and managed the Blue Lantern in Philadelphia. Interment in River Rouge, Mich., April 14.

LIVINGSTON—George H., father of Mrs. L. D. (Doc) Hall, of King Bros. Circus, April 17 in Lexington, Mass. He was Chief of Clan Campbell of Argyle for many years. Burial, with full military honors, in Mountain Lawn Cemetery, Malden, Mass., April 21.

LYMAN—George J., secretary-treasurer of the Connecticut State Filers and Drummers' Association, April 4 in Westerfield, Conn.

MACDONALD—Grace Maynard, mother of Margaret MacDonald, radio actress, has died in New York. She was the widow of Donald MacDonald, a prominent actor and was the older sister of Donald W. Robertson, a radio actor. She left her home in Philadelphia to live with her sister, Mrs. E. S. MacKean, in New York. Interment in Spring Grove Cemetery, Cincinnati, April 22.

MILLAN—James W., 60, concessionaire at Lakeside Park, Roanoke, Va., recently in that city of a heart attack. Survived by his widow and two children.

MATHES—F. S., outdoor showman for over 30 years, recently at his home in Bedford, O., survived by his widow, Eva, and daughter, Ruth.

McCRAY—Mrs. Edith Chapman, mother of Thomas C. McCray, producer and manager of the McCray Broadcasting Company, in New York April 14. Her son, a brother and a sister and a daughter survived her.

MILLS—Arthur M., 75, for many years in the vaude and music fields, recently in his home in Monro, Ind. He was last with the C. W. Nall Shows. Survived by his widow, Cora, and seven children, all of St. Petersburg, Fla.

MEYEWS—Jack, talker, with various companies, in his home in Monro, Ind. He was last with the C. W. Nall Shows. Survived by his widow, Eva, and seven children, all of St. Petersburg, Fla.

PETERSON—Mrs. Emma C., 69, pioneer theater operator, in Brattiborough, Mont., recently.

FITZPATRICK—James, 54, acrobat, with the King Bros.' Circus, recently in Chicago. He was the husband of Mrs. James B. Fitzpatrick, a circus manager. Interment in Chicago. There are no survivors.

FALLS—John Frank, 58, president of 3 & F, and currently operating theaters in Lynchburg, Danville and Roanoke, Va., and Columbus and Cuyahoga, Ohio, recently at his home in Lynchburg. Surviving are his widow, a daughter, two sisters and two brothers.

FARRINGTON—Mrs. Emma C., 69, pioneer theater operator, in Brattiborough, Mont., recently.

PETERSON—Mrs. Emma C., 69, pioneer theater operator, in Brattiborough, Mont., recently.

BURNS-SKIMIN—James Allan Burns, former vaude and legitimate performer, recently in Salt Lake City. He was the husband of Mrs. Betty Skimin, formerly of the Jam and the United Phonograph Model. He was the father of Nancy Allen of Salt Lake City, and the mother of Mrs. Elsa Skimin of Las Vegas, Nev. He was buried in Forest Lawn Cemetery, Burbank, Calif.

HAUENSTEIN—McDonald, 57, concessionaire and manager of McDonald's Vaude and Musical Shows, in New York April 1, 1944. Survived by his widow, Cora, and five children.

LUTZ-PILLOT—Sam J. Lutz, actor for the Frankie Lane and Lawrence Welk and Irene Pilott, secretary at Advance Music, in New York April 1, 1944.

ROYAL-CROSBY—Stanley H. Crosby, who handled the vaude and concert booking for the Crosby vaude and music company, at Ravine's Eyrie, on April 18 in New York.

MARK-CARTER—Jonny May, agent, and Marion Carter, singer, in New York April 18 in New York. They were with the Ivy Hill Vaudeville Co. No survivors.

ROBINS-BALABAN—Harold Robins, brother of the Robins-Balaban Productions, in New York April 3, 1944. He was a producer in Hollywood. Survived by his widow, Mabel, and four sons.

YARD—Jack Scallon, disk jockey at Station WJZ, Bridgeport, Conn., and Mildred Avar in New York April 18 in New York.

ROGERS—Charles S., 60, former vaude and circus manager, in New York April 1, 1944. He wasburied in Forest Lawn Cemetery, Burbank, Calif.

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SHENK-PRUMBS—Herbert A. Shenk, 55, manager of the Roxy and the Lyceum Grand, in New York April 3, 1944. He was a former vaude and music manager in the city of Pittsburgh.

STREET-HUGHES—David Street, stage manager for Bath House Screen, actor in Hollywood April 21 in Hollywood.

RUSSELL—Bert, 68, owner-manager of a tent show bearing his name, April 16 in Covina, Calif., of a heart attack. Survived by his widow, Mrs. Smith—Andrew E. (Swinging Bell String Band) Smith, manager of the Roxy and the Lyceum Grand, in New York April 1, 1944. He was a former vaude and music manager in the city of Pittsburgh.

SMITH—Mrs. Joseph, 40, of the Marine Band of the city of Detroit, in New York April 16 in New York. She was a member of the Auxiliary of the Marine Band in the city of Detroit.

VETERAN—Bert Nevin, 40, in New York. He was the head of the Veteran's Committee of the American Brewing Co., in New York April 18 in New York. He is a legit producer; mother is actress-author, Thelma Schnee.

WOLFF—Jack, brother of Mrs. Frank Redfield April 3 in Phoenix, Ariz. He is the program director for KPHO. He is the head of Bert Nevin, Inc., publicity firm.

COOKE—Mrs. Harry, concessionaire and manager of the O'Sullivan Bros. Circus, in New York April 19, 1944. She was the widow of Mr. O'Sullivan, who died recently. Their daughter, Miss Margaret O'Sullivan, survives.

CARR—Richard Murphy, assistant manager for Station KOA, Denver, Colo., recently. He was the husband of Mrs. Paul Carr, columnist for The Denver Post. They were with the Consolidated Vaudeville Co. Interment in Denver, Colo.

GILBERT—James, 35, son to Mr. and Mrs. Allan Robert April 10 in Kew Gardens, L. I., N. Y. He was an announcer on the radio.

HARRIS—Mr. and Mrs. Warren April 10 in New York. Mrs. Harris is the head of the circulation department at HIKO. He is a radio actress.

LAWRENCE—Mr. and Mrs. Lawrence Weber Jr., in New York April 17 in New York. He is the father of Mrs. N. Y. Father is a publicity agent for radio. Interment in Memorial Park, Brooklyn, N. Y.

HARRIS—Mr. and Mrs. Harry Keough April 3 in Chicago. He is in charge of the Channel 8 Division of the William Morris Agency.

BARKER—Paul Allen April 16 in Hollywood. He is the son of Mrs. Frank Allen. He was an announcer with the Warner Bros. Studio. Interment in Forest Lawn Cemetery, Burbank, Calif.

BARKER—Mr. and Mrs. Andy Allen April 14 in New York. Mr. Barker is in charge of the advertising and publicity department of the William Morris Agency.

BARKER—Mr. and Mrs. Paul Allen April 16 in Hollywood. He is a former vaude and music manager in the city of Detroit.

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**Top Talent Is Featured**

Several former R-B featured acts, aerial ballet, lighting highlight show

By Ted Wolfram

NEWARK, N. J., April 24.—The Ham-Pont Circus opened its second presentation at the Uptown Temple Shrine Circus at the Sessey Avenue Armory Monday (19) for a seven-day run ending Sunday night (23). The show has been getting the usual co-operation from the chamber of commerce of the region, which means sellouts or near-capacity houses.

The first appearance of the armory and layout of rings, platform, etc., the former as a race track improvement over last year, the show's initial appearance at this spot where layout and rigging appeared cramped and confused. The lighting system and light effects, too, are markedly better. The local committee handling reserved seat sales and the green job is operating smoothly and getting everybody seated without confusion before Joe Bailleau and swings into the overture.

The entire program is excellent, (See Ham-Pont Tobs on page 99)

**World of Pleasure Hit by Rain, Cold At Wyandotte, Mich.**

Wyandotte, Mich.—April 24.—Rain and cold hit the 1948 opening of the World of Pleasure Shows here Thursday with much of the same in the atmosphere Friday before Old Sol finally put in an appearance. Saturday's weather was a surprise to expectations.

Owner John B. Quinn spent heavily for crushed stone, cinders and shavings the first couple of days in order to prevent even a limited show.

Anna Bauer, wife of O. B. Bauer, died Sunday (11) in University Hospital, Ann Arbor, Mich., following a lengthy illness. Pallbearers at the funeral Wednesday (14) in River Rouge, Mich., were Eddie Gold, R. A. Nathe, Mike Dinoval, Mike Demco, Gil Cohen and Buck Allspop. She was a member of the Michigan Showmen's Association Auxiliary, which organization was well represented at the final rites.

Peyton Millton's cookhouse is drawing the praise of all, as is the work of lot superintendent Johnny Moran.

Kenneth Lewis and wife joined the opera staff, the former as a mechanic and the latter as ticket seller. Selden, the Stratosphere Man, is the free attraction.

The office truck has been equipped with a complete heating system and additional furniture.

Visitors here included Ben Sawyer, of the New York producing, purchasing agent for the show, and wife, Carrie; Mrs. Quinn's mother, Pop and Mrs. Baker, Mr. and Mrs. Curry, Louis Rosenthal; Ray Purcell, of the sheriff's office in Flint; Mr. and Mrs. Spencer, of Flint Park.

**Hinkle Rodeo Wins in Macon; Draws 18,580 in 4-Day Stand**

MACON, Ga., April 24.—Mill Hinkle's Rodeo, with 41 events and cast headed by Col. Zack Miller, drew 18,580 patrons to Porter Stadium during a four-day engagement. Org moved in from Charlotte, N. C., and opened Thursday (15) to about 3,400. Friday's attendance of 7,700 was the largest of any single day. Originally scheduled for three days, a holdover Sunday matinee was arranged after rodeo opened and it drew about 2,000 customers. Capt. Virgil King, chairman of the city firemen's committee, sponsor, said a good profit will be realized. Over $5,000 was raised thru advance sale of tickets by firemen.

**Play in City Stadium**

It was the first rodeo here in over 12 years and was the first event of any kind, outside of scholastic sports, permitted by city authorities in the municipally owned stadium in a long time.

Acts included Barbara Hold, three-year-old daughter of Bob and Ethel Hold, working a high school horse; (See HINKLE'S RODEO on page 105)

**Salt Lake City Still Dates Set**

Water Follies touch off '48 slate—main show to Coliseum—Beehive on midway

SALT LAKE CITY, April 24.—Still date activities at the Utah State fairgrounds here get under way at the Coliseum Monday, May 1, with the presentation of Water Follies of 1948. Attraction is slated to run thru May 8.

The Follies proved exceptionally popular at last year's Utah Centennial Exposition, as did Holiday on Ice, scheduled this season in the Coliseum.

The annual Days of '48 Rodeo will be presented before the grandstand for a six-day stand, July 19-24.

The Beehive Midway will operate the rest of the year, with the park from May 29-September 26.

A corporating job was done to the buildings and grounds last year for the Centennial, and additions tend to indicate the park has the '48 event, scheduled September 18-26.

Several new features are planned for the fair, according to Secretary Shelly. Among these are an Enchanted Land, a kiddie playground and a nickelodeon show of old-time movies.

The main show of this year's presentation will be staged in the Coliseum rather than the grandstand, in order to avoid the possibility of costly or inconvenient weather.

**Akron, Canton Net New Arenas**

AKRON, April 24.—Both Akron and Canton are nearer today than they ever have been to new arenas. Canton has been seeking an auditorium for years, a building to replace the Coliseum; an temporary community auditorium in the downtown section. Akron has had only the armory, a 2,500-seat house with none-too-good acoustics. Into this have gone concerts, vaudeville and fight cards.

But this week both cities made strides toward new auditoriums. The construction of the Canton building at a cost of $955,000 was approved by the city council.

The new Canton arena is to be financed by the $700,000 residue of the Timken 11-inheritance tax fund which was frozen as an auditorium building fund in 1944. The present city auditorium is aimed to be sold at an expected price of about $250,000, this money being used for the new project. Plans call for a 6,000-seat structure with facilities for ice shows, concerts, plays and conventions.

The Akron Arena is a private venture sponsored by the Rubber City Arena Company, and calls for 9,200 seats, 7,000 of them permanent. Two double-decked stands of seats are to be sold. Bill V. Reed, former general manager of the Eastside arena; William D. Wallen, sports promoter and radio commentator; and E. J. Palmer, are listed as incorporators.

**Close-Ups:**

**Firing Dufields Shoot Works With Big Bang for 50 Years**

BY HERB DOTSON

This is another in the series of articles on little-known facts about prominent people in the outdoor show business.

**Frank Duffield**

It is this enthusiasm which has made Frank one of the Midwest attraction salesmen. He enjoys everything about it—the selling, the shows themselves and hosting of clients and potential patrons.

As a host, Frank is one of the best. The cocktail party he and his associates toasts at the annual convention of the International Association of Fairs and Expositions as one of the social highlights of the gathering. Frank also enjoys to the full the traveling entailed in the business. Gregarious, he thrives on meeting people new to him. Excepting his fondness for gin rummy and poker—a reflection of his gregarious nature—he never has developed a hobby.

"I haven't had the time, I've been too busy with fireworks," he explains. (See Firing Dufields on page 60)
North Renamed Big Show Prexy

NEW YORK, April 24—The annual meeting of the board of directors of the Ringling Bros. and Barnum & Bailey Circus was held here Wednesday afternoon (14) in an atmosphere of complete harmony.

John Ringling North, who heads a group holding $1 per cent of the stock, was re-elected president of the corporation, and Robert Ringling, who with his mother holds 40 per cent, was named chairman of the board. Herbert Duval, the show's legal adjuster, was made a member of the board of directors.

At the meeting the directors voted to turn over a $40,000 government tax refund to the circus receiver, which will provide for another payment of 10 per cent to claimants for damages who held awards made to them as a result of the Hartford circus fire of July. A sum of $321,000 from a previous tax return was turned over to the receiver, leaving $1,000 per cent of the total damage awards of $4,800,000 still unpaid.

Lawyers for the receiver's office in Hartford who attended the directors' meeting reported little prospect of any money from last season's operation of the circus being made available for paying off damage claims.

Del. Court Decides Ringling Clan Claims Ended, Returns Bond


"All matters in dispute" have been "compromised and settled," according to a stipulation filed in the Court of Chancery between Robert E. Ringling by his solicitor of record, Clair J. Killoran; W. P. Dunn Jr., on his own behalf, and North, Haley and Griffin and the Fidelity & Casualty Company of New York, by their solicitors of record, Aaron F. Fling.

The stipulation provides that "all liabilities of North, Haley and Griffin are canceled, discharged and finally terminated."

Terms of the settlement were not revealed here but The Billboard reported last November 22 that Haley and his wife had entered into an agreement to dispose of their stock to John North and his cousin, Robert Ringling. At that time Haley resigned as head of the Big Show and his wife quit as secretary, while North took over the presidency.

Vice-Chancellor Seitz on Thursday also signed another order approving discharge and termination of the $5,000 superseded bond posted by the corporate defendant, Ringling Bros. and Barnum & Bailey Combined Shows, Inc., which "has closed with all terms of said bond and paid all costs" in the action initiated by Edith Conway Ringling, represented by attorney Killoran. Aaron F. Fling was solicitor for the court.

The Delaware State Supreme Court on May 3, 1947, modified the Chancery Court's December 4 decree and declared that Robert Ringling was the lawful president of the circus by reason of the failure of the directors to hold their 1946 annual meeting to elect a successor.

$82,500 Rodeo Prize List Set

SWIFT CURRENT, Sask., April 24—Cowboys will compete for $5,450 in prize money at Swift Current's Frontier Days celebration, a two-day rodeo. Don Perrin will be arena director for the 11th year.
DAILEY PLAYING

Tenn. and Ky.

Spots Are Big

Ideal weather helps show pack 'em at night—Clarksville proves red one

GLASGOW, Ky., April 24—Dailey Bros.' Circus trek thru Tennessee and Kentucky is proving a winner. Show is getting a break from old man weather and capacity houses have been the rule so far, especially at night.

Org moved in here Sunday (18) and showed Monday. Early arrival helped create plenty of interest and with ideal weather Monday the show drew better than a half-house at the matinee. The night was overcast.

Despite a late arrival in Bowling Green, Ky., with the matinee 45 minutes late in getting started, show drew a strong house at the matinee and a full one at night. Clarksville, Tenn., proved a red one, org getting two full ones.

At Springfield, Tenn., the matinée was a three-quarters and at night the show played to a full house. Org put on an old-time circus street parade in the morning at Springfield which hyped afternoon attendance.

Show had a 3½ foot elephant. (See DAILEY PLAYING on page 59.)

Oxnard, Calif., April 24—Crafts Exposition Shows. Second unit of the 80 X, N. C. State Fair carnival operators in the West, turned in its biggest matinee of this season here Sunday afternoon when approximately 4,000 passed thru the gate. Altho taking advantage of the low matinee prices, attendance indicated an upward trend. Spot here was the fifth playing of the season and third show moving into the San Joaquin Valley to play Cowchilla.

Explorers, Allen owned by O. N. Crafts and managed by Roger Warren, opened its current, biggest March 20 Big Shows to play the National Orange Show in San Bernadino. Exposition has been in a highly competitive area including Alhambra, Montebello and El Monte here.

Flash Much Light

Shows use plenty of neon and with the new springy weather provide a spectacular night appearance. In addition to the spots, 16 towers are placed throughout the midway. 20-cent gate, 25 cents for major rides, and 50 cents for kid rides and a 6-cent gate for kid matinees.

New attractions and rides are being added daily. The midway, which is full strength within the next few weeks. A Motordrome featuring Leon Trotter and Arnie Reeves will grace Chowchilla last week. A new Merry-Go-Round soon will replace the old (a Big Pretzel) and miniature train are to be added before the season is over. Show here had eight major rides, three kid and a pony ride. There are 4 shows now, 28 concert rides. O. N. Crafts will look the show Saturday and left by plane Sunday (18) for new set-up and take over new rides for the show.

Personnel Line-Up

Personnel in addition to Crafts and Warren, includes:

W. E. Gilman, general agent for Crafts 20 Big Shows: W. J. Gilman, secretary; Harold G. Meets, assistant secretary; O. N. Crafts, front gate tickets; Leonard Poeock, sidecar operator; Larry Cottrell, assistant; George Walters, machinist; Bill Creamer, treasurer; Fred Crafts, concession agent; Sam Nunis, promoter; Allen Leadbetter, electrician; Karl Pape, house supervisors, and Lawrence Stone, night watchman.

Rides: Complete rides—auto, plane, boat—Earl Blomer, superintendent; James Laflue, second; Carl Cottrell, Jerry Parker, Norman; Larry Gittelman, second; BenToo Barker, ticket seller; Larry Gittelman, first; George Walters, machinist; Bill Creamer, treasurer; Fred Crafts, concession agent; Sam Nunis, promoter; Allen Leadbetter, electrician; Karl Pape, house supervisors, and Lawrence Stone, night watchman.

Expo Shows: Girl Show, "India," Paul Nelson, Maude, Nelson; Ann Renee, clown; Eggs, tickets and canvas; Bill Show, "T. J.," O. N. Crafts, ticket seller; Lawrence Lalone, sidecar operator; Bill Show, "The Show," R. S. Craft, Ticket seller; Pony Rides, Lawrence Smith, Franceline, Ike Hail.

Big Cars for Mineola

NEW YORK, April 24. — Bob Streeter has contracted to present big car races at the Mineola Fairgrounds June 12. The meet will be sponsored by the American Legion.
Mr. Custard Operator!!

ARE YOU OLD-FASHIONED?

THE OLD METHOD:
You buy sugar, skim milk, water, inventory, delivery, mixing, labor
orated milk, flavor, etc.; you may develop problems; sanitary laws; never a
8 pounds skim milk powder, 16
of a uniform product; no control over
in gallons; flavor, etc.; poor
overrun; spoilage.

... or

ARE YOU A MODERN OPERATOR

THE NEW METHOD:
30c per pound, de-
20 lb. TOYO and
24 $4.50
Plus butter-fat
required in ac-
with State laws.

Send $6.60 for 20
lb. trial shipment—
enough for 15 gal-
finished product

ELECTRO FREEZE SALES CO.
165 Broadway
NEW YORK 6, N. Y.

POPCORN MACHINES—ACCENT ON VALUE—PROFITS UNLIMITED

We HONESTLY believe this ad carries the FAIREST, SQUAREST POPCORN MACHINE PLAN "EVER" to appear in this publication—TWO (2) of the FINEST Popcorn Machines that offer FLAWLESS Performance, Perfection in Operation FOR YEARS of "PROFITS." In fact, so deep is our belief in either or both machines, we offer same on TERMS (below).

108 YEARS' POPCORN MACHINE BUILDING EXPERIENCE BUILT IN THESE UNITS. These machines are built to "stand by" you for years, rugged.

HERE'S ANOTHER "TIP" TO THE "WISE" BUYER: ALL METAL PRODUCTS MUST ADVANCE SHARPLY with cur-
fallment of METAL [ALL TYPES] for the re-armament pro-
gam of our government. Many manufacturers are ADVANCE-
ing their products SHARPLY NOW.

So a word to the ‘"WISE'—as we say here—should SUFFICE—

HERE'S THE PRICE TERMS ON THESE TWO WINNERS

— FEATURES —

BRILLIANT $12.00 HOUR CAP.
RAGGETY-PE. "STAR-9-50" MODEL—Floor Model.

— FEATURES —

FAST $6.00 PER HOUR CAP.
"ORISKING"—Floor Model.

NET PRICE $247.50 COMPLETE

Does Work of $700.00 Model.
Time Price, Add $6. Simple Ex-
tense is $6 EQUAL MONTHLY PAY-
$175.00: Bal. 6 Mo. Payments.
CASH PRICE, 2% DISCOUNT
CASH DISC.

ORDER FROM THIS AD—ALL DETAILS ARE HERE IN FULL

LIMITED NUMBER WILL BE SOLD ON TERMS—ADD 3
REFERENCES—YOUR BANK WITH ORDER
IMMEDIATE—SAME DAY SHIPMENT, CASH WITH ORDER
(LESS CASH DISCOUNT)

THE SEASON IS "N-O-W"—GET ON THE "BALL"—START PPOPPIN' YOURSELF SOME "FOOTH". WHAT ELSE CAN WE SAY? WHAT MORE CAN YOU ASK! EVERY MACHINE "UNCONDITIONALLY GUARANTEED" TO PLEASE YOU OR FULL REFUND MADE. WE CARRY ALL PARTS FOR EACH MACHINE IN STOCK. 15 YEARS SAME LOCATION YOUR FURTHER SAFEGUARD. WE KEEP US IMMEDIATELY HOW MANY, AND FOLLOW WITH SHIPPING INSTRUCTIONS AND REMITTANCE—AIR MAIL.
1st Call Is Issued For “Little Brothers”
At Prescott, Ariz.

PREScott, Ariz., April 24—Altho it is still rather chilly in this famed mile-high city, the first call has gone out for an assortment of “little brothers,” which are bull snakes used in the annual snake ceremonial, scheduled August 6.

The snake dance, fashioned after the celebrated Hopi Indian snake ceremonial, has been held here for a number of years, the more than 100 participants being local business and professional men whose identity remains hidden from the public. Their performance, given the first Sunday in August every year at about 2 p.m. on the Flatiron grounds, is so colorful that immense crowds always attend it. The majority of the spectators come from a long distance.

Live bull snakes, some of them four to five feet long, are handled by the dancers, who hold the desert denizens in their mouths as a culminating feature. As the dance ends, the “little brothers” are turned loose so they can return to their desert haunts.

Michigan Showmen
In “Tripleheader”

DETROIT, April 24—The Michigan Showmen’s Association and its two affiliated groups—the Joey Moss American Legion Post and the Ladies Auxiliary—held a joint business session for the first time in the history of the three organizations here Monday night (12).

Officers of each group sat on the platform, and a complete business session was conducted by each body, thus enabling all to observe the difference in the respective procedures.

Ben Morrison, vice-president of the MACA, conducted the meeting. Commander Art Grannan presented the Legion’s part of the session, and Mrs. Bill Lindey handled the auxiliary’s contingent.

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Buffalo Org Books Angelica, N. Y., Fair, Apollos as Free Act

BUFFALO, April 24—Howard Potter, general manager of the Buffalo Shows, announces the inking of the 6th annual Allegany Angelica, N. Y., September 1-4.

The Sensational Apollos have been contracted thru the Frank Wirth Agency as free attraction. They will enter their program in the St. Louis Police Circus.

Potter also said that a long season is planned, including a world tour lasting thru October. A new main entrance marquee has been constructed by Avery by Ahtwood Tent & Awning Company before Decoration Day.

PERCY GRAHAM, formerly with the State highway department, has been named the corporation’s new general manager.

Careful supervision of drivers is expected to aid considerably in reducing accidents and tie-ups.

Several concessions will be added to the office line-up. The Bush family will join shortly with stores. Mrs. Gloria Brock will have frozen custard.

Kenny O’Rourke has joined the ride department. Kermit Erskin will again be electrician.

Red Bluff Round-Up
Jams ‘Em Both Days

RED BLUFF, Calif., April 24—The 20th annual Red Bluff Round-Up closed a successful two-day sale Sunday (16) before a capacity crowd of more than 15,000 people for the second straight day. Top hands from Canada, California, Wyoming and Arizona competed.

Events included the $1,000 price riding event, won by Buster Ivory, Alturas, Calif., followed by Casey Tibbs, Pierre, S. D.; Bill Linden and Stub Bartley in that order.

Line-up of other events in the order of finish were:

Bareback riding—J. D. Busch, Bud Lind, Bill Lindsey, and Sunny Turner and Walter Brown.

Saddle bronc—Packy McGee, Ivan Leach, Ben Morrison, and Gig Tyler, 29.3.

Cow roping—Clay Carr, 79.8; Stanton Methven, 108; and Louis Peterson, 127.

Horse scramble—Roy Cates, 75; Vern Castro, 145, and Max Cates, 131.8.

Local bull riding—Ed Bobb, Ron Pinneo, W. Weidhio, and R. Fiechthoch; Ted Jack Conlon, Paul Davis and Craig Owens.

Bareback riding, join—Buster Ivory, Casey Tibbs, Bill Linden and Stub Bartley.

Franklin Org Signs Tex. Centen. Date

CUERO, Tex., April 24—Don Franklin, manager of the shows bearing his name, while playing here last week announced he had signed the midway contract for the Williamson County Centennial Celebration, May 1-8 at Georgetown, Tex.

Franklin reports his business the first three weeks this season was off, but the next week at Victoria, Tex., with ideal weather, the org chalked up a red one.

Show will play the July 4th Celebration at Cisco, Tex., for the second straight year and, in addition, has four celebrations and nine fair contracts for the summer.

Madden Bros. Shows Brought
By General; May 15
POSTVILLE, Ia., April 24—Glen J. Jarmes, Postville, Ia., has purchased Madden Brothers’ Shows with headquarters at Lake City, Ia. The org’s title has been changed to the Jarmes Bros. Show. It will hit the road May 15. Jarmes will be assisted by his four sons.
A New Favorite
at 10 to 1 Odds

HERE'S HOW A DIME WILL GET YOU A DOLLAR!

900% PROFIT ON ICE!
You've never seen such profits as these! Look at the
figurer: see for yourself. 50 pounds of ice and one gallon
of syrup make about 175 five-ounce cups snow cones.
Syrup costs about $0.25 per gallon. It costs less than
your own. Ice is two-bits. CUPS — about $0.00 per
thousand. The 175 snow cones are $17.50 in sales. Your
total material costs: $1.05! Brother, that's profit
when a dime will get you a dollar, it's time to get going.
Place your order NOW!

LOOK AT THESE FEATURES!

• NEW
method of merchandising snow cones — revolutionary!
• EXCLUSIVE
50-pair Multipurpose Corp. No other machine like it!
• BEAUTIFUL CABINET
will decorate even the finest location!
• RUSTLESS METALS
Aluminum and stainless steel used throughout.
• REAL SNOW
from the patented ice shaver . . . 250 lbs. per hour!
• SYRUP DISPENSERS
. . .
two of plexiglass. No funnels needed to fill!

ICE STORAGE
100 lbs. — two removable pans in bottom of cabinet!
LEAK PROOF — NO MESS
 features of this ice bin bottom is one piece!
CASH DRAWER
and a BIG one! . . . in the back where it's handy.
CUP STORAGE
placed overhead . . . out of the way but convenient, fast!
LOW OPERATING COST
motor and one light globe — 120 V. 60 cycle. A/C.
COMPACT
30" wide, 20" deep, 60" high. It fits almost anywhere!
Plexiglass Display
of snow and syrup . . . sanitary . . . spectacular!
ILLUMINATED
section of plexiglass in top . . . and light on display!
SWITCHES
conveniently located to right of operator on back panel!

SNOW CONES SELL!
Everybody likes refreshing, cooling snow cones. A fluffy
mound of snow flavored with syrup in a handy cone.
They sell, but FAST! One location reported $600 worth
of business in one day! Even cutting it in half, it's a
REAL PROFIT when a dime will get you a dollar!

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CANDY PULLING MACHINE

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For more centality, customer appealing candy, start
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Candy Pulling Machine. Stand it in a table or
hang it on the wall where your customers can
see your gods being made, and watch your
profits grow. Machine is rigidly built with
enormous worm gear drive — runs all day for an
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Clean Compact. Compact 12 x 15 x 24". Durable
very quiet and smooth running. Built
for a life time. Just plug it in and
start. 3.50 Retail. It will draw customers
and assure first choice delivery. Complete
with Starter, $150.00 25% with order balance on
delivery. Hurry! They're going fast!

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Writing Showmen's Liability Insurance is a
specialty and to avoid costly mistakes should be
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25 Years of selling insurance qualifies me to give you expert
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- Evans Baltimore Wheels (Any Combination)
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This one-page brochure from the largest manufacturer of outdoor games. Fill in blank spaces in the world.

1013 W. 36th St.
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1949 Little Dipper

Portable Miniature Roller Coaster

Because of orders in excess of 1948 scheduled production we are rushing tooling on the 1949 model and will start making deliveries early in June of this year.

The Little Dipper consistently outsells all other kiddie rides, is popular as a family ride and as a moderate thrill ride for adults.

One 1947 model Little Dipper exhibited on Crafts' 20 Big Shows grossed over $650.00 in only two fair dates totaling 31 days.

Virginia Park, Long Beach, Calif., owned and operated by E. H. England; Whittneys-at-the-Beach, San Francisco, owned and operated by W. B. Reed; O. N. Crafts, Crafts' 20 Big Shows of California; Tom & Snip's o' Snap's; Greetings Shows; Charra Acuna Path, Mexico City, owned and operated by Cardenas Brothers; W. R. Curry, San Antonio, Texas; Dispens and Sons, Hinesdale, Ill.; W. H. Kennedy, Kern County Park, Bakersfield, Calif.; Conover Brothers, Wichita, Kansas; C. J. Mancone, Staten Island; Jacob Prior, Paterson, Calif.; Wm. H. May, Kiddielands, San Francisco, Calif., and operated by O. D. Russell, Lacon Kiddieland, Glendale, Calif.; Beverly Park, Los Angeles.

Write, wire or telephone for early delivery dates.

Standard model price, $6.000.00, FOB, at our factory.

Bradley & Kaye Amusement Company
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Stationary & Elevated Kiddie Ride

Chicagor-Rocco Amusement Company

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Chicago 15, Ill.

Octopus Rolloplane

Fly-O-Plane

World's Most Popular Rides

Fyerly Aircraft Co., Inc., Manufacturers, Salem, Ore.
Max Raney Booking Hillbilly Acts for Bar M Ranch Season

EAST BLOOMFIELD, N. Y., April 24—Lulu Belle and Scotty Ford have been booked for August 29 at Bar M Ranch and will open its second season Decoration Day, and operator Max Raney reports negotiations are under way with Swing and Tex Ritter, among other name attractions.

Last year Raney offered Sunday outdoor stage shows at his 104-acre spot, featuring such attractions as Lulu Belle and Scotty, Elton Britt, the Duke of Paducah, the Cackie Sisters, and Smiley Burnette, who drew 7,261, the best crowd of the season.

Raney's spot has a barn for Saturday night square dances, two cottages and a building in which he intends to serve meals. There are also facilities for picnics, swimming, fishing and city back-burner activities. This year Raney will also offer outdoor Friday night movies.

Currently the Nonstimers program, a half-hour show, is broadcast Monday thru Friday from the ranch over WGY and will continue a few weeks ago Saturday night barn dances were started in the main auditorium which seats 400 people. Two shows, supplemented by a half-hour broadcast, are offered. The Nonstimers are Max Raney, Jr., 15, Boys, Pie Plant Pete and Bashful Harmonica Joe. Guest stars are also brought in and some amateur talent is offered.

Lavelly's Lose Okla.

OKLAHOMA CITY, April 24—There won't be any more midget auto racing in this town unless promoters O. J. and Elmer Lavelly can scavenge up a track. In a surprise move recently the Oklahoma City School Board threw the midgets out of Taft Junior High School Stadium. Last year the promoters collected $149,160 paying customers.

The midgets seemed set as the result which they had established in rentals which was earmarked for use in developing a 42-acres tract adjacent to a high school stadium as a recreational area. At school board meeting, a citizens' committee showed and offered to "give" the city its $30,000 for the recreational area if midget racing was banned. The school board accepted the offer.

O. J. Lavelly commented, "We paid 10 per cent during the 1946 season. Last year, when our control expired, we paid 12 per cent per rent and after a verbal agreement that this year we would be given a five-year contract and pay 15 per cent of gross.

Last summer a small group of anti-midget citizen sought an injunction in district court against the racing but was turned down. During this uprising over 6,000 fans at a race program signed letters and cards to the school board asking that the racing be continued on the dust-proof, quarter-mile track.

Fayetteville, O., To Get Midget Auto Race Track

FAYETTEVILLE, O., April 24.—A midget auto race track, located three miles here, is scheduled to start operating in May. Two Cincinnati Boroats, Theodore C. and Peter C. Nields, will operate the track, which will be known as Ronomco Park Speedway, Inc.

A 100-acre tract, leased from the Ronomco Park Realty Co., Inc., will be improved and a grandstand seating capacity of 6,000 to 10,000 seating capacity will be erected.

In charge of the realty company are John J. Kestler, Overton D. Jackson and Pearl Barton.
Hamid-Morton Tabs Lush Business on New Stand

(Continued from page 50)

with special attention being given to lighting of aerial ballet numbers and using the Peaches O'Neill Girls as background for several acts. The principal flaws here were the public address system, which worked erratically, and the choice of canned melodies dispensed before the performance and under a fern which sounded like a hick town band rehearsal.

Strong Talent Featured

The line-up of acts this year includes several recent Ringling circus features, including the Idalys, whose aerial novelty is one of the highlights of the show. The show opens with clowns, featuring the Ridolas and Hip Raymond in table rockin. Capt. Dick Clemens follows with his usual peppy presentation of seven husky lions. Coose and Company, novelty aerial act, with Cimare and three ferns, is a good show. Roberta, dog and pony circus, good standard fare, take over center stage while clowns, headed by the Georgetty Brothers, hold down the two rings.

Peaches O'Neill and five cuties up for next trapeze routines and balancing which will be on novel neon stars Janet and Paul score with their aerial thrill act in which they use strobbled costumes to good effect. Hip Raymond follows with a miniature auto gag which is as good but not equal to that of Leo Jacobs on the Ringling show.

Cooper's (8) Liberty horses are good lookers and nicely presented. The Norbertys, five men and a fern, present their usual novelty with a lot of superfluous rigging which, however, impresses the audience. Sivers Johnson, on with his crazy Austin auto, has a trailer gag which is definitely vaudeville.

Theron's Act Improved

The Seven Theros, European bike act, are greatly improved since their appearance on the Ringling show two years ago. The four girls are tastefully costumed and tricks are good. Also the comedy bits are strictly European corn. Peaches O'Neill and Company's Hollywood Girls perform capably on wheels, while the Adamsons (man and fern) go thru good perch routines.

Monroe and Grant follow in their well-known trampoline antics.

The Idalys work high over center stage and click solidly. A real novelty. Clown gags are followed by the excellent and fast-paced contortion number of Miss Florence Hin Lowe, which is marred by rather infelicitous gymnastics of the O'Neill girls. Miss Lowe is plenty good to hold her own sans any production.

Hamid-Morton elephants (3) are newly put thru their paces by Joe Hanson, with one of them riding a bicycle as the climax. The Flying Charlie particles lack with gags and unusual stunts. The show closes with Sylvia and Simone Zacchina being shot simultaneously from a cannon. A good finish, and lavishly presented here.

Staff Listed

Joe Basile is celebrating his 25th year as act leader, winning both the Hamid-Morton Circus and getting an especially warm reception here, this being his home town. Bob Morton, in Shrine regalia, handles the announcements in his usual style. Len Humphries, business manager, also holds much in evidence.

H-M staff in Newark includes Lee Barton Evans, public relations; Carl Sansiz, promotional director; Bill Walling, press and publicity; Bill Malos, boss property man; A. (Finger) Castle, assistant props; Henry Robinson, lictors; Charles Basile and F. E. Marschener Jr., outside contacts; Elsie J. Basile, office manager; Jeanne Bord, secretary; J. F. Koller, sound; Joe Hanson, transportation. A. Hyres has the concession.

Clown alley, headed by the Georgetty Brothers, includes Hip Raymond, Slim Collins, Jeff Murphys, So-So, Smokey Ross, Ray Cosmo, Tom and Rube Simmons.

Len Humphries, Bill Tumber, Carl H. Sonitz and Joe Basile took time out prior to opening here to catch the Big One in New York. Mr. and Mrs. Bob Morton made a business trip to Miami.

So far the show has had a very successful season, with highlights being the Buffalo stand, which grossed approximately $180,000, and Altoona, Pa., where several seilouts were chalked up.

DALEY PLAYING TO BANG-UP BIZ

(Continued from page 52)

here, the animal being buried in Springfield. Johnny Walling, member of the Springfield Police Department and formerly with Ringling Barnum, went all out in getting advance publicity for the Dailey org, with many of the stories and pictures hitting Page 1.

MAYSVILLE, Ky., April 24 — Dailey Bros.' Circus, which has played here yearly, yesterday notified the town council here via the mayor that they were forced to pass up the town due to the poor condition of the lot, which was inundated by the recent flood.

The org made Lexington, Ky., Thursday (22) and remained over the following day. The newspaper editor in station agent in Maysville stated that the Dailey show was scheduled to leave Lexington at 5:30 p.m. Friday (23) for Ashland, Ky., making the run to Maysville on the L. & N. R. R., then transferring to the C. & O. The show was scheduled for Ashland for today.

Johnny Anderson of the Enquirer Printing Company, Cincinnati, Charles Warr of The Billboard's home office, and a number of circus fans from Cincinnati made the trip here in vain Friday.

KOZY COACH Provides Years of Comfortable Living

Show people — hundreds of them — use KOZY COACH trailers.

You will like the roominess, completeness, and convenience of a KOZY COACH home. You will like, too, our A-1 construction and perfect weather-proofing. Winter or summer, a KOZY COACH is delightful living quarters.

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40x120-0 Khaki

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MARTIN N. Y. TENT & DUCK CO.

24 HOWARD AVENUE, NEW YORK, N. Y.

New Ride Thrill, C-Cruise Acclaimed by these New Operators...

C-Cruise Corp. is a 4,000-acre ranch overlooking the beautiful Sierra Nevada range at an elevation of 5,200 feet, and 1 1/2 hours from San Francisco. The ranch is open to the public from April 15th to October 15th.

With a long, graceful ride through the beautiful aspen groves, the C-Cruise offers a thrilling experience that cannot be duplicated by any other enterprise.

For more information, please write to:

C-Cruise Corp., P.O. Box 2000, Sierra City, California.
(Continued from page 50)

Not given to living in the past, it takes some prodding to get him to detail the things he has done. He is more eager to dwell on the future.

He doesn't point out the solid, constant interest in fireworks consists of probing continuously for new business and new ways in which to present fireworks displays.

But his many years in the fireworks business are studied with outstanding productions. For instance, it was he and his associate, son, Jack, and his long-time aid, Art Briscoe—who supplied the pyrotechnic displays at most of the biggest world's fairs in the past two decades.

He led Army's War Show

It was Frank who headed the army's war show, a truly huge spectacle which embraced some 85 officers, 2,200 enlisted men and a convoy of some 50 vehicles and cars and which played 101 performances in 17 locations in the United States and raised over $1,000,000 for Army Emergency Relief.

It was he who developed and staged some of the most spectacular productions with Cecil B. De Mille for outdoor presentation. These were the rage of the pyrotechnic business until the first vent of the revue type of production now offered at most of the leading theaters.

And it was he who last year headed planning and production for the 100th anniversary celebration of The Chicago Tribune, coming up with the biggest spectacle and the largest firework show ever offered in this country.

A Pioneeer in Technique

And now the years Paul has been one of the pioneers in the development of fireworks technique, in introducing new methods and new effects.

No small achievements, those, and all worthy of detail.

The group he and his associates furnished fireworks include Philadelphia's Sesquicentennial, the Chicago World's Exposition, Exposition of Cleveland, the Century of Progress Exposition, Exposition of the World and the World's Fairs both in New York and in San Francisco.

The War Show for 1942 not only raised $100,000,000 for Army Emergency Relief, but it was credited with creating a powerful morale at that phase of the war. The show itself was gigantic. Personnel and equipment, totaling over $100,000,000, Virtually every phase of the army was used in the production, which was enhanced by the ingenius use of fireworks, which gave an added drama and scale to each scene and sent the message that the nation was rapidly building a great fighting force.

Greater Scores

Vistula, Va. April 21—A red one was chalked up here by the Virginian Great Show for the week ending Saturday (10), the first of its 1948 season. Among two nights mixed most of the business but W. C. Bill Murray, general agent, reports that the rest of the week was good enough to make this among the best openings ever played by the shows.

Since this is the shows' winter quarters, Manager and Mrs. Rocco Munacci hosted a party to number about 200. Among those present were Hero Shute, general agent, Lawrence Greeter Shows; Dr. Karland, Karland's Circus; Harry P. Taylor, Dr. L. C. Holland, Sam Stallings, postmaster; Sheriff Culpeper; Lieut. Pobis, State police; Larry Briggs, Jack Wurney, president of the Suffolk National Bank, L. Simonetti, Plants Peanut, Company, and Bill Sanders, Norfolk Tent & Awning Company.

Personnel Listed

Personnel includes Rocco Munacci, general manager, Mrs. Munacci, secretary-treasurer; W. C. (Bill) Murray, general agent; L. Simonetti, railroad superintendent, and Arthur Gibson, electrician.

Mabel Stark Joins Polack Bros.

Mabel Stark joined Polack Bros., Western Unit, having made a successful tour with John B. Polack, company's managing partner, in the midwinter, opened its 13th annual engagement for Ben All Shrine Temple Fri-

SACRAMENTO, April 24—Polack Bros., Western Unit, having made a successful tour with John B. Polack, company's managing partner, in the midwinter, opened its 13th annual engagement for Ben All Shrine Temple Friday (28) under promising conditions. With the Jimmy Lyon's promotion and the company's recent sale of its Chickery model, business comparable with previous years.

It shows remain here thru May 2, with matinees daily starting today. The Western Unit will justly deserve the highest commendations during the spring, summer and early fall.

Mabel Stark joined here with her tigers and will remain for Oakland, San Francisco and possibly other California dates. She is featuring her wire-walking tiger, Bill, which had (See Mabel Stark joins on page 104)
Beatty Clicks Despite String Of Bad Breaks

Hit by Row, 2 Accidents

LOS ANGELES, April 24— Despite a series of unfortunate breaks, Clyde Beatty, who keeps packing the big top at nearly every performance on his coast-to-coast show, continued his successful week at Huntington Park, Alhambra, Pasadena and North Hollywood. All three shows went off successfully. Three shows were given at Huntington Park.

But it wasn't all beer and skittles, tho the red wagon did record business. Two accidents and a row with chorus girl Beulah Imboden marred the week following the Los Angeles engagement.

The accident occurred in Huntington Park Wednesday (14) when a big top quarter pole broke at the hub during the down turn after the first night show, injuring six persons. Quick thinking of Clyde Beatty and his crew, credited with breaking the fall of the 200-pound pole, prevented the accident and more serious injuries to spectators, police said. Mishap occurred during a production number when two horses were handled. Owings grabbed the pole and momentarily arrested its fall. He was injured. Mrs. Mary I. Owings, 38, and her daughter, Margaret, 5, were taken to the hospital where the show continued after the accident.

Jinx Persists

Trouble next dogged the show at Alhambra, the following day's show. The org narrowly averted being shut down before the night performance when bids was inspector, Earl Malmsgreen, charged the seats were improperly bruised. Chief of Police A. F. Cherry took the show's side of the controversy. Cherry countered Malmsgreen's orders and allowed the show to begin.

The jinx caught up with the show again in Friday (24) in Long Beach when Joseph Moreland, 15, a grooms, was struck by a falling padroo center. & Almazura's, the horse he was handling. He was hospitalized with a concussion and leg injury.

Beatty Back

Feeling left out Los Angeles, the circus has been short-handed in the prop and usher departments, many of the crew having left the show after the 12-day stand. The org moves efficiently, however, with performers and staff helping out.

Longest haul of the season to date was the seven-mile trek from the runs, spotted in Burbank, to the North Hollywood lot. Show unloaded in Burbank to the transportation of the Southern Pacific to the Pacific Electric Railroad for the move to Los Angeles.

Barnes Pull Below '47: Hopes Up for Final Week

By Hank Hurley

CHICAGO, April 24—Barnes in '47, the annual Circus, which opened in the Chicago Stadium Friday (16), and runs thru Sunday, May 2, was experiencing some draw trouble the first week, but Arthur M. Witt, World's Fair director and manager, is taking care of the situation. "We are a year as compared to last year," Mr. Witt said in his next week's statement. "We have a fine tomato season is closed for spring vacation and this is expected to hypo matinee attendance, and, Barnes, a matinee attraction this week-end, Saturday and Sunday (24-25), is going on matineed, which, in itself, is a good sign.

Burrell was at a loss to explain the reason for the drop in Sunday's show. "It is the natural occurrence which is very much displeased that next year's season, and few more such items.

This year's run is a 17-day 3-day performance affair, as contracted with (See Beatty Clicks page 70)

BROKERS YIELD R-B CHEAP DUCS WHEN PARENTS COMPLAIN

NEW YORK, April 24.—An estimated 18,000 circus tickets in the nominal $12.50-$3.50 bracket were reported for the Big Show for the promotion following a meeting Tuesday evening (20) between Benjamin Fielding, director of circulation for select brokers. The returned ticket

Brokers Yield R-B Cheap DucS When Parents Complain

CONNECTICUT

Meriden—Meriden Grand Fair, Sept. 16-17.

Middletown—Middletown Grand Fair, Sept.

Southbury—Southbury Grand Fair, Sept.

Wallingford—Wallingford Grand Fair, Sept.

FLORIDA


Lloyd Rhodes.

GEORGIA


Falmouth—Falmouth Co. Fair Assn. Sept. 4-6.

Buckhead—Walters Co. Fair Assn.

FLORIDA


[The complete Fair Dates was published in the issue dated May 5. Be sure to check the issue dated May 25. See each issue of The Billboard for corrections and additions.]
Carnival Routes

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

Florida Amusement Co.

First City at which Amusement Co. has Rec'd any Carnival Routes, or any part thereof, during the current season.

At Los Angeles, April 24. — The Clyde Beatty Circus Side Show followed the attendance pace set by the Big Show during the 12-day Los Angeles stand and turned in record grosses throughout the Washington and Hill engagement, according to Marvin Sarossy, manager.

The beauty kid show is entirely new this year. According to Smith, grosses exceeded $1,000 every day of the Los Angeles date and hit $4,500 at least once during the stay.

Staff members include Veeneer Smith, manager; Leon Smith, assistant manager; Charles Cox and Bob Drake, outside talkers; Frank Warner, book canvassman; H. C. Smith and Jack Armstrong, ticket takers, and Oliver La Vo, address checker.

Acts include Mary Webb, fat girl; Bobo, monkey man; Lady Electricia, electric ticket taker.

Along with the usual sideshows, a well-equipped and featuring plenty of flash, trapeze work and props, carries a six-piece band.

The Billboard

May 1, 1948

Beatty Side Show

Dosz Okay in L. A.

Smith Is Manager

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CIRCUSES

CIRCUS

COMMUNICATIONS TO 155 NO. CLARK ST., CHICAGO 1, ILL.

Ruth Nelson Back in Show

DECATUR, Ill., April 24—Off to an
exciting opening at Louisville, the
Cole Bros. Circus has maintained
outstanding business, as there was
never any slack. The capacity of the
arena was filled to the last seat and
there has been a never-ending line of
crowd waiting to enter the arena.
Dapper K. L. Dyer, Bobby Fleming
and Dorr, by the Languay Costume
Company, with Dorothy Davenport
and Harry Brownie Gudath, were
here on Monday (19) sustained an
anxiety attack, has recovered and
is back in the program.

The Billboard

Weather, Promotion Combine
To Give Mills Bros. a Good
Start in Buckeye Territory

WASHINGTON, April 8 — The
largest first day crowd in the history
of the event viewed the opening of
the show in the Washington
Shrine Circus here Monday (19).

Buoyed by a good advance sale,
was steady through the week and
crescended into week-end sellouts.

A favorable arrangement with
school authorities, which found con-
tains schools being dismissed each
afternoon, added a thousand or more
crowds for all matinee performances.

Howard Foley is general chairman,
assisted by Dr. E. H. Carrow, of the
Washington Zoological Gardens.

Frank Cervone is musical director,
Harry Hulbert is publicist and
Jones Evans announces.

Costumes for the opening spec are
by Langray Costume Company, with
Dorothy Davenport and Harriet Shipley
in charge of the wardrobe department.

Clown alley includes Early Shipley,
the Sherman brothers, Joe Lewis,
George L’Salle, Jimmy Davison,
Gal and Dolly Thompson Anthony,
Dick Lewis, Brownie Gudath, Hubert
Dyer, Bobby Fleming and Edgar
Thomas.

King Register At Corbin, Ky.

CORBIN, Ky., April 24 — King
Bro, despite cold weather, registered
a full house at the night show here
Wednesday (21), after getting a
three-quarter house at the matinee.

Business, since the show bowed at
Blairstown, N. J., last week and
Korlee, Ky., Tuesday (20), gave with
two shows, amounted to the same
true at Anniston, Ala.

Poorest spot to date has been Cecilia,
La. This week, the weather was
not advertised and the stools were
not full for both shows. This is partly
explained by the fact it was the sec-
ond show here in three days, Dales
Empire, playing having moved here
Monday (19).

Cole Still Packs’Em In; Moves to Ill.

R.B Grosset Near 1000 In 35 Shows

NEW YORK, April 24.—The
Ringling Bros. and Barnum & Bailey
Circus opened its spring tour on
high, with attendance for the past
week, up from last week’s performance
of 22,000. With the first 21 performances
drew an estimated 300,000, the grand
total of 380,000, which show gave the
Big One a gross of around $50,000.

Prospects of attendance records being
broken are good, as lines headed
for the advance sale ticket windows
more than doubled in length this
week, despite the fact that Garden
ticket racks have been practically
cleaned out of the better seats, which
are only available at some ticket
agencies.

Performances are running smoothly.
The usual epidemic of colds inherent
to the Garden has hit some performers
but no serious cases are reported.

Annual performance for Bellevue
Hospital patients Monday (19) morn-
ing scored its usual success. Among
those working the show were old
fired on the hospital grounds were Merle
Evans and his band, Hugo Schmidt
with seven elephants, the Bostocks
and Marion Seifert in their riding act,
the Bros. Circus horses, and clowns
headed by Emmett Kelly and Lou
Jacobs, with his miniature auto.

Friday and Saturday (20-21) were
fourth and five of the tent troupe.
Drawn chimes float and several pony-
drawn miniature circus cuges from the
Circus World will be shown.

Bell Equipment to Anderson
GENEVA, Neb., April 24.—During
a recent visit to Bell Bros. Circus
here Monday (15), L. J. Anderson,
chased 32 sections of seats, a truck
and 30-foot semi, water tank,
two radio vans, and a building
property which he moved to his
home in Emporia, Kan., reports
Tom Ewalt. Bell Bros. Circus
announced Anderson’s show will carry two Liberty acts, one with
horses and the other with eight sor-
trels, and Dorothy Anderson’s ponies.
His big top will be 300 ft. with two
30’s and a 40. He has bought new
International tractors.

Wright Beef

CHICAGO, April 24—Bink Wright
of Chicago, who has written about
the recent Dressing Room Gossip
column, written by Dick Lewis,
when appearing recently in The
Billboard. In the column, Lawton
States, "After a whirlwind finish
in Sioux Falls, S. D., Or-
vin Davenport loaned his vaudeville
traunt for the Broadway, right for his
stand in Omaha." Lawton
Wright wrote the Billboard;
"I’m not a great vaudeville show¬
ner,” an article written by Dick
Lewis, when appearing recently in The
Billboard. In the first place, they do not produce a vaudeville show. This is
also true for the Garden, which has
been for the last 19 years.

In the second place I do not bor-
row shows, nor do I borrow acts.
I hire and pay for acts in assem-
bling the show."
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Billpost and Lithograph. If you are specialist in one or other, say so.

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Will sell big male Camel, very gentle, well broke, good breeder, $600.

AL G. KELLY & MILLER BROS. CIRCUS
HUGO, OKLA., or per route.

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formerly of Brooklyn, now at 17 EAST 16 STREET
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Black Suntan and White, $4.00. Elas-
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One Roll . . . . . . . . . 1.00
Fifteen Rolls . . . . . . . . . . 15.00
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Five Rolls . . . . . . . . . . 3.00
100 Rolls . . . . . . . . . . 25.00
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WANTED FOR

Rogers Bros.' Circus Big Show Band

Coronet and Trombones, Union Scale.
Wassenburg, Pa., April 28; Monaca, 30; Greensburg, 1. May 1.
RINGLING-BARUM

Everyone seems to have settled down to his working pace and temperament as we leave the opening night.

Bill Ballantine's article on the Big Show appears in the May issue of Ringling Bros. and Barnum & Bailey's magazine, "The Ringling." This week's special report is on the opening night.

The Ringlings are a family of performers who have been entertaining audiences for over a hundred years. The circus is known for its colorful and acrobatic acts, as well as its impressive animal acts. The Ringlings have been a staple of American entertainment for generations, and their shows are still a popular attraction today.

The article mentions the opening night of the circus, highlighting some of the performers and acts that were featured. The Ringlings have a long history of innovation and are constantly pushing the boundaries of what is possible on stage. This week's article provides a glimpse into the world of these remarkable performers and their incredible feats.

In addition to the main story, the issue also includes a variety of other articles and features, covering topics such as circus history, behind-the-scenes stories, and interviews with performers. The magazine is a great resource for anyone interested in the history and culture of the circus, and it is available for purchase online or at your local newsstand.

The Ringlings continue to entertain audiences around the world, and their shows are a beloved part of American tradition. Whether you are a long-time fan or a first-time spectator, the Ringling Bros. and Barnum & Bailey circus is an experience that you won't want to miss.
Hamid Inks 12 Annuals

Spartanburg, Augusta buy big revue-type shows — Georgia fair plans stadium

NEW YORK, April 24—George A. H. Cervone, of Richmond, Va., bearing his name, this week an- nounced the contracting of 12 fairs, some of them under his own Hamid books after an absence of one or more years.

Cervone recently inked the Field- mont Interstate Fair, Spartanburg, S. C. The contract, signed by Paul Pease, fair president, calls for the largest show ever played by this an- nual. Hamid’s Shoe time Rove with an 18-girl line will be featured, along with Cervone’s band and eight acts.

Other fairs back on the Hamid books include Chattanooga, London, Ohio; Schaghticoke, N. Y.; Frederickon, N. B.; Huntingdon, Ind., and Bloomburg, Pa.; Cedarton and Vail, Pa.

Hamid also announced that the Ex- change Club Fair, Augusta, Ga., has booked, he said, in case there be the largest grandstand show ever to play that fair, and that he will book a 14-girl show into the Rhode Island State Fair at Kingston, R. I., where the State will be featured.

The remainder of the State allotment in Kentucky and Rocky View, Wyo., which annually con- ducts a three- or four-day fair.

The State Fair Association of Georgia, organized by James C. Maldonado, sportsman and hotel owner, recently announced an order for a bond to be issued before the biggest season since 1939 in the State Fairground project. Organizations of all types have indicated they are plan- ning to sponsor events.

Maldonado has said it will be made available during the spring, summer and fall, and late in the first quarter of the year, to the executive committee of the fair. Said the fair will be prepared to work out the details.

The bond issue, which amounts to $75,000, is to be used for the refinancing of the debt of the board. It will be issued in the endowment program. If the bond issue is successful, it will be held to be necessary.

A study is being made of the possi- bility of moving the rodeo and the tower to a different ground and of erect- ing a new grandstand.

Martin Swartz, secretary-manager of the fair, stated architects are pre- paring a master plan to be executed over a period of years. The plan will in- clude all necessary installations at the fairgrounds. Plans will include a new sewer system, electrical system, ex- hibit building, office, managers’ house, stables, barns, offices, warehouses and museum. Consideration is also being given the possi- bility of building an armory at the fairgrounds.

Griggsville Back After 7-Year Lull

GRIGGSVILLE, Ill., April 24—Di- rectors of the Griggsville Fair Association recently announced that the Griggsville Fair, suspended since 1936, will be held July 5-9, 1948. Dates are July 5-9, which follows the fair at Carrollton, Ill. It is believed to be a four-day exhibit in the midway.

Officers are Frank Pensteine, presi- dent; C. W. Kaylor, vice-president; H. S. Hunter, treasurer; J. R. Skinner, secretary.

Langdon, N.D. (Pop. 1,546) Works Out of Red, Builds Modern Plant

LANGDON, N. D., April 24.—From a fire that destroyed a $7,000,000 bond issue in 1940, to a debt-free status the first of April is the record of the County Fair Association which operates the fairground at Langdon.

Forkner, who had been in charge for the fair as a nine-year-old boy and later served as assistant secre- tary, said that the fair was in the red in 1937. Two years later the $8,000 debt to the bondholders was paid off and the aid, aided by the WPA, was in the midst of a pro- gram which in three years introduced improvements to the tune of $75,000.

Largest Stand in State

In 1940 the $10,000 bond issue was floated to build a grandstand with a seating capacity of 4,000, the largest in the State and outstanding inasmuch as the total population of the com- munity then was only 1,546. Oppo- nents of the grandstand project branded it “Forkner’s folly,” but in 1941 the board voted to fill the stands to overflowing and pay off the bond issue in eight years. Because the bondholders were not paid, the fair was left in the red, the fair has spent an average of $500 annually. Reach of the last eight years on improvements. These in- clude a complete network of all- weather roads, new bleachers, fence around the grounds and a new lighting system consisting of 4,100- watt lights.

Other improvements include the planting of many trees by a chapter of the Future Farmers of America.

Improvements to be completed this summer are the extension of city water and sewer to the grounds, 200 feet of paving in the main entrance and a new 56 by 140-foot livestock building which will be used as a live- stock pavilion during the summer riding season.

Besides Forkner, other officers of the fair are John R. Ryan, Langdon, president; J. T. Wild, Omsabrock, vice-president; Robert J. Langdon, treasurer, and Frank Beas- ley, Fairdale; Carl Wild, Mrs. Roy M. Hoffman, secretaries; L. M. Mund- don; Ben Everson, Clyde, N. D., and Louis Schneider, Walters, directors.

South Dakota Dairy Association

The South Dakota Dairy Association has elected the following officers:

President — Roy Judd, Pulaski; Vice-President — J. E. Schlegel, pineapple, New Ulm; Secretary — J. H. De- nard, Huron; Treasurer — F. J. Harmon, Brookings.

The board of directors consists of 10 members.

Eastern States 1947 Net 186G

Re-elect Selby president, Nash, general manager— to refinance bonds

SPRINGFIELD, Mass., April 24 — Announcement has been made here that $186,000 for 1947 operations was made to the annual meeting of the corpora- tion held earlier in this week at the American Expo- sition Tuesday (20) at the Hotel

Howard W. Selby, Boston, was re- elected president. Other principal of the corporation are: Willard J. Brookes, honorary president; R. De- Witt Mallary, George Williamson and Henry J. Curry, vice-presidents; Robert J. Cleeland, treasurer; Albert C. White and Ernest H. Wheeler, as- sistant treasurers, and Charles A. Nash, secretary and general manager.

A committee was appointed by the vice- president Mallary for the refinancing of the gold debenture bonds of the corporation which would fall due in 1947. The general plan of financing, amount and full power was vested in the members of the executive committee to look after and execute.

The annual meeting date was moved back from the third Monday in April to the third Tuesday in February.

Members added to the executive committee were Messrs. Wynn, Selby and Edwin H. Weber, of West Spring- field, and Willard Rogers, of Hart- ford, Conn.

The executive committee has been appointed chairman of the group of trustees from that State and thus became an ex-officio member of the board of directors. Raymond A. Loring, of New Haven, was elected chairman of the Connecticut regional group and also became an ex-officio vice-president.

$13,500 Vancouver Date for Polack; Set Summer Slate

VANCOUVER, B. C., April 24— Financial arrangements for this year’s Polack show here, August 30-September 6, will find Polack Bros. Circus, Western Canada, in a position to purchase the site for the eight-day stand, directors of the Polack Bros. of Canada, announced. The Canadian Park scene, of the exhibition, will have a $25,000 budget this year to house the flower show.

Summer schedule at Exhibition Park will extend from June 15 to August 15, roller skating and boat races, in addition to the Polack Fair and the exhibition; The Panama, May 13 and 14, and the Philadelphia Symphony Orchestra, May 17.

Preceding the opening of the circus, the Forum will house the Exhibition Recreation Hops. The Forum last year was presented outdoors.

Battle of Caniuha Pass Theme of Hollywood Fest

HOLLYWOOD, April 24— The Historic Battle of Caniuha Pass will be the theme of the California Western Film Festival, July 1-5, at Hollywood Bowl here when Los Angeles County Joins in the State-wide centennial celebration. The pageant will also depict four eras of California history—Indian, Spanish, Mexican and American.
FAIRS-EXHIBITIONS

MAY 1, 1948

The Billboard

FAIR DATES

(Continued from page 61)


MAINE


MINNESOTA


MISSOURI


NEBRASKA


NEW JERSEY


NEW YORK


OLYMPIC RANGE RODEO

DATESArranged at the Olympic Range. (See insert.)

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The Billboard

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

PARKS-RESORTS-POOLS

May 1, 1948

Palisades Battles Cold

To Score in Season Bow;

Customers Spend Freely

First Eastern Park Operating Full Time

By Jim McHugh

NEW YORK, April 24 — (Palisades (N.J.) Amusement Park almost literally cracked the ice on the 1948 Eastern park season last Saturday (17) with spectacular results which impressed interested observers, if not the brothers Rosenthal, Jack and Irving, who know it better than anyone else. Thousands of people, between the hours of 10 a.m. and 7 p.m., turned out in winter coats to give the park a height-of-the-season-like play, late, the heat was turned up and the weather was just right. Some of the patrons stayed, but all were there to see the fruits of the interest of patrons long enough

Good Publicity

The big turn around under adverse conditions wasn’t an indication that (See Palisades Battles on opp. page)

Angier Buys

Nipmuc Park

For $60,000

MENDON, Mass., April 24 — Bradford Angier bought Nipmuc Park Tuesday (20) for a reported $60,000. He transferred the property to Nipmuc Park Amusement Company, which he is treasurer. Nathaniel Hochberg is president. The transaction is an acquisition in an unusual Superior Court case that was heard twice, before two masters. Angier, the plaintiff, who had leased the summer theater at the park, claimed the building was destroyed by fire before his lease was to have ended. He plans to popularly consider the near-by park.

Vet Chicago Zoo Keeper

Bids Good-By After 38 Years

CHICAGO, April 24 — Richard Auver said goodbye to 2,500 friends at Lincoln Park Zoo Wednesday (14). Auver, former of the zoo, retired after 38 years service. He plans to spend his time gardening at his home.

Motor Maids of America

To Gather at Zane Caverns

BELLEFONTAINE, O., April 24 — The Zane Caverns near here will be home to the Motor Maids of America at their national meeting May 1-2. The maids are the new manager of the caverns.

Cincy’s Coney Bobs

Up Smiling; Preps

Pre-Season Events

Olympic Sets

2 Week-Ends

Guenther starts 30th year as owner-manager — daily operation begins May 15

IRVINGTON, N. J., April 24 — Guenther’s Olympic Sets at West Orange, last two week-ends, May 1 and 2 and May 8 and 9, prior to the park’s official opening of its 30th season on May 15. It is the park’s 50th season under the ownership and management of Henry A. Guenther Sr.

The park will continue its policy of presenting two open-air circus performances and two band concerts daily, starting opening day. Line-up of acts will be changed weekly, with new acts opening on Mondays instead of Sundays as in previous seasons. The band will provide music for the circus and concerts, with Bubbles Ricardo as vocalist. Olympic Park has undergone its usual spring priming and the cafe and cafeteria have been completely revamped and air-conditioned. A Till-a-Wirl has been added to Eddie Ball’s Kiddieland.

Ink Paul Haney

As New Manager

Of Rocky Point

PROVIDENCE, R. I., April 24 — Paul S. Haney has been signed to manage rebuilt Rocky Point Park at Westerly, R. I., which reopens May 30. For 14 years, previous to 1938, Haney was operating manager at Rocky Point. During the past five years he has been associated with food concessions at Crescent Park, Riverside, R. I., and at Lincoln Park, New Bedford, Mass.

Real point in his heyday the leading park in this area, was bodily moved by the hurricane of 1938 and sold to the Soldier’s Home Company, Providence, during the summer of 1945. It was again sold four years later to Hilton, New York, and Joseph Trillo, Providence business man. Hilton recently sold his share in the business to Vincent Ferla, another local business man.

Construction work, under the direction of Joseph A. Drombour, Springfield, Mass., is progressing satisfactorily, most of the buildings being near completion, the 2,500- seat band shell was just being started. Jack Ray, Toronto, is designing fronts and general decoration in the modern manner.

Contract has been let for a $100,000 swimming pool, but work must not start until the park closes for the season in September or October. Mr. Haney is a native of Westerly, R. I., a pilot, with 10 years' service in the U. S. Navy. He is a first lieutenant, is a sky pilot, and is operating a plane.

Lake Compounce’s 103rd

Season Gets Under Way

BRISTOL, Conn., April 24—Lake Compounce opened its 103rd season Sunday (3) to reported good business.

J. Norton, co-owner of the park, recently elected president of the New England Association of Amusement Parks and Beaches, got some good breaks in the Hartford papers on the opening.

J. Norton and J. E. Pierce, manager, are descendants of the founders of the park.

CINCINNATI, April 24 — Emerging from the recent flood with little damage, Queen Island has booked off pre-season dances in Moonlite Gardens starting Friday (30) and the final in a series of three weekend preview days starting May 1 and 2, for weekend openings for the regular season May 22.

All park attractions are expected to be in operation come for the preview days, officials said. The park will not open Saturdays at 7 p.m. and Sundays at 2 p.m. Field day will be provided between Government Square in downtown Cincinnati and the up-river park to replace the steamier Island Queen lost in the flood. At Fort Pitt Pennsylvania last fall.

Pre-season dances will be offered nightly except Mondays, said Edward L. Schott, Coney’s president and general manager, who reported that business during the brief- ly opened dance dancing was through the dance floor which covered it to a depth of about 1 foot, for the remainder of the season done will be repaired in time for the opening,” he said.

Circus-orchestra will provide the dance music. Johnny Long, the park orchestra conductor, started the May 8 and 9-week-end, to be followed by the Ray McKinley band for the last of the preview days.

Ideal Beach Preps

For May 30 Debut

MONTICELLO, Ind., April 24 — Since March 15, maintenance men have been preparing Ideal Beach, to be opened Saturday. Official May 30 opening, reports T. E. Sparkman, manager.

Landscape men are now setting out large trees for the new lake-side picture area and the park attractions are expected to be in operation come for the preview days, officials said. The park will open Saturdays at 7 p.m. and Sundays at 2 p.m. Field day will be provided between Government Square in downtown Cincinnati and the up-river park to replace the steamier Island Queen lost in the flood. At Fort Pitt Pennsylvania last fall.

Pre-season dances will be offered nightly except Mondays, said Edward L. Schott, Coney’s president and general manager, who reported that business during the brief- ly opened dance dancing was through the dance floor which covered it to a depth of about 1 foot, for the remainder of the season done will be repaired in time for the opening,” he said.

Circus-orchestra will provide the dance music. Johnny Long, the park orchestra conductor, started the May 8 and 9-week-end, to be followed by the Ray McKinley band for the last of the preview days.

Tenn. Valley Units

For Florida Resort

PANAMA CITY BEACH, Fla., April 24 — All attractions of Tennessee Valley Authority, including new hotel and operating to good business at Panama City Beach, are now operating.

Line-up includes a Ferris Wheel in charge of Heavy Meyers; Kiddie Chairplane and Venetian Swings, Maui Joe’s Boat, Loopy-Loop, Pool, Don Hutchinson, and Mr. and Mrs. Iron’s pony ride. A Merry-Go-Round is operating. Among concessionsaire are Mr. and Mrs. Joe S. Goodrich, Mr. and Mrs. Iron, Mr. and Mrs. Arch Beauchain, snow cones, peanuts and duckpond; Mr. and Mrs. L. E. Goodrich, short range and Mrs. Aleckery galleries; Mr. and Mrs. Doc Swan, spindles, Mr. and Mrs. John Baggett, ball game; Mr. and Mrs. Costa Sturgeon, cookhouse, novelties and fashionable goods; Mr. and Mrs. Nick Koslow, palmistry, age guessing and photos; Jack Allen, pan game, and an office-owned penny pitch. Doc Barfield is installing a new bing in the food stand, a coffee, soft drink and soups, and swings, an arcade and free dancing.

Willow Grove on Week-Ends

PHILADELPHIA, April 24 — Elmer E. Foehl’s Willow Grove Park got under way last week, a week and a half later than Woodside Park. Willow Grove was the first to open, Friday (20) until May 22 when it comes into daily operation. Woodside Park, which is a week behind week-ends, will go into full operation at the same time.

Calgary, Texas Zoo Swap

CALGARY, Alta., April 24 — Additions at the Calgary Zoo are a boa and a petting zoo of a Patagonian cavy from San Francisco. In return for the cavy, the Texas Zoo got a golden eagle and some silver and cross foxes.
New London, Conn., Sues To Oust Cloth From Ocean Beach

NEW LONDON, Conn., April 24.—In a cross-complaint filed with the Superior Court by Edmund J. Eichenfeder, director of law, the city asks $20,000 damages from Joseph Y. Cloth, concessionaire at the city-owned Ocean Beach Park. Cloth is charged by the park board with falsifying his gross income accounts for last summer. The suit, which was filed last week, also asks the cancellation of Cloth's contract.

Late last week it was understood that a temporary injunction restrained the board from meeting to consider canceling a contract Cloth claims entitles him to a hearing to determine whether he owes the city money and an opportunity to redeem himself by paying up if he does.

The park board has charged that Cloth withheld some $8,000 due the City of New London on his last year's operations. Cloth seeks a five-year contract to operate an arcade on the first floor of the park's recreation building. The contract has three more years to go. In the contract Cloth would agree to pay the city a percentage of his gross or a $12,000 minimum. He paid the minimum for last summer, saying that the city's share on a percentage basis would have been only $10,719. The board, however, claims the city's share should have been about $20,000.

Mobile Funsport Bows May 15

MOBILE, Ala., April 24.—Grand View Park, located on Mobile Bay, opens for the season May 15. Joe Palugi, owner, announces. Palugi has installed a Merry-Go-Round and an automobile ride. Both have ample space for the opening. A complete repair job had been necessary to cope with the inclement weather for several weeks prior to opening hampered operations. The spectacular marine lighting has been further embellished this year, with the outside row of lights colored gold to emphasize the park's golden jubilee. The Funhouse, one of the most attractive park units, has been made even more appealing by the addition of more animated figures.

Continuing as the only show in operation is the Lion Motorodrome, operated by Earl and Ethel Purtle. The unit is well flushed and features equestrian performances laced with acrobatics and circus acts.

Ocean Beach Renovating

NEW LONDON, Conn., April 24.—A crew of city employees, supervised by Burton T. Gates, building inspector, is renovating the city-owned Ocean Beach Park. Improvements include treating the boardwalk, painting and minor pool repairs.

Palisades Battles Cold To Score In Bow; Patrons Free Spenders

(Continued from opposite page) the public was overly anxious for the return of outdoor show business following confining winter months. Rather it demonstrated the business-wise operating policy of the Rosen- thal, along with the usual good promotion-publicity job engineered by Ethel, since Earl is still confined to bed as the result of a severe leg cut caused by a broken cable when he was setting up the mo- drone. The Purttles this year will also operate a unit on the Cetlin & Wilson Shows.

George Paeton and Russ Irwin and their orphy handled the music chores, which includes the free dancing patrons get for the 25-cent admission charge. Customers will also see a George A. Hamid free act, usually of the high thrill variety, changed weekly. Added lure on opening night was the publicized appearance of Maggi McNellis and Herb Sheldon, stars of WJS's Lancer on the Latin Quarter; Joey Adams, comedian; Paul Brenner, WAT; Ed Begley, stage and screen actor, and disk jockeys Jack Eigen, Steve Ellis and Bill Berns.

Vessels Free Act

Opening free attraction was the Four Vessels, aerialists. The two men and two girls worked well despite the adverse weather conditions on a novel rigging about 80 feet high. Not in keeping with the daring aerial acrobatics of the Vessels was the playing of I Love You Truly by the George Paxton orch.

The Rosenthals, Anna Halpin, general manager, and Joe McKee, superintendent, were kept busy entertaining and accepting opening congratulations. Herman Blumenfeld and Joe Hughes, of the George A. Hamid office, attended the opening.

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SKILL BALL GAME

Can be seen on location now. Must sacrifice due to illness. Make offer.

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Immediate Delivery

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N. Y. C.

Merry-Go-Round Concessionaire Wanted

Could have one other children's ride. Also for sale—The most popular Northern New York Beach for a fraction of its value on account of health of present operator.

THEATRE BLDG., 100'X280'

Building, 100'x600' and

CLEAR SPANS

Height, 16 ft. Roof rounded, still standing at Camp Perry, Williamsburg, Va.

MUST BE MOVED—CAN BE RE-ERECTED EASILY

AUSTIN GIVENS, INC.

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A. L. Hirsh & Co., Inc.

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Can be seen on location now. Must sacrifice due to illness. Make offer.

Mrs. Catherine Wolfarth

4 Kister Court

Culver Island, N. Y.
Beckman Manager
Of Rocks, St. Louis

ST. LOUIS, April 24—New per-
sonnel and new attractions will be in
evidence at the Chain of Rocks, here
reopens for the 1948 season, re-
ports President Carl Trippe. Jack
Buckley has been signed to manage
the spot, while Joseph Heitman will
be in charge of carousels. Ben Deck
will supervise the bar and refresh-
ments, with Mrs. Deck managing re-
strooms.

Trippe reports heavy bookings of
school and commercial picnics. He
said the park's revenue from ad-
missions has been enormous, and
that the park's facilities will be ex-
panded for the coming season.

Barny Buz "17: Hopes Are
Up for Final Week

"(Continued from page 61)

Barny Buz are given every day this year, only
except being open during the rainy week
are the same as last year. $25.
The kids are given half-price tickets at the week-
day matinees.

The frequent repeat acts this year
are Terrell Jacobs and His Wild
Animals, Capt. Williams' Creepy Night, Elly
Adelty, the Wong Brothers, Capt. Wil-
lson, and the Liberty Horses and, of course, Alda,
ment a few.

One thing that shouldn't go unmen-
Dietz, that the show certainly gives
with, that the mode of the first
that Alda, billed as the Star in the
, with the show first as a flashy act
not to mention applause,
ning, the customers plenty to
talk about.

in Clown Alley

Clown alley boasts 19 members. This
year's entertainment is stronger
year ago. Gags, in most cases, are
, that they belong to a good-
job. Clowns are Joe (Coca),
Roxy and Ruby Landrus, Billy
and Tom Clark, with clips for
her dog, Peanuts; Van Wells, Jim
and Ward Snell, Al Lackerman,
and Louise Wilson, Helen Minor,
Barney (Duck) Bailey, the Girl
Barrett, Joe Ambrose, Tad
Jenkins, Shorty and Duina Zacchini,
Hop Green. White Harris, another
member of Clown alley, suffered se-
ond degree burns during a show when a firecracker
exploded in the final act. The show was rushed to a hospital
and today the report was "he's coming
along fine." It is doubtful, how-
ree. He was able to get back into
act during the showing.

The line-up of acts:

Display 1—South of the Border. Display 3—crude
, candy comedies. Display 4—Terry
O'Keefe's "Howling Post" band.
Display 5—Octopus, a burlesque act;
Display 6—Shetland ponies; Display 7—
Captain Will Hoyer and Starlight
Night. Display 8—Rastus, a circus
Display 9—William Bunch, a
group of horses. Display 10—Chen-
Display 11—Alida, the Silent
Display 12—Horses, the Liberation
Display 13—Lloyds, the Flyers, the
Display 14—Horse and the Quarters,
Display 15—Arturo Bros., the Sides,
Display 16—Lynns and Lime, the
Display 17—The Flying Vantastic,
the Flying Zephyr, the Flying
Display 18—Dumby, the Horse and
Display 19—Parrots, China and the
Display 20—Knocko, the Black
Display 21—Arturo and Baby, the
Display 22—Zacchini, the Cannon.

BROKERS YIELD

(Continued from page 61)

these circus tickets. I anticipate, as I
reach out into other ticket agencies,
more tickets will be returned to
the public sale. This is the belief that
this is only the beginning of the
investigation, because I am going to
further explore it now when it is possible.
so many tickets go out of the office at the
reception.

Upon being advised of Fielding's
statement, Henry (Buddy) Ringling
Noodles and vice-president of the
Commissioner Fielding's order will
have a fine effect on everything.
It is the opinion of many people
the circus are unable to buy tickets.
people think we cannot buy tickets
I am delighted this action was taken.
People expect to get tickets where
Fred DeWolfe, show treasurer,
attended the meeting.

LAKES, RESORTS, BEACHES

Mills Gets Off
To Good Start

"(Continued from page 63)

Joey contingent but he has too little
to work for at the moment.

Featured acts are the Cathalns (May,
Charles, Tony and Henry), who ill
service their informal turn-
ing, juggling, teetertoe work and
general attractions, and Capt. Renato
Medini Troupe (Bruno Kupel,
Yolanda, Michael and Petromille),
who are specializing in the balance,
hand balancing and unsum-
pported ladders. Both acts were
booked by Hans Lederer.

Other turns which were well re-
ceived were Joe and Annette Dohos,
peach and head-and-an-arm balancing,
with the fem as understudy; the
Silverlake family, trapeze; Allen and
Eileen Knight, tight-wire; Big Burma,
performing elephant, who gets excep-
tional handling from Frank and
Attilio, the colorfully attired acrobats;
and the Liberty horses worked
by Hart Wallace, Jeanette Wallace and
Ed Mason. Wallace has done a
good job of wringing two sets of new
stock into shape.

The Staff

The Mills Bros' staff stacks up as follows:
John L. Throckmorton, manager; Bob
Kohler, concessions manager; Bob
Mills, ticket seller; Carl Storm, ticket
seller; Bill Kupel, catcher; Tom Barrick,
agent; Charles B. Schuler (Tuffiano),
general sales manager; Capt. Renato
Medini, manager; Delbert J.
Rennick, booker; H. R. Welch, M.L.
Thompson, Bob Ries, Walter H.
McCoy, big show announce, also books,
the show; William Townley, Spruce
Walters, ticket seller; Fred Wells,
E. G. Howard, booker; J. F. Woods,
manager; Pud Pine, announcer; Henry
Noel, messeger; Charley Roff, booker;
Frank J. Patenaude, carter; Frank
D'Arcy, treasurer; W. R. Dendy,
treasurer; E. J. Vender, carter; D. D.
Cork O'Keefe, deputy carter; H. E.
Heyer and L. Heyer, pageboys; M.
Johnson, manager; N. C. Van Vactor,
carter; Carl Wood-Hill, owner; Jack
Beckwith, store manager; Ed Burns,
boss bull; Bob Veit, photographer;
Bob Hurlbut, booker; E. D. Suggs,
stock and booker; Bert Gooden,
getaway; Mrs. Nora Gooden, sales-
man; Charley Roff, church leagues;
Alan Reid. Wild West show, line-up
108.

Screen shows: "Our Little Girl" (1942);
"Because You're Mine" (1942); "Public
Honor" (1942); "When Bringing
Santa Claus" (1942); "Georgie, My
Gal" (1942); "Johnny Goes to War"
(1942); "No Man's Land" (1942);
"Sweetheart" (1942); "Pied Piper"
(1942); "South of the Border" (1942); "Ala-
Man's and the Boardwalk at Coney
Island."
**CARNIVALS**

**Communications to 153 No. Clark St., Chicago 1, Ill.**

May 1, 1948

**The Billboard**

**CAROLINA HARBORS**

3 Orgs Same Week

RICHMOND, Va., April 24—This carnival season the Richmond Center in a three-week by three carnivals, each located under the direction of Harold Marks. The Richmond Marks Shows, which winter here, were located on North Broad Street, in the Bird Cage. Three South Richmond, and Jake Shapiro's Triangle Shows were located on Charlestown Avenue.

Fair business was reported for all three shows Wednesday evening. J. L. (Eddie) Edwards, former electrician on the World of Mirth Shows, and his wife have joined Triangle. James W. Stephenson, veteran circus-carnival agent, reportedly will join the org next week.

**SUNSET GETS GOOD OPENING AT EXCELSIOR SPRINGS**

EXCELSIOR SPRINGS, Mo., April 24—The opening day of the new set Amusement Company, owned and operated by K. H. Garman, got off to a big start in its season's bow here. Org encountered difficulty in getting big crowds as a result of weather. Scheduled to open at 11:00, show was delayed until mid-day. Despite the present chilly weather, there was a good crowd present, and the town light plant failed and org's lights came on only two to 100 lbs. from the Thornwell Orphanage, each of whom supply the midway at K. H. Garman.

Brownie the Clown is featured on the midway. He will arrange all matinees for the shows.

Charlie Powell, org's general representative, returned here for a report on the other officials.

Among the visitors were Johnny Tinsley, of the Tinsley Shows; Jack Brownlee, of the Buckalew Shows, R. F.蓁, and Charlotte, N. C.; Troy Wilson, of the S. C. Trotting Shows; and L. C. McHenry.

**RIVERO TRouPE ININKED BY BRYDON FOR FAIRS**

CHICAGO, April 24—The Rivero Troupe, globe motorcyclists, has been signed for four fair seasons. This was an attraction for the Associated Independent Midway Operators, Ray Brydon, org's manager-president, announced here. Max Magre, owner of the Rivero Shows, which will play the Michigan State Fair, Detroit; the State Fair of Texas, Dallas; the South Fair in Memphis, and the Kansas State Fair, Hutchinson, Kan., other shows Brydon will have at those fairs are Sam Howard's Water Show, Sal Schapp's Wild Animal Acts, Glens Circus, McCauley's Palace of Shows, and William Calhoun's Shows.

Brydon said he had closed with the Greebrothers, Springfield, Ill., for a tour of shows; Long, Glass House and Funhouse to play a string of Western fairs, beginning with the Frontier Days at Cheyenne, Wyo., early July 27.

For the six shows to go out for Brydon and his group are being designed by Vic Klein at Dallas, with ground work laid by the Conklin Shows have secured the services of Johnny Roof, of the Associated Independent Midway Operators Leonard Halligan, vice-president, and J. J. Stephens, treasurer, all of whom have been with him in the past.

**IMPERIAL EXPO BOW SET FOR ST. LOUIS**

ST. LOUIS, April 24.—The Imperial Exposition, formerly Max Goodman's Wonder Shows of America, has completed its tour here the week of April 23. The show will be spotted on a large lot located at Grand and Chouteau.

J. C. McCaffery, org's agent, and Martin E. Arthur, general manager, spent several days here laying the groundwork for making preliminary arrangements.

Edward Smiley, Smiley Bros. of St. Louis, and J. J. Stephens, treasurer, all of whom have been with him in the past.

**WORLD OF TODAY INKS BILL RAWLINGs AS P.M.**

JOPLIN, Mo., April 24.—Bill Rawlings, one of the nation's leading carnival promoters, has signed a long-term contract with the World of Today Shows, L. C. Reynolds, co-owner of that org, announced here.

Rawlings has been in outdoor show business for 28 years, mostly in the East, where he served in a publicity capacity with various shows and as general agent of the Ider Greater Shows.

**CONKLINS INK 5-YR. VALLEY FIELD PACT**

BRANTFORD, Ont., April 24—Conklin, former general agent for several shows, opened here Saturday (23) with a 100-kicker, the Jack J. Perry Shows, and got off to a flying start.

The shows, playing under the auspices of American Legion Post No. 59, were cleared for the opening by the weather which prevailed during the first few days of the stand. The American Legion Post No. 59 will parade to the main gate, where the mayor cut the ribbon.

The Sky High Alcaldy are the show's free attractions this week. The Sky High Alcaldy are the show's free attractions this week.

Charlie Powell, org's general representative, returned here for a report on the other officials.

Among the visitors were Johnny Tinsley, of the Tinsley Shows; Jack Brownlee, of the Buckalew Shows, R. F.蓁, and Charlotte, N. C.; Troy Wilson, of the S. C. Trotting Shows; and L. C. McHenry.

**Prell Tabs Red One in Burlington, N.C.**

BURLINGTON, N.C., April 24.—This date turned out to be an unexpected red one for Prell's Broadway Shows, who were here the week before. The show was playing Saturday (17). A five-wire committee, together with able assistance from Ray Nallie, of The Burlington Times, kept folks on the lot. Since the show was playing Saturday was one of the biggest encoutrages this season, with 3,000 youngsters on the lot.

All trucks made the 33-mile run here from Durham in fast time, but a local law prohibiting work on Sunday resulted in all of the setting up being done Monday in time for the night opening. Two more trucks have been added to the fleet.

Allan A. Travers, general agent, returned here from a booking trip, visitors included Buck Ramsey, Mel Thompson and Frank Caravella.

**JOHNNY NELSSON PICKS UP WM. SMITH Show**

JOHNNY NELSSON, head of the Johnny Nellson Shows, is on the road for the first time in five years, as he has booked two sets of diggers on the John R. Ward Shows. Mrs. Moore will remain here to look after 600 acres of land they have rented.

**DINTY MOORE SELLS ARCADE**

CORPUS CHRISTI, TEX., April 24—R. F.蓁 of R. F.蓁's Arcade, has sold his arcade here recently to Jack Vinson, of the Bell-Vinson Shows. Moore is on the road for the first time in five years, as he has booked two sets of diggers on the John R. Ward Shows. Mrs. Moore will remain here to look after 600 acres of land they have rented.
1932 TO 1948

RADIO-PA-SPEAKERS
REPAIR SERVICE


(48 HOUR SERVICE) A TRIAL WILL CONVINCE YOU OF THE SAVING

PA SYSTEMS—SPEAKERS MICROPHONES AND MIKE CABLE AT A PRICE YOU WANT TO PAY

PEMBLETON LABS.
236 E. Columbus St.
Fort Wayne 2, Indiana
Phone: E 1312

WHITE’S RIDES WANT

For Trenton, Ga., uptown, this week; Dunlap, Tenn., May 3 to 8; Soddy, Tenn., May 10 to 15, American Legion Celebration.

Concessions of all kinds. Rides that don’t conflict. Shows? Yes. Agents for office concessions. Come on, Mac Davis.

GUY WHITE

WOLF GREATER SHOWS
Opening May 1st, Austin, Minn.
2 Saturdays

Will book a number of Shows with their own men, in all Midway, Tents, and Grinders. Can place Grab Bag, Jewelry, Novelities, Clothes Fun, Arrow Bump, Flip, Llama, Bumper, Pipp-Pam, American Rider 6 games. Want Ride Help on all Rides, Second Man for Ferris Wheel. All mail to Austin, Minn.

Big Profits PHOTO
New, Room and Booth Makeup Books—Published in 2 days! Includes Stage Props and Makeup. Can be used by circuses, fairs, or theater groups. Practical, easy to understand. 50 for a book of half size. 495

Federal Identification Co.
Dept. 48, 1010 W. Vt., Columbus 16, Ohio

WANTED FOR BIG CAMP DOUGHBOY REUNION
Last week in July or first week in August, 1948. A big Camp with plenty of Shows, Tents, and Grinders. Can place Grab Bag, Jewelry, Novelities, Clothes Fun, Arrow Bump, Flip, Llama, Bumper, Pipp-Pam, American Rider 6 games. Want Ride Help on all Rides, Second Man for Ferris Wheel. All mail to Austin, Minn.

MAC Rawlings
Dubuque, Ia.

SIX CATS
Buckets, Skittles, everything else you need
Baker’s Game Shop
5108 Deade
Phone: UN 2-2544

MIDWAY CONFAB

James (Curly) and Francis Nixon have signed with Rogers Greater Shows.

Ted Bachman, outdoor showman, is a patient in Ward 4, City Hospital, St. Louis.

Ora A. (Pop) Baker, Detroit game manufacturer, who was seriously ill, is back at work on a part-time basis.

Charles S. Reed, general agent of the Gulf Coast Shows, passed thru St. Louis on a booking tour.

Trouping go-getter is a concessionaire who can get his money back from a fair secretary when a macho-grown don’t even.

Ray Williams, concessionaire with the W. G. Wade Shows, returned to Detroit April 12 after a Florida vacation.

Harry Schwartz, of O. C. Buck Shows, was in New York April 16 arranging for new canvas with Arthur Campbell.

Alecia DuFréy, formerly with Gold Medal Shows, is appearing in The President Theater Folles, San Francisco.

Belle Evans, of Rupey’s Midway, celebrated the arrival of a grandson April 14 by passing out cigars to her personnel.

Rae Terrill has opened a theatrical costume studio in downtown San Francisco and will not go on the road again.

Dave Stevens, recently discharged from a San Antonio hospital, visited friends playing the Battle of Flowers in that city.

Sam and Joe Walker are again running concessions on the B. & W. Shows and have as agents Babe Harris, Frank Glyn and Dave Coppekoff.

David W. Long, who spent the winter in Miami and Milwaukee, reports he will join a show this season with his own stand.

Rae-Terrill has the annex with the Pete Cortez Side Show on Bailey Bros. Circus, which opened in Oakland, Calif., April 15.

Carl Parks letters that Edgar G. (Humbling Red) Hart is no longer connected with him on the Majestic Shows.

Chet and Bubbles Reese, blackie Marko, family and Floyd Stockdale were in Rocky Ford, Colo., for the opening of the Larry Nolan Shows there April 19.

After braving the elements for three weeks, Little Ghet, estranged as a native Hawaiian on the Gate & Banner Shows, has returned to her trays at Chicken-in-the-Rough, on Highway 1.

Neusler’s Shows, B. V. Neusler, owner-manager, opens in Rantoul, Ill., April 30 and will be there until May 8.

Robert Mansfield, veteran Girl Show operator, who has been ill for two years, now resides at 2217 N. W. 78th Terrace, Miami. He still is confined to his wheel chair.

W. G. (Bill) Bishop, of the Grand Valley Amusement Company, is slowly recuperating from a throat operation at his mother’s home in Pueblo, Colo.

Gene Avery, Octopus operator on the W. G. Wade Shows, is recovering from injuries suffered two weeks ago in an auto accident when his car overturned.

Our relations with folks, observes a trouping husband, couldn’t be more delicate if we were married to them.

Marie and Wallace Brunk have a new 30 by 48-foot courthouse on the 20th Century Shows which opened the season April 6 in Pittsburg, Kan., to fair business, reports Don Foltz.

Helen Barfield, of Miami, recently underwent two major operations at Mayo’s in Rochester, Minn. She is in Room 140, Worrall, Hospital, and will be there several more weeks.

Mrs. Philip (Cy) Heinrich reports from Walnut Grove, N. C., that she and George (Amber) West have re-

RIDES WANTED

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

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

AUTO SPEEDWAY FOR SALE
5 Cars, new 40x60 ft. Platform, Floodlights, Ticket Box and Battery's loaded on 1 truck.
Sold cheap on account of sickness; must have money to meet hospital expenses.

MRS. GENE AVERY
Box 589, Route 4, Royal Oak, Mich.
Telephone: Royal Oak 4119-M

FOR SALE
Single Elephant, pushes, pulla, performs, $2,500.00; one male Lion, $350.00; Pick Out Pony, $200.00. Also for sale, three Trained Pumas. Address:

RUTH BIBLE
c/o WARDS SHOWS
Fine Bluff, Ark. week of April 20; Nashville, Tenn. week of May 3.

LION ACT AT LIBERTY
For parks, fairs or free act for carnival.

BOX D-296
c/o The Billboard, Cincinnati 22, O.

MOON BROS.’ SHOWS WILL BOOK

MOON BROTHERS’ SHOWS
General Delivery
Beaumont, Texas

POP CORN WAGON
Equipped with new Crestor Giant Model 41 and 41 Popper. Priced to sell.

E. L. PETERSEN
524 VINE ST.
MORRIS, ILL.

HUBERT’S MUSEUM
228 W. 42nd St., New York, N. Y. Open all year round.

CARNIVAL WANTS West Freaks and Novelty Acts. State salary and all particulars in first letter.

PLASTER

CAROLINA DOLL CO.
1116 Curtis St.
COLUMBIA, S. C.
(Phone: 8340)
KAY AMUSEMENT CO.

WANTS

CONCESSIONS—Will sell exclusive on Ball Camel Shows. Also Dime Stores, Big Top, Sailor Shows, etc. Call 5660. Not interested in Dime Shows. Will equip. Ask for Bullard.

FRANCIS KELLY

WANTS

Crafts, Inc., 150 46th St., Brooklyn, N. Y.

FOR SALE

Streamline Miniature Train

2 cars, 2 tracks, 18" scale. 6' long, 2' wide. $65.00. Will mail. Contact 141 St. and 12th Ave., New York, N. Y. F. S. H. 1-14-14.

LOUIS BURDO

8020 Delaware Ave., Los Angeles, Calif.

Phone: Chas 7-7405

ROLLOPLANE FOR SALE

New 1947 model. Located at Revere Beach. Boston. $2,750.00. Includes trailer. 50 miles. Tel.: 7-859-9999. Open 9 a.m. to 5 p.m.

See BUTLER

53 Walnut Ave., Revere Beach, Mass.

LAST CALL

Opening May 8 in Southern Illinois Will be Hog Wild, Boy, Where's Wally, Hoppy the Hare, Barnaby, Who's There, Tom and Jerry, lots of novelties, comic books, etc., for all ages. Contact Crackenback, near Worth Streets open, also 5-9 p.m. to gain with other times.

CHARLES CHARNEY

7/29 MOUND CITY SHOWS

18th & Mod. Sts., St. Louis, Mo., this week.

FOR SALE

Addison Miniature Streamline Train, ticket booth, fence, Long Range Lead Gallery, 20 cases spacemats, sign bet, 3 & 1/2 Scale Rody-Ready, Ho Scale and 10 others. Includes all departments. WANTED, C. R. FAY, 304 N. Berwick, Portland, Ore.

FOR SALE

1937 50-PASSENGER SCHOOL BUS

Sold for hand. The seller, Benson steel body. Can be seen at the garage on Keene St., New Haven. S. Green Springs Board of Education

L. O. WEAVER SHOWS


L. O. WEAVER

FOR SALE

Frozen Custard Machine Stainless steel, 7-H.P., 25-Gal. Capacity per hour. 2,000. BEN HERALD

7929 Laffin St. Chicago 20, III.

turned from a trip to Winston-Salem, N. C., where they placed an order for a 60-foot top half and a new Wild Life Show on Queen City shows. Mrs. Heinrich says that 35 steel cages have been constructed for the animals.

Curt Hedrick and Joe Monley have completed two all-aluminum panel frames for their girls which they will have on the World of Pleasure and Gem City shows.

Comfort to talkers: Gift of gab is valued at three points; brains at one.

Abie L. Moore, of the Billboard's St. Louis office, was a recent visitor at the Hot Springs winter quarters of the Hennies Bros.' Shows, where he renewed friendships with show personnel.

Sailor Katsy, with his Side Show, and Doral Desh's World Girl Joined Rogers Greater Shows in Union City, Tenn., for a few weeks prior to the opening of the World of Pleasure Shows.

Mr. and Mrs. Harry E. Moore recently purchased a new house trailer and have joined the J. J. Page Shows. Their girls are anxious to see their daughters, Helen and Virginia.

Veteran side show and midget camp worker, N. F. Thompson, joined Alamo Expositions Shows in 1947, having arrived from outdoor showbiz and will continue in the kitchen and lecture fields.

Now that midways boast of name girls on their revues, someone should write a story touting Teresa Queen Co. A-Tentin'.

James Thompson opened his Illusion Show in Washington with the John J. Jones Shows. Harvey Houston is inside illustrator and Thompson's daughter, Edith, handles the front.

Mrs. R. H. (Lois) Work is back at her sister's home in Binghamton, N. Y., after a visit with her daughter, Mrs. F. C. Work, in Indiana, Pa., and her sister-in-law, Mrs. John Lommon, in Rochester Mills, Pa.

Leon Long, magician, advises from Monongaehala that he visited Fosco Harris at Excessell Amusement Company's Dillon, S. C. quarters, and put up a show for the outfit's opening there April 10.

While in Richmond, Va., James Raypole, special agent for Majestic Greater Shows, was called home to Sharon, Pa., where his wife was in one of his shows at the Morris. He rejoined the shows at Harrisburg, Pa.

Mrs. Verna Schiltz will be in charge of concessions at both Triangle Park and Chain of Rocks Park in St. Louis this season, while her husband, Edwin, will take their usual string of concessions on the road.

Housed in front of a Geek Show: "Yo all know me? I'm the Great Showman of this city. I'm yo all any good. I sho didn't see any. This is the show of the show. Of course, the show of the show. Of course, the show of the show."

Bob Lohmar, general agent of the Pennsylvania Shows, was in Chicago, visiting over some of Connecticut business, try to route a show to Memphis, where Royal American will open May 8.

Walter K. Sibley, executive secretary of the National Showmen's Association, who recently undertook the major operation at the Lenox Hill Shows in New York, is now in Philadelphia and will rapidly and will be back in circulation shortly.

Francine Lee, who completed an engagement at the New Orleans, visited Margie Flynn

NOW DELIVERING NEW 1948 Apex 4 Star CARNAVAL WHEELS

Heavy Duty Mounted BINGO BLOWERS

Complete Bingo Supplies. Also Amplifiers. SEND F. O. B. FREE Catalog in Various Colors

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Circus 2-3064

POP CORN HEADQUARTERS

TOP-Pop Hybrid Popcorn is backed by a Money Back guarantee if you are not completely satisfied. Get yours as your order in today. Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—corn bags—snow cones—floss papers—colors—napkins—poppers—all ready-to-sell flappersware.


CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER

231 N. Second St.

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2808-14 Smallman St.

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Harry Lottridge, Manager

PERRY CIRCLE, ALABAMA (in west; GUNTHERVILLE, ALABAMA, in west)

L. O. WEAVER SHOWS

8 RIDES—8 SHOWS 30 CONCESSIONS

WANT SHOWS—Long Range Lend-Money Buck, Jewely, Concession, Show, Dare, Sult, Plane and Concession, Franchise, Custard, Merchandise Wheels, any Stock Concessions that do not match our present stock. Ask about our Midway Shows.

WANT SHOWS—Fun House, Motor Drome, Arcade, Mechanical, Iron Lung, Snake, Monkey, Illusion and any new or unusual Show with our approval. 50% to office.

We open May 14th at Newton, Iowa, 3 days; Marshalltown, Iowa, 6 days; Waterloo, Iowa, 4 days; Davenport, Iowa, 6 days; 8 still open with strong operators; then all Celebrations and Events, 3 to 5 days each, No. 1 day spots. Split-Week Celebrations are $1 Show Spots. We have New Neon Front, also 2 new Neon Panel Fronts in Back lot.

WANT SECOND HELP on all RIDES that CAN DRIVE. Write L. O. WEAVER

Fairbanks, Iowa. Celebration Committees, we have a few open dates in August and September.

BUFFALO SHOWS MIGHTY MIDWAY

ANNOUNCES

SENSATIONAL APOLLO'S FREE ACT

Will join the show at the close of Frank Wirth's St. Louis Police Circuit. From that date this marine attraction will be seen exclusively at the Showboaters Midway in the Rockford area until the end of the 1948 season.

This is a good show. Adjuristic people. Want now: Colorful Gausse, Big Stuffed Bumm, Basket Bull, Humm, Body Back, Cane Ruff, Quietell Back, Boston Davis, Nonsent, Jewell, Dime Box, Runaway Bumm, Ghost, Cane Ruff, High Wire, Ghost, Peanut, Ringer, Ringer, Ringer. All Food Concessions of every kind added. Want ideas, some side help. All others maintained. Send $5, and your address.

H. P. THOMPSON, 1405-7 S. 21st St., Rockford, III.
The text is not transcribed due to the low quality of the image.
FOR SALE
Frozen Custard, E-Z Way
Mounted on Trailer, plenty soon
and fluorocentes. Prettiest on the road.
Can be seen in operation at March and
Wayne Shows. Best offer takes it.

MRS. MICKEY SAKOBE
Casa PENN PREMIER SHOWS
Phillipsburg, N. J.

THOMAS JOYLAND SHOWS
WANT
A. COGNACE
Have new Dodge Panel Truck.
Nash, also reliable.

CAN PLACE
PENNY ARCADE AND PHOTO CALLERY,
All Williamson, wire at once.

JACK CALLING WANTS COOKHOUSE HELP.
Address:
L. I. THOMAS, Mgr.
Logan, W. Va., this week.

HAROLD EUTAH
WANTS AGENTS
For Carousel, Driving, Over and Under, Pool Pool, Hit and Miss Bal Game, Stock Ball Game.

ALSO A FEW MORE CONCESSIONS.
CAN PLACE SEVERAL GOOD SHOWS.

HAROLD EUTAH
c/o AMERICAN BEAUTY SHOW
Mexico, Mx., this week.

WANTED
High Diver, Diving Girls and Clown for sea-
side work. Break in. Paul Tyler, lot
your address, get in touch with me at once.

Want Photo Caller, Ride Helo, or any Legiti-
mate Concession.

JOHN KEELER
Modernistic Shows
GEN. DELIVERY, FAYETTEVILLE, N. C.

D. S. DUDLEY SHOWS
Wants Foreman for No. 2 El Whit, Foreman for Olustee. Must drive Semi and be capable of handling Drivers for Car Show and Monkey Show.

D. S. DUDLEY, Mgr.
Breckenridge, Texas, May 1, 1948.

WANT
For Choice Dates Opening May 5th, in Baltimore Arena. Delta Bonds man, and wire to handle itslegitimate concessions and

JACK TAYLOR
117 W. Liberty St., Baltimore, Md.

FOR SALE
Carnival, 15-7500 capacity and 9 show dates having.

FOR SALE
EXPOSITION AT HOME SHOWS
this week, HARRISBURG, Pa.; then on per rates.

WANT IMMEDIATELY
For:
“I’m Ready Green From New Orleans”

MODERNIZE all Settlements, Clowns Clara, Clowns, Concessions, etc., for 1948.
Red or write HORTON A. THOMAS
900 4th Ave., St. Louis, Texas.

WANTED
Concession of all descriptions. Will handle
Pit. Will handle chorus girls and other Concessions for Edward Perry, Jr.

MOUND CITY SHOWS
1417 Dragoon St., St. Louis 4, Mo.

FOR SALE
TRUCK CIRCUS
That can make rent money. If interested write
CIRCUS, BOX D-275.
c/o Billboard

JACK TAYLOR

FOR SALE
Frozen Custard, E-Z Way
Mounted on Trailer, plenty soon
and fluorocentes. Prettiest on the road.
Can be seen in operation at March and
Wayne Shows. Best offer takes it.

MRS. MICKEY SAKOBE
Casa PENN PREMIER SHOWS
Phillipsburg, N. J.

THOMAS JOYLAND SHOWS
WANT
A. COGNACE
Have new Dodge Panel Truck.
Nash, also reliable.

CAN PLACE
PENNY ARCADE AND PHOTO CALLERY,
All Williamson, wire at once.

JACK CALLING WANTS COOKHOUSE HELP.
Address:
L. I. THOMAS, Mgr.
Logan, W. Va., this week.

HAROLD EUTAH
WANTS AGENTS
For Carousel, Driving, Over and Under, Pool Pool, Hit and Miss Bal Game, Stock Ball Game.

ALSO A FEW MORE CONCESSIONS.
CAN PLACE SEVERAL GOOD SHOWS.

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c/o Billboard

WILL have his Titl-a-Whirl, bingo and other conces-
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Red Marcus, who holds the candy street concessions on the Har-

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Red Marcus, who holds the candy street concessions on the Har-
COOKHOUSE FOR SALE
60x60, COMPLETE IN EVERY RESPECT. New Currans, Carter, and Bower, Inc., 801 S. Jefferson, Springfield, Ill. Phone: 8 32.

WANTED RIDE HELP

MAX GOODMAN
Box 37, CARUTHERSVILLE, Mo.

WANT RIDE HELP

MAX GOODMAN
Box 37, CARUTHERSVILLE, Mo.

LE-OLA
AT LIBERTY
For Side Show, Annex Attraction, Double Sex Wonder, Clancy, Glass and Overman, Complete outfit, 8 feet. Address New York, Check Orders. 315 SECOND ST., PORTSMOUTH, Ohio (This ad due to misrepresentation.)

CONCESSIONS FOR SALE
Two Peggy Bubba's cony's, one cow, one steer, all with titles. Two Semi Cony's, one cow, one steer. All with titles. Also Lady Wilma, Show Charmer, Great Jean, Fox Goats. 607 WEST PLEASANT, Room A, Los Angeles, Calif.

WANTED
For new 1948 Tilt. Wind bags and boxes save your time and ours. Will pay any good offer. Best of treat- ment.

ROGERS BROS.
PELICAN RAPIDS, MINN.

FROM THE LOTS

Eddie L. Wheeler
COPPER HILL, Tenn., April 24.—Opening March 27 at Bowdon, Ga., on the 25th of March will carry to the Gallant, Ala. fair fair, the noon round-up, in the total 15, weather was good people came out to see and there was midway look neat with new canvas and newly painted rides and concessions.

Eddie L. Wheeler, manager, Lois Wheeler, treasurer and book-keeper; Ace Turner, secretary and book-keeper; and Almy Allen, general agent; Jack Townsend, special agent; John-ny Simpson, advertising song car; Almy Allen, superintendent, and Dick and Mickey, Stinson, su- perintendent. Concessions include a Ferris Wheel, Blackie Collins, superintendent, and Riders using free ride coupons for Elmer Pratt, assisted by Eddie Hol-loway; Kiddie Autos, Len Lottom, Kiddie Airplane, midway mis- sionaries, and Mr. and Mrs. Leland McGlothlin, Gibson, W. O. O'Mahn, P. Dujch and Ace Turner, 2 each, and Bloom, Lomax, in one and Q. Smith, 1 each.—ACE TURNER.

L. B. Lamb
MILAN, Tenn., April 24—Show opened here, hoping for better weather than it received during two weeks in Columbus. Rain started upon organ's arrival in Columbus Monday (5) and continued throughout the week. Three nights were lost the first week. Shows stayed over a second week and received excellent co-operation from the press and radio, the newspapers and free ride coupons for Elmer Pratt, assisted by Eddie Holl-oway; Kiddie Autos, Len Lottom, Kiddie Airplane, midway mis- sionaries, and Mr. and Mrs. Leland McGlothlin, Gibson, W. O. O'Mahn, P. Dujch and Ace Turner, 2 each, and Bloom, Lomax, in one and Q. Smith, 1 each.—ACE TURNER.

Eddie L. Wheeler
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Pacific Coast
MARINA, Calif., April 24.—Shows arrived here for the first stop on a 15-day round-up, which will carry to the Gallant, Ala. fair fair, the noon round-up, in the total 15, weather was good people came out to see and there was midway look neat with new canvas and newly painted rides and concessions.

HAYSHOWS WANTS

Royer, Okla., April 26-May 1.

ROY HENDERSON WANTS

TEXAS SHOWS
Fort Stockton, Texas, this week; Balmorhea, next week.

COOKHOUSE FOR SALE
60x60, COMPLETE IN EVERY RESPECT. New Currans, Carter, and Bower, Inc., 801 S. Jefferson, Springfield, Ill. Phone: 8 32.

WANTED RIDE HELP

MAX GOODMAN
Box 37, CARUTHERSVILLE, Mo.

WANT RIDE HELP

MAX GOODMAN
Box 37, CARUTHERSVILLE, Mo.

Rupe's Midway For Fun
Will book any legitimate Concessions not conflicting.

WANTED
First and Second Man for No. 5 Wheel. First Man for 75 ft., 25 ft., top, treat- mant. No draws. Address

JOHN MONKS
901 E. 42nd St., New York City.

Golden Gate Shows WANTS
Concessories, Bumper, Big Wheel, Cattle Shows, Federal, Cattle Shows, Roller, Cattle Shows. Address Golden Gate Shows, 613 Second St., Oakland, Calif.

FRANK JOSEPH
Jarlin's Park, Rt. 2, Sautern, Md.

JORDAN SHOWS
Can use Bumper, Blow, Clothes Pin, any Stock Concession that does not conflict. Orsco, Mkt., until May 1.

SPITFIRE FOR SALE
Privately run late 1946 model. Reason for sale, son in law. Address: John O. Snow, 1300 W. 121st St., Kansas City, Mo.

LOISET SCHMIDT
Sunland Amusement Park Sunland, 60, Calif.

MERRY-GO-ROUND
For sale—3 20 ft. 2-Tone, 3-Acme. New, Perfect. All new, Rainbow. Special offer. Price $450.00. Address: C. F. W. WINROD

67-51 W. 30th St., Sunland, Calif.

Merry-Go-Round
510 W. 30th St., Sunland, Calif.

WINROD
67-51 W. 30th St., Sunland, Calif.

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Merry-Go-Round
510 W. 30th St., Sunland, Calif.

WINROD
67-51 W. 30th St., Sunland, Calif.
**WANT WANT WANT WANT**

**MODEL SHOWS, INC.**

20,000 Feet Neon, 8 Giant Light Towers, 10 Modern Rides, Motorboums. 14 Fairs, 5 Celebrations, starting Independence, Iowa, July 2nd. No gas, no ticker, no gypsies.

**WANT RIDE HELP**—Foreman for new No. 5 Eli Wheel, salary $50.00; Fairs, $60.00; bonus if finish season. Second Men Truck Drivers. Foreman for Smith & Smith Chairplane. experienced WHIP Foreman. Octopus, man to handle Parker Merry. Go Round, must be sober, reliable, drive Semi Trailers. Long season, best of treatment.


**SHOWS** with own outfits, Mechanical City, Monkey, Animal, good territory for Side Show and Penny Arcade. Hove 12 to 15 ft. & 8 ft. Well. Sell Girl Show Scissors used three weeks as new. 1 Devil's Bowling Alley. Address:

**JOHN L. ROBINSON, Owner-Manager**

Parsons, Kansas, this week; Clinton, Mo. (on the return) week May 3rd.

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**CONCENTRATIONS SHOWS, INC.**

**THE SHOW OF HIGH STANDARDS**

**CONCESSIONS**

If you want in on a clean, reputable Show with 8 Rides, here it is. Will book any Legitimate Concession.

Stanley Scureck wants man and woman to run Posting or Dancing Show. Also Girls for Review. Address, Show as per route.

**CONTINENTAL SHOWS, INC.**

**KINGSTON, N. Y., all this week.**

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**VIRGINIA GREATER SHOWS**

The Show With The Proud Reputation

**WANT AT ONCE**

Ball Games, Penny Pitchers, Hoop-La. Ex on Photo Gallery, Grind Bumper Store. Basket Ball Game, Coca-Cola Bottles. Will sell Ex on two sturdy Stock Wheels, grosses and combination stocks; Ex on Scutes and Age. Good opening for Penny Arcade. Will book Motor Drome or New Show of merit. Cookhouse Larry Ostrom, come home. WANT AT ONCE—GIRL SHOW MANAGER TO TAKE OVER TWO GIRL SHOWN: Must be neat, clean, and have a good Wardrobe. Cambridge, Maryland, this week; Elkton, Maryland, next week; then into New Jersey and New England.

All mail and wire to:

**WM. C. (BILL) MURRAY**

---

**Endy Bros. Shows**

35 CARS

Can place the following: Talkers, Condens, Men to take complete charge of Unborn Shows—we have all equipment. Want Glass House, Skelter, Fun House, Dark Ride, Octopus—Have wagons for same. Want Freaks for Side Show also extra. Motley or a small display to feature. Sells or Borrows Andersons, Wolf Cub Shows, Coney Island Shows, etc. Want Concessions, Concessions.

**ENDY BROS.’ SHOWS, David B. Endy, Mgr.**

**SAYANAM, CAL. UNTIL MAY 1**

We have eleven outstanding Fairs to offer you this year.

---

**BULLOCK AMUSEMENT CO., WANTS**


**MT. HOLLY, N. C. THIS WEEK.**

---

**WONDER CITY SHOWS**

**WANT**

Hanky Parka, one of a kind. Sell Ex-Diggers, Mitts, Photos, Arcades. Place Shows, own equipment or furnish Tops, Fronts, Ranners for Snake, 10-15. Girl Show or Half and Half. Place Tilt, Octopus, Roll-A-Plane. Need Second Man on Wheel. Want to hear from Joe Laughlin and Jake Ferrar. Address this week.

**JOE KARR, Erin, Tenn.**

---

**PEP PREMIER SHOWS**

**CONCESSIONS**

Can place Ball Games, Photo, Fish Pond, Dart Balloon. String Game, American Palmistry, Hop-La and any other legitimate concessions.

WANTED—Long Hauge Gallery.

Can place Acts for Side Show. Want Fire-Eater, Pin Cushion, Mind Reading, Tattooing, also Strong Annex Attraction. Can place Ticket Sellers and Openers for Animal Show. WANTED—Can Use Ride Help that drive semi. Can place good Truck Mechanic with own tools. This show has 14 bona fide fairs, not pending but already signed. People joining now will benefit. This show carries 16 rides and 12 shows. Address all mail and wires to:

**LLOYD D. SERFASS, Gen. Mgr.**

Phillipsburg, N. J. this week; Middletown, N. Y., next.

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**Morris Annun Show**

**A Tradition at Veteran’s Conventions**

**YORK, PENNA., May 3-8**

Want Custard, Photos, legitimate Concessions and Annex Attraction for Side Show. All replies to:

**MORRIS HANNUM**

Carlisle, Pa., now

---

**HERE IT IS—**

**MAJESTIC GREATER SHOWS**

**CAN PLACE FOR LEMOYNE, PA., CELEBRATION, MAY 3 TO 7 AND A REAL ROUTE OF STILL DATES, FAIRS, CELEBRATIONS**

**CONCESSIONS:** Photos, Aye. Scutes. Balloon Games. Hop-La, Penny Pitchers, and other Merchandize Concessions.

**AGENTS FOR OFFICE OWNED ROLL DOWN, FIN STORE and SLIM SKILLO, ONLY ONE OF KIND ON MIDWAY.**

**SHOWS:** Side Show with own equipment. Grind Shows, Fun or Glass House.

**RIDES:** Chairplane. Loopers. Dark Ride. Octopus. Address:

**SAM GOLDSTEIN, Harrisburg, Pa., this week**

---

**LAST CALL—Always a Good, Clean Show—LAST CALL**

Opening May 1 to 8, Two Saturdays, MOORESVILLE, N. C.

FREX SHOW IN TWO YEARS.

Committees, look us over or contact. Have some open time for Celebrations in Virginia, West Virginia, Maryland and Pennsylvania.

Good opening for clean Shows, Throng-Dine People. Acts and Managers. We have Tops and Exotic. Going Shows, Grind Shows, Concessions. Contact, Photos, Ball Games, any Stock Concessions not conflicting. Can use a few good Stock Show Agents. Monday, June 8th. Gren Country Fair, Brownsville, June 15th. Want good, sober Side Help, Drivers preferred. Want Octopus, Roll-A-Plane or Tilt-A-Whirl. All address:

**W. M. J. MESPELT, Manager**

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**WANTED FOR**

**FRED SAWYER’S GAY NEW ORLEANS HEP CATS**


**FRED SAWYER**

e/o JOHN R. WARD SHOWS, Pine Bluff, Ark.; then route list.

---

**WANT FOR NUMBER TWO UNIT**

Legitimate Concessions, Long and Short Concessions, Photos, Balloon Darts, Ball Games, Weight and Aye. Flais. etc. Ride Help of all kinds. Sound Car. All apply:

**SAM TASSELL SHOWS**

5830 WALNUT ST.

PHILADELPHIA, PA.
WANT—Show have new 30x60 Top with Sound. Can place Wild Life, Crime, or any Grid Show "Heavy" McClain, received letter lately on; Smokey Roberts, come on.

CONCESSIONS: French Fry, Scales, Guess Age, Novelties. Tommy Easeland, let me hear from you. Alley and Con Rock Agents, contact A. W. Morris. Earlua Meyers: Want Side Show People. Paul White, contact Pat. All addresses:

ROSS MANNING
AS PER ROUTE.

WANT LOROW SHOWS
FOR ROYAL AMERICAN SIDE SHOW
Ticket Sellers that make second openings and Working Men
OPENING MEMPHIS, TENN., MAY 8
all address: LOROW BROS.
c/o Park Hotel, Tampa, Fla., until May 1; then c/o Royal American Shows, Memphis, Tenn., until May 15.

CARLSTADT, N. J., April 28 to May 8
SHOWS: Have 10-in-1 outfit complete with 3x60 Top and 110-foot Front. Can place Shows with own outfits or will furnish outfits. Also want Motor Drives and House.
RIDES: Can place Kiddie Train. Want Foreman for Ferris Wheel, Chairplane and Merry-Go-Round, NO DRUNKS.
WANT: Penny Arcade Mechanic. NO DRUNK.
Write or wire:
J. VAN VLIET, 404 Garibaldi Ave., Lodi, N. J.

WANT Concession Agents, Fast Stepping Waiters and Good Cook.
Agents for Grid Stores, contact Max Sharp or Al (Handy) Lynton. General Concession Help on all Concession, top salary for good, sober, reliable Chef for Murphy's Cook House, also Short Order Cook. All replies to:
A. R. (DUTCH) WHITSEIDE
518 E. 122d St., New York City.
This week, Statesville, N. C.; Kannapolis, N. C. of week of May 3; Albemarle, N. C., week of May 10.

PAGE BROS.' SHOWS
WANT FOR 2 STRAWBERRY FESTIVALS, HUMBLE, TENN., NEXT WEEK, FOLLOWED BY ALAMO, TENN.
Barn Concessions of all kinds. Good recognition for Peggy Arques. Men to take care now Fox Shows going both on east. Call me now will not call again. While doing for all riders, have to touch with Yellow Fever Soon!
BRUCE, TENN., this week! THE HUMBLE, TENN.
P.S.: Have all kinds of Barn Concession for sale.

QUEEN CITY SHOWS
Want for Manchester, Ky., V. F. W. Spring Jubilee
CONCESSIONS: High Roller, Penny Game, Cat Race, Age and Weight, or any Rock Store. Heavy Shows will be used in Good Strawberry or Spring Shows.
RIDES: Will take Toll, Magneto or Battery. Ride Help to all Eidsen, come on. All contact:
CURLEY LITTLE
WHITEBURG, Ky., this week.

ROSS MANNING SHOWS
NEWBURGH, N. Y.—APRIL 22 TO MAY 1
Then Peckskill, N. Y. First Show in Town Since 1938.
Week May 10-17, Ossining, N. Y.
WANT SHOW—Have new 30x60 Top with Sound. Can place Wild Life, Crime, or any Grid Shows "Heavy" McClain, received letter lately on; Smokey Roberts, come on.
CONCESSIONS: French Fry, Scales, Guess Age, Novelties. Tommy Easeland, let me hear from you. Alley and Con Rock Agents, contact A. W. Morris. Earla Meyers: Want Side Show People. Paul White, contact Pat. All addresses:

ROSS MANNING
AS PER ROUTE.

Midway of Mirth
MADISON, Ill., April 24—Rain and cold slowed patronage to a virtual standstill at the.org's two rides this season—the first at S atlas, Ill., and the second at March 27, the Goodside Civic Group Murphysboro, Ill., opening Monday (5). The org then moved here under auspices of the American Legion. Shows are routed thru Illinois, Kentucky and Missouri.
Craftsmen were James Roger, Merry-Go-Round; Frank Winstead, Ferris Wheel; Marvin Hill, Spotlight; William Ennis, Mixed-Up, and Eddie Waters, baby ride. Concessionaires are Van Tankersley, cookhouse; W. B. Reese, 5-Bibe Goodrich, 1; Mrs. Georgia Ellis, 1; Roy Speare, 1; Edyth and Heavy Seals, 1; Mr. and Mrs. Ware, 1; Ralph Mulkey, 1; Frank Livall, 1; Jackie Mulkey, 1; F. R. Shoults, 1; B. C. Hines, 1; Margaret Ware, 1; Mr. and Mrs. Goodwin, 2; L. Silhamer, 1; Shorty Brashaw, 1; Richard Steele, 1, and Mr. and Mrs. Campbell, 1; and Eva Rogers, 1. Carl and June Poe have bingos.
Tommie Davis is general superintendent, Billie Goodrich is in charge of mail and The Billboard agent. Frank Kaus, is lot superintendent. L. Silhamer directs the sound car and Frank Yehle is special agent.
Visitors to the gorgeous Murphysboro stand included Joe Stoneman, Whitey Valanulis and Mr. and Mrs. Clarence Burn, Mr. and Mrs. Ralph Silhamer gave a dinner in honor of the Burns' seventh 10-foot treading anniversary—ROSIE DAVIS.

Playtime
MANCHESTER, N. H., April 24— Algo Playtime Amusement Corporation opened here last week in cold weather, but there was enough business to indicate prospects for a good year.
Staff includes E. W. Burr, manager; John Burr, assistant manager; Mary Burr, secretary; Billy Burr, transporter, manager; Harry Peavey, advertising manager; Friday Patrick, ride superintendent; Bob Nelson, electrician, and Mr. and Mrs. Ted Perrin, operators of the Kiddleland, and many were a Merry-Go-Round, Ferris Wheel, Fly-Plane, Octopus, Chairplane, Tilt-a-Whirl, and Rollortle, and kiddy autos. Show line-up included the Garfield, Circus, Side Show, Motor-Drone and Jungleland.
Among concessionaires are Whitey McMill, H. Reece and Hazel Seord, 4; Sam Frye, 3; Nat Wintons, Mason Steele and McLaughlin, 2; T. Thornton, J. Mitchell, James Bell, Nat Carr, Al Rabatelle, Kitty Halt, Zigi Salisz, J. D. Taylor and Dan Farris, 1; and Mr. and Mrs. Jack Pole, floss, popcorn and candy apples. The office has stores.
Mr. and Mrs. John Kiloina, former operators, opened the operation.—HARRY PEAVEY Jr.

W. C. KUNS
LEXINGTON, N. C., April 24—The 217-mile move here from New Bern, N. C., winter quarters and opening scheduled for good business the first day here (12-17) was under auspices of ANVETS and business was excellent. The committee included Capt. John Etheridge, 3; Capt. William Wicker, 2; John Brown, 1; and Elden Martin, Jr., 1. Fred M. Elkin Sr., was most co-operative and the committee is a former standstill at the receiving end of the organization. Sid Alcide's Sky Rocket Revue proved popular with midwayites here, and the Oddfellows Minstrel Revue produced by Lewis and Thomas, and Kate and Eddie WEISS. Circus Side Show are expected to be two other all-season winners.
Concession department is functioning smoothly under the capable management of George R. Whitehead, business manager and general assistant to Manager Russ Owens.

Capital City
FRANKLIN, Ky., April 24—The Capital City Shows opened their 'all season' stands and box offices last week. The opening was held here on Monday (5) with J. L. Keef on the receiving end of many compliments. The depot moved to Franklin, Tenn., where instead of cold weather was encountered, but the last part of the week the Paddy Faunaire and the natives came out and spent money freely and Saturday night's business topped expectations.
Concessionaires include John Ethridge, cookhouse; Robert, 1; Miller, 3; Russell, 2; Smothers, 3; Anchor, 2; Dews Jr., 1; Drennen, 2; Collins, 2; Ral, 2; Mrs. Ehrigs, 3; Stephens, 1; Millard, 1; Bright; 1, Apple, 1; Rainey, 1; V. Collier, 4; Fryou, 1; Elliott, 2; and Mr and Mrs. Russell southwest with five office-owned.—JACK SNOW.

J. B. GENTSH
PICAYUNE, Miss., April 24—Shows opened here Monday (5) to a good crowd, and attendance increased nightly through the week. Business was good, business reaching its peak at the Saturday matinee and evening performance. The stands were filled to the brim under auspices of the American Legion.
Art and Peggy Walker, now in business here, were nightly with a small group on the lot and also entertained friends from the shows at their home.
Linda Crews, of Marshall, and L. B. McLaughlin were married Saturday (10).
Manhattan Shows, many members of the shows took advantage of the proximity of New Orleans to do their spring shopping and buy supplies.—RAY NICKLES.

Crystal Exposition
GRIFFIN, Ga., April 24—Biz was unskilled, but there was sure business, and the committee giving excellent cooperation. Five thousand tickets were given away to school children for this Day. A birthday party was given in the Rosebud's show house as a community event. Guests included Jerry Weston, Nancy and Jean Bell, Janet Bunts, David and Irene Butte, Jimmy Doyle and Billie Parker. Refreshments were served by Mrs. Staunke. Art Carver and Ernest Wichers visited the Carver family in Crystal River. Jimmie Holt has taken over the Funhouse. Billie Shaeffer draws the crowds with his free attraction. Visitors to Mr. and Mrs. Bernie Shaprio and Mr. and Mrs. Charles Matthews, Helen Golden's side show topped the shows, with Teddy Porter's Darktown Strutters a close second.—ALTA MAE ROEDINTS.

Prell's Broadway
BURLINGTON, N. C., April 24—Ladies of the opera house here were out in Shoemaker's cockpit. Dotti Miller and Ann Porter, who have been in charge of the stage here for several years, were very busy preparing the show. Halifax Sam passed out cigars upon receiving news that he had been given a grandfather. His business manager, has an order in for a new Cadillac. Old Sam Prell's ankle has healed sufficiently for him to once again take part in the daily productions. Linda of Miami, Jack Russell, Joe Grosso and others.
Red Russell had to return to Florida when he was taken ill here. Abe Prell's wife, Lorraine, sustained a broken foot and four broken ribs in an auto accident near Baltimore recently.—ALAN A. TRAVERS.
THE TWO OUTSTANDING PARKS OF AMERICA

WANT

RIVerviewl PARK
Chicago, Illinois

PALISADES PARK
Palisades, N. J.
For immediate work. Can place the best in Side Show Acts, Working Acts that can fit "E." 1 Mentalist, Clever Magicians, De-Luxe write, Powerful Freaks to feature. Your hours are pleasant and pay tops. State all to:

RAY E. THOMAS, Apt. 233
Windor-Wilson Appts.
197 W. WILSON, CHICAGO 40, I LL.

WANTED

AGENTS FOR BLOWER, ALLEY. CAN ALSO PLACE P. C. AGENTS. NEED A FEW WHEELMEN AT ONCE. SAVANNAH ALL THIS WEEK, NORFOLK NEXT WEEK.

JACK GILBERT
EN DY BROS.' SHOWS
SAVANNAH, GA.

WANT TO BUY

Fish Pond, Milk Bottle Joint, Balloon Dart, Jumper and a few other joints around fifteen feet. Must be in good condition with frames, with or without tops and stock. Airmail full details on what you have, so I can use and lowest cash price.

PENNY ARCADE, 311 Capital Ave., Houston, Texas

WANT

DRONE HELP
Men and Women Riders. Talker, Ticket Sellers, come on. Join now. All answer quick.

DEL CROUCH
En dy Bros.' Shows, Savannah, Georgia.

WANTED FOR BARKOOT BROS.' SHOWS

Week opening May 3 to 6, St. Louis, Mo., Mount Pleasant, Mich., week of May 10.

We are booked solid for season.

WANTED- Rodeo Foreman and Second Man for Ferris Wheel, Merry-Go-Round, Chair-a-Plane, Kiddie Auto Ride. Will look two more Kiddie Rides and any other Rides not conflicting. All Merchandise Concessions open except Bingo. WANTS- Shows of all kinds with own outfit except Girl Show. Opening for Monday Speedway and Fairground.

P.S.: Prof. HMIFordinator wants Cash Person for Chain, Kyley and R. H. Blackett, Warr, come on.


FITZIE BROWN
CAN PLACE AGENTS FOR VIEWING STORES AND COUNT STORES
All who have worked for me, Infants, come on. ALL MY CONCESSIONS ON THE H. R. ROSEN SHOWS.

A strong route of Still Dutes and Fairs and Celebrations. Address:

FITZIE BROWN, c/o H. R. ROSEN SHOWS
SOUTH FULTON, TENN., this week; JACKSON, TENN. (O'Connor Lot), week May 3-8.

S. T. TIDWELL MODERN MIDWAY
WANTS FOR FOOTT STOrk, TEXAS, FAIR AND WATER CARNIVAL, MAY 3-8
Shows with or without Frame-Up. What have you? Good proposition to Wild Life and Penny Arcade. Sell Exclusive Photo. Want experienced Rodeo Foreman. Answer:

S. T. TIDWELL, Mgr., Lovetell, Texas, April 26-May 1

JOE STARR SHOWS CAN PLACE

CONCESSIONS — Balloon Darts, Glass Age, Glass Pitch, small Crab, any Merchandise
SHOWS — With own equipment, Jackson, can place your. Second Man on Wheel. All replies to:

ED WHALEN, Stigler, Okla.

PEPPERS all States Shows

WANT

RIDE HELP

WANTS

We pay every week, rain or shine. Bold As Ever, Foreman, Foreman and Second Man on all Rides. We have ticket takers. Rodeo Must have Drums. Men must have Drivers Licenses. Must be able to handle in and out, and able to fly-by-nights, stay where you are. Agents for Handy Parks, Bingo Counter Men. Will sell "E," on following Concessions: Photo Gallery, French Fing, Jewelry. High Street Novelty, Gifts, Your Age, American Pictures. Crowd Pullers, Side Shows. Concessions.=$.89

WANTED

PAPA DEX
SHOWS

Mickey Buck, Girl who can handle 24 ft. Ill. Big Bottle Ball Game. Manager for Monkey Show. Will furnish complete Monkeyland Show with trained apes. Have brand new 24 ft. Big Top for same. 300 per day; 24 ft. will rent for 800. Apply to C. E. Ray, 272 Seventh, Chicago, Ill.

WANTS

CURLEY McCANN, if you have 3 or more Girls, join on wire. An A, Western, can handle Concessions. Will work and will pay all the way. WRITE.

FRANK W. PEPPERS, Mgr.
GREENVILLE, S. C., this week.

SILVER STATES SHOWS

WANT

Sum joints of all kind. Could use Pop Corn, Candy Aipples, Sit Down Grab, Candy Floss, Lead Gallery, Ride Help in all departments that can drive trucks. Ex. for one Mint Camp. Macoble Donicker, contact Whitney Dixon. D. P. Dealers.

HEDY JO STARR WANTS FOR SIDE SHOW

Magician that can pick and hold still. Can use one Box Office Franky. Arnold Spore, Dila Wickke, Buddy Le Roy, tell me at once. Dr. Vogo (Heddy), am holding Front and Swod Box for you. 24 Fairs booked in all the North. All Acts report at once. Contact:

HARRY RICHMAN
SILVER STATES SHOWS, CANADIAN, TEXAS, APRIL 26-MAY 1

CAITLY SHOWS

OPENING MAY 1 TO 8 AT HORNELL, N. Y.


67 Ellison St.
Rochester, N. Y.

SOUTHERN VALLEY SHOWS

WANT

For Opening at Lincolnton, South Carolina, Spring Festival, May 1st to May 8th. 12 Standard. Just Want trained men, trained animals, workmen. Send us your best man and he will live at our expense. If you have any left over we are sure your men will sell them out. Have one of the best Fairs in the South. Will pay you top for all work. Will take all Concessions, Acts report for Pilgrims, Boys, and Girls. Will pay for your help.

J. P. BOLT, Owner-Manager.
P. R. Box for sale 49-6, Y. A. Fairbanks- Noire Direct Light Lamp, complete, on easy instalment Plan. $18.00. 10.00 down.

SOUTHERN VALLEY SHOWS-EDDIE MORAN
CAMPFAYN, APRIL 25TH-MAY 1ST. DUNCAL ROB RAY.

HELLER'S ACME SHOWS

WANT


JOHN RICE, contact.
All address:

HARRY MELLER, BOX 6, CAMPFAYN, NEW JERSEY. PHONE: WYCKOFF 4-0353-M.

ENGLEWOOD, NEW JERSEY, APRIL 16-MAY 1, ON THE MAIN STREET, CENTER OF TOWN.
ATTRACTIONS

Nine

Detroit

LEGITIMATE

SMALL SHOW CARNIVALS

VErmont

if

carries

open

due to cold

Weather

wind,

threw

operation here and will continue with the org the thruout the season.

Word has been released that Mr. and Mrs. Hooper were in an accident while en route here from Flori- 
da in a hospital where the extent of his injuries and details of the mishap are not available.

Recent visitors included Billy Col- 

the C. W. T. Collins shows; George 

Kosco, Lil Cibret and Peggy 

Judkins—DOLORETTA PICKERING.

Virginia Greater

SUFFOLK, Va., April 24—Shows wound up a full opening show here Thursday and will continue to Friday at rainy weather. Raleigh Gibson 

Tampa. Mr. Gibson and his wife, 

RAINEY, Mrs. Gideon W., Misses 

and the new lighting equipment has been mounted on the 24-foot semi.

New arrivals include concession- 

and warehouse, who had a little pennie pitch, giving her three games.

Visitors included Marion Spillers 

and Roots, the Marion Greater Shows.

Bill Warren is headed for Michi- 
gan with his de luxe act. Mr. 

now with her daughter and 

join him early next month.

The org has an April 7 show—Anna Lee King with minstrels and 

P. T. Barnum Jr. with freaks.

Itinerary calls for a tour of West Virginia, following the stand here— 

ERNST SYLVESTRE.

Twin City

AUBORA, Mo., April 24—Shows opened here April 10 for a week, weather being cold and snowy rain. Many of the patrons, whom 

concessionaires, are the parents of a
circus. 

Jewell and Odis Cannon and Tirie 

and Curly Clark spent a day at 

Twin City and Mr. and Mrs. Harry Zugg are opening a park show. 

visitors included Mr. and Mrs. 

Paul Evans, Mr. and Mrs. Paul Evans 

and Mr. and Mrs. 

and sons, all of Spring- 

field, Mo.

Wanted at Once for Zoo

1 Player and 2 Outside Men, $50.00 each. 

This week. Note for location next fall and winter, the answering now will get preference.

MAURICE HELMAN

818 S. Rampart St. New Orleans, La.

Phone: after 6 p.m. Valley 4619.

MINSTREL SHOW WANTED

WILL FURNISH COMPLETE OUTFIT—Misses 

and other minstrel groups. Contact Mr. Joe 

Anna Lee King and Robert Allen and 

will join this show. Address as above and 

write.

TOM MEHL

c/o PEPPERS ALL-NATION SHOWS

Grassville, S. D., this week.

JIMMY ANNIN WANTS

Agents for Skirts and Count Stores. Only two on show. Wine before coming on. JIMMY 

ANNIN, Anderson's Greater Shows, Living- 

ning, Tenn., this week; Onida, S. D., to follow.

ROBERTSON BROS. SHOWS

May 1, 1948

JOYLAND MIDWAY

FROM THE LOTS

Bulloch Amusement Co.

THOY, N. C., April 24.—Show is in its second week and despite the cool 

and rain, business has been satis- 

factory.

They have added and lights given 

the show a new look. Org consists of five rides—Ferris Wheel, Merry-Go- 

Round, Cow Tippin, kiddie rail tills, 

aeroplane swings—a Wild Life Show, 

of the city of New York by Mr. and Mrs. 

Walter Stoffel, and 25 concessions.

Manager Bulloch added a new Gen- 

eral Motors Diesel light plant and 

light towers this season, in addition to all new carousels. Mrs. Bulloch took 

the new Underland house trailer.

Wild Life show is top money getter. Concessions all report good business.

visitors included Louis 

Bright, Gid Spillers and Wilma Simm- 

son.

Shows are routed thru South Caro- 

olina, North Carolina, Virginia and 

West Virginia.

Roster follows:

J. S. Bulloch, owner-manager; Mrs. Bul- 

loch, secretary-treasurer; Carvino Perno, 

the manager; J. B. Ramsey, agent; 

Max- 

Berger, bookkeeper; O. E. Eanes, chief electrician; Robert L. Edwards and 

Luther Stem, Ferris Wheel; Poster Wells, chief bookkeeper; Robert E. 

Chambers, manager; T. E. Nelson and 

Merry-Go-Round; J. B. Wells, chief book- 

keeper; E. L. Geary, chief cook; 

Mrs. Cora Eanes, housewife and 

barker, assisted by Nettie Foster, 

undaughter; Mrs. John C. Pearson, cook - house and tvmp; E. E. 

Clark, confectioner; Mrs. M. C. Pearson, 

counter and head pitch-till-you-will; 

Mrs. W. T. Pearson, ass't.; Mrs. 

L. E. Easterly, Mr. and Mrs. L. E. 

Wells, Mr. and Mrs. William D. Perry, 

V.A. James Gibson Jr. is in the navy and was ride man with the shows, is spending a few 

furlough with his dad, Merry-Go- 

Round. Mrs. W. T. Pearson, Tim 

Klinefelm's son was hospitalized here 

as the result of a sudden illness. 

Mr. and Mrs. Bob Bagby have joined 

Ronald Prue is assisting in the 

cookhouse. Mike Matina, of the 

Walter Walters, came into town last 

days. Joe Conley has recovered from 

a bad cold. Several hundred underprivileged children were guests 

of the management. Youngsters were 

entertained by Walter Walters, clown, 

and Dr. L. C. Holland, local dentist. 

Manager and Mrs. Roberto Masucci were 

guested at several local affairs.

Louis Augustino's Wild Animal 

Show is popular. Mr. and Mrs. Oliver 

Jackson will be happy to join soon. 

William Gitt and Claude Johnson have joined the 

ride crew. Jimmy 

W. T. Ferris Wheel crew, 

spent several days at his Sumter, 

S. C., location, visiting his brother, 

H. W. (Happy) Arnold, his wife and 

daughter will join shortly. He has 

many engagements in the area and 

mail agent. Arthur and Fletcher 

Jett have the complete show for the 

cookhouse, crowd. 

Sidewall Smiddy is in charge of the 

carne and sanitary department and 

of getting the marque up and down. 

Rider and committee repre- 

senting the Seafest Festival, Hoo- 

ton, Va., visited, as did Kenny Moore, 

of the Norfolk Tent & Amusing Com- 

pany.

Metro and American Banner

PROVIDENCE, April 24.—Com- 

bined forces of Phil Ray (Metro 

Shows) and Joseph E. Shiner (Amer- 

ican Banner Shows) made their 

debut here Friday (23).

Joe Murphy arrived with his 

kiddie rail tills, as has Mr. 

Gratz from Long Island with her 

eating emporium.

Fruit will once again will have 

the popcorn and apples, and Charlie 

Davenport is due to check in with his 

food wagon.

Angie Delrose will run a wheel and 

ride. The weather being cold, the 

Ryder family is on hand with its 

ponies, games and gowk show.

horses, which has been 

overhauled.—RUTH RAY.

Bulloch Amusement Co.

DJOLE, N. C., April 24.—Show 

opened here April 10-17, losing 

night of April 17 to cold weather. 

The lot was small and three rides did not operate. Org 

show, 6 rides and 17 con- 

cessions.

Brownie's Amusements

BEGGS, Okla., April 24.—Show 

opened here April 10-17, losing 

night of April 17 to cold weather. The 

lot was small and three rides did not operate. Org 

show, 6 rides and 17 con- 

cessions.

Wolfe Amusements

GAPNEY, S. C., April 24.— 

Shows' office and a truck were de- 

molished in a wreck during heavy 

rain. Mr. and Mrs. George Roy- 

ton, Ga., to Woodruff, S. C. Both 

trucks, which replaced new 

vehicles, and new lighting equipment has been mounted on the 24-foot semi.

Wanted at Once for Zoo

1 Player and 2 Outside Men, $50.00 each. 

This week. Note for location next fall and winter, the answering now will get preference.

MAURICE HELMAN

818 S. Rampart St. New Orleans, La.

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ROBERTSON BROS. SHOWS

May 1, 1948

Kiddie Ride For Sale

Four Cycle Merry-Go-Round, rides twelve, excellent condition. 

JACK SMITH

530 City Ave. Scranton, Pa.

JIMMIE CALDER WANTS

Cable, sober Men for head of two Count Stores. Must have some horse sense. Also want Wheel Man and Milk. Address care 

ROBERTSON BROS. SHOWS

Kingport, Tenn., this week.
WINTER QUARTERS

Strong’s Amusement
OMAHA, April 24—Equipment is ready for the road. A new Ferris Wheel, Merry-Go-Round and kiddie auto have been added to the ride line-up, making a total of seven.

Shows will open here June 1 and Manager Strong reports the mingle of the local Belvue and Appleton Fairs, March 24.

Swede Anderson will be in charge of the new Ferris Wheel. Jimmy Bill Karvenou, the Merry-Go-Round, and Jack Strong, kiddie auto. Norman Karvenou will have the Glider.

Jo Ann and Jean Strong will handle the May and June shows scheduled to begin July 1.

GREAT UNIFIED SHOWS
WANT SHOWS

Octopus, Spyfire or Roll-O-Planes (with own transportation) also mix-up.

Can draw “Laugh in the dark.” Hawaiian show (have complete outfit: monkey show, fat show or any worthwhile while act.

Good opening for fun house.

CONCESSIONS
RUMPER, BALL GAMES, FROZEN CUSTARD, FISH
LONG SEASON: EXCELLENT FAIR OF FAIRS. WIRE BP.

GEORGE LOOMIS

April 26, Durant, Okla.; week May 3, Ardmore, Okla.

JIMMIE CHANOS SHOWS
WANT

Legitimate Concessions of all kinds: Font Duck Pond, Duck Pool, Photo Cellery, Custard, Penny Arcade. CUSTARD HELP. A. M. Morris, 69th Street, Chicago, Ill., Room 608. Will pay for own outfits. Want Girl Show with three or more Girls.

WANT: Sound Track. All requests by letter. JIMMIE CHANOS, RICHMOND, IN.

DIXIELAND SHOWS

BOOKED UP FROM 4TH JULY TO NOV 19TH.

TOUR STARTS IN ATLANTA.

ONCO VIEW PARK CORP.

NOFOLKA.

CENTRAL STATES SHOWS

Want Girl Show Operator with plenty of good talent; have equipment ready to go. Have openings for following Concessions: Lead Cellery, Frozen Custard, Basket Ball, String Game, Novelties, High Striker, Stock Bowling Alley. Lucky Carrell wants Magician or Juggler who can double, also Tattoo Artist for 10 days.

SALINA, KAN., this week.

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SALINA, KAN., this week.
Showmen's League of America
400 S. State St. Chicago

CAGO, April 24.—President Bob Lohrer, President of Showmen's League, held a meeting Thursday (22). With him at the table were Vice-President Lou Keller, Treasurer W. F. Treasure, Director and Secretary Joe Streibich.

The welfare committee reported that Great West (Whitey Harris) was resting comfortably after his recent misadventure. Bros. Circus in the Chicago Stadium. Manager L. Green has moved to St. Petersburg, Fla., to recuperate. Walter K. Bailey, Turf

Vollmer and W. C. Denneke are still confined. John A. Shabaz is resting in Miami Beach. Elmer Brynes reported that Ed Murphy is coming along fine.

M. A. Haft is getting the necessary work done at Showmen's Rest and reports all work will be completed prior to this season. B. F. Flint has been named managing editor for the league bulletin. He will name his staff shortly. Walter F. Driver is in charge of the Poppy Day work for the 10 Sopenar Post of the American Legion.

The final meeting of the spring will be held Tuesday (21), with the fall meeting set October 7. All membership applications accepted after May 15 will have exhibitor cards. Members of the league will be presented the Barnes Bros. Circus (Monday 30).

WALTER MANG, of Miami, was the guest of the Al Rossman recently. Canadian brothers who called during the week included Joe Backman, Frank D. Riter, Al Wernham, W. H. Green, and Murray. Rube Liebman was in town for a few days. Al Kaufman left for Chicago last week.


Jack Hawthorne is with Cole Bros. Circus.

Ladies' Auxiliary
Carisella Horan was hostess at the Auxiliary banquet. The annual Homecoming, set by M. Richard Horan. Guest Lorraine Johnson won the second raffle.

Mae Sopenar, recently returned from Providence and Boston, was among those present.

Ida Chase, past president, has recovered from a recent accident and once again is busy with her duties as chairman of the relief committee.

Caravans, Inc.
P. O. Box 1902, Chicago

CHICAGO, April 24.—President Lucille Hirsh presided at the Tuesday meeting, assisted by Dorothy Streich, first vice-president; Pearl McGlynn, second vice-president, pro tem; Mae Oakes, third vice-president; Claire Sopenar, treasurer, and Mari-

and Margaret Farmer, financial secretary.

Chaplain Lorraine Dugas delivered the invocation. Corresponding Sec-
recter was Mrs. Elizabeth Glicker. Communications from Estelle Reagan, Pat Backman, Ed Tendy, Myrtle Hutt Beard and Mary Ward.

The group voted to issue a paid up membership card to Joy Wili-

liams Gray, former club-member who has been confined to her home for many months.

Irone Coffey reported members on the following: Dorothy St. Claire, Lou Freeman and Mae Taylor.

Billie Cooper, of Royal American Shows, returned Monday, with Margaret Filogrosso, are hospitalized.

Past President Pearl McGlynn announced plans for a rummage sale at the office this Friday. Members having articles for the sale may contact Pearl at 326 S. Racine Avenue.

Evening's awards were donated by Ann Dooman, Elizabeth Jacks and Ruth Cotton and were won by Becky Daniels, Lorraine Dugas and Violet 

Watson respectively.
WANT—DE LUXE SHOWS—WANT RIDE SUPERINTENDENT

William Cowan Can Place

BEGINNING NASHVILLE, TENN., MAY 3RD, AND OTHER OUTSTANDING STILL DATES TO FOLLOW

10c Merchandising Concessions. Especially Want Duck and Fish Pond. Must Be Neat and Well Stocked. Will Frame Six-Car Store for Good, Capable Head of Store With Good Agents.

Fairs Start June 20th at Grand Forks, North Dakota.

Wire or Write: c/o JOHN R. WARD'S SHOWS, Pine Bluff, Ark., This Week

HETH EXPOSITION and JOE & DELLA RYAN CIRCUS COMBINED

WANT CONCESSIONS: Refreshment Carts, Concession Stands, Concession Displays, Concession Supplies.

CAN PLACE GIRL SHOW, SIDE SHOW OR ANY GOOD CROWD SHOWS.

Have a Circus Show on a Self-Supporting Basis? Must be in Good Location. Address: ROBERT L. HETH, Mgr.

MT. VERNON, ILL., this week; then per route.

—By Stard DeBelle—

Fringers never mix with the ride boys, club using the club that is a Lonely Hearts organization. The Lonely Hearts Club and the Showmen's Clique are closely linked, the first acting as a booking agency for the latter. We have the "Waiting-for-it-to-open gang," that meets daily around a stew, can hide behind the snow fence. The last in the truck with the other clubs, claiming that they are company-fed. The Showmen's Clique is welcomed by the other clubs that have to depend on it for talent at their festivities. It mixes and mingles—it assists with the oats throwing by having its dancing members blow off the oats. Join this happy fraternal midway family. Bring your cereal grain with you—we'll furnish the combine.

Hoosier State Bow

Okay in Vincennes

VINCENTES, Ind., April 24—(DeBelle)—That they can be free of the winds, the Mighty Hoosier State Shows opened the season here Saturday (10) to business that brought optimistic predictions for the spring tour from owner W. R. Geren, reported M. G. Stokes. Helping the gross was a kiddy matinee, to be a regular Saturday feature, offering a bicycle giveaway to a throng of kids that the new act will draw a large crowd.

Completely overhaul, the show left Greensburg, Ind., quarters April 14 on 35 semi-trailers and move here in time to set up the same day. Many of the personnel were here awaiting the shows' arrival. Also arriving during the engagement was Hugo Zachari, whose concept act will be free attraction and who will have an animal circus on the midway.

Special paper was used to advertise the Zachari act and the show is to be heavily billed, with two men in advance under the supervision of Stokes. Fred Haines also arrived with his sound car to augment the publicity department.

Dale Pasley's new cook house, with stainless steel kitchen and steam tables mounted on semi-trailers, has been approved by local officials. Owner Geren has been undergoing treatment for a back ailment.

Capell Bros.' Shows Score

In Swing Thru Oklahoma

DUNCO, Okla., April 24.—Opening of the Capell Bros. Shows recently in Shawnee, Okla., was hampered by cold weather, but 10,000, paid admission when the org moved to Ada for its next stand. Chamber of Commerce sponsored the show there and all enjoyed a successful week.

Capell Bros. are sponsoring the one-week stand here and once again the weather is fine.

All carnival is new and paint has been applied liberally to most of the equipment.

Celebs at Starr Inaugural

HUGO, Okla., April 24.—Joe Starr Shows, combined with the Casey Shows, took a Pink Blazer and several years have been manufacturing bingo cages and cards as well as other carnival supplies, recently began turning out concession wheels, made up on regular stock lines or to specific specifications.
WANTED SMALL SHOW

With fire or any other kind of show in counties under limits of Adams, Filer, Fort Madison, Hamilton, Muscatine, Audubon, or Lee, Missouri, or in the City of Albia, Iowa. Proceeds given back on returns.

CHESTER L. GRAY

ANNUAL CARNIVAL

American Legion 4th of July Celebration

W. A. OGLESBY

AUGUSTA, MO.

AMERICAN LEGION POST NO. 176

SHOWS AND ATTRACTIONS

For 2nd Annual 4th of July Celebration Chairman. Frank Robertson Fairfield, Iowa

WANT--For Blanch Opening, June 5 & 6, 1948.

Three or Four Show Brand. Suggested by the Friendly Lions Club. Write to

D. W. DECKER

Chairman

FORT MYERS, FLORIDA.

NEED MONEY?

Organizations.

Two Big Novelty Shows. Circus in Flowers, Rides to Flowers. circus--by Richmond. Missouri.

ELMER BROWN

325 ARCO Rooms.

St. Louis 1, Mo.

WANT--LARGEST CARNIVAL

With Free Ads for Grandstand for July 3-4-6. Cen- tral location to American Legion and Chamber of Commerce. This is a red, white, red Carnival. Route Town, Lake Center Fair City. Write

HARRY JOHNSON, Sec., Chamber of Commerce, Blue Earth, Minnesota.

SPONSORED EVENTS

Veteran, Lodge and other Organization Festivities

Rip Greenway Named To Boss B. C. Rodeo

CLOVERDALE, B. C., April 24—Clarke (Rip) Greenway has been named general manager of the third annual Cloverdale rodeo here May 23-24. It was announced at a meeting of the rodeo committee of the Fraser Valley Agricultural Association.

Grandstand seating facilities will be enlarged to double the present capacity of 2,000, and bucking bulls and over 40 head of cattle will be imported from the United States.

The program includes bucking horses, chariot races, calf roping, bull fighting, carnival rides and a midway.


Three Civic Groups Sponsor Rodeo in E. Pasadena May 14

PASADENA, Calif., April 24.—Plans have been completed for the E. Pasadena Junior Chamber of Commerce, Rotary and Lions clubs of East Pasadena. Monty Montana, screen and rodeo performer and his wife and son, both trick riders, will head the bill, with Sheriff Eugene B. boss, mounted at the front of the Western film celebrity, announced the show. The new act.

Boy Scouts Sked Circus

THOMPSON, Conn., April 24.—The annual circus of the Eastern Con- necticut Boy Scout Council has been set for Thompson Speedway here May 21. J. Kevin Foley and Carl Peters are regional ticket sales directors.

WANTED

For 10 days--2 Saturdays and 2 Sundays

May 29 — June 6

LAKEWOOD PARK, YOUNGSTOWN, N. Y.

PRIZES, Band Concerts, Light and Nightly Attractions.

CARNIVAL WANTED

FOR SALE

NEW 8 CAR LAUGH IN THE DARK RIDE

This Ride is in first class shape, complete merrymaking with plenty of starts, top fun, front, ticket box, etc., everything complete. Best offer over $7,000.00. Have Trailer for same if you want it, no tractor. Can be seen in operation every night in the vicinity of St. Louis.

BOX ST. L.-23

St. Louis, Mo.

FOR SALE

NEED MONEY?

WANTED

By large V. F. W. Post of July 5-10.

RIDES, SHOWS, CONCESSIONS, What have you hung up? Dedication of New $200,000.00 Home.

Frisco S. W. Skenk, Q.M.

BOX 555

VANDERGRIFT, PA.

CARNIVAL WANTED

For celebration week of June 25 to July 4, for parties or use.

Harold M. Crehch, Pres.

Commercial Club, Clarksville, Mo.

RIDES WANTED

For use at the Will County Fair. Cash advance. Write.

ROBERT S. VIGUERS

LEMOYNE DINE.

LEMOYNE, PA.

Wallace & Murray Shows

WANT

PHOTOS, SHOWBOARDS, SELF-EXECUTING AND HANGY PANS OF ALL RIDES. WILL BOOK ON A TWO WEEK MINIMUM BASIS.

WANT SHOWS WITH CIRCUS MANAGE- MENT;

AL WALLACE, Mgr.

3460 GOREY Ht. No. Gen., Ill. 3-way.

CARNIVAL WANTED

For the week of July 4th, in connection with the 4th Annual National Ranch Hand Rodeo, Liv- ingston, Montana. Contact immediately.

SECRETARY, JUNIOR CHAMBER OF COMMERCE

Box 473, Livingston, Montana.

ROACHDALE, IND. LIONS' 14TH ANNUAL CARNIVAL

JULY 2-3-4-5

WANTED

CONCESSIONS -- RIDES -- SHOWS

Sponsored by the Roachdale Lion's Club.

B. W. CAIN

St. Cruise Falls, Wisconsin.

CARNIVAL WANTED

For V. F. W. Post 726, Pacifies Commanders Club. First# date Monday. Must have 7 rides or other attractions. No Carnival for other club.

HOWARD SMITH

421 FRANKLIN ST. DILLIS, ILLINOIS.

WANTED

SMALL CARNIVAL

or Rides and Concessions for last of August or early September for Annual Municipal County Fair.

Contact D. V. FRANCE, Owatonna, Minn.
For Sale, Lease or Rent

Forty-two acres of land, contains half-mile race track, lighted for night driving; register- ed United States Trotting Association. Show ring, concrete stadium seating twelve hundred people. Sixty-four stall barn, lighted; price for feed; plenty of good-tasting water; beautifully located; very near town; ideal for racing shows, stock sales of any description, carnivals; cool for summer living, warm enough for wintering. Possibilities are great for contact is interested and knows how to operate this business. Posses- sion given immediately. Write, wire phone.

Dr. M. R. Campbell
115 E. Erie St.
ANDERSON, S. C.

RIDE HELP

AND CAN PLACE

A Few More

Concessions

AMERICAN CARNIVALS

Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 24.—Neve- rtheless in business is the New Concessions Supply Company, application filed by B. H. Brockway, manager, bringing the membership roll to 225.

A bill has been introduced in the New Jersey Legislature to safeguard the safety of riding devices, which bill provides for licensing of devices, inspection and required insurance of insurance. The administration of riding devices is delegated to the New Jersey Department of Labor and Industry.

The War Assets Administration ad- vises it has for sale various items of aluminum, bronze, stainless steel, steel cable, plexiglas and lacquer, as well as quantities of electrical cable available by negotiated sale. The Administration announces that the War surplus machinery and industrial equipment on hand will be sold sub- ject to a minimum percentage reduction of original acquisition cost.

A research service announces de- velopment of ready availability for sale of a new type of ladder grip, a liquid adhesive for cementing masts and poles, and a type of transformer which eliminates the necessity for jumpers, fusibles or circuit break- ers; a two-speed hoist for operation with motive power, and a patented process for concentrating fruit juices. The same service has a booklet on the care of copper, brass and bronze. Now that the tax reduction bill has been passed, another tax bill is in the making which would allow for technical changes in the tax laws. While the amount of actual reduction involved in the new tax bill is expected that so-called small business may obtain certain concessions on earnings between $25,000 and $50,000. If adopted, this would affect many shows in the immediate near future.

Colborn, Moore Plot Rodeo; Atty AgainLikely Feature

NEW YORK, April 24—Everett E. Colborn, manager of the Colborn Ring- annual Madison Square Garden rodeos, is in town from his Lightning C Ranch in Dublin, Tex., according with Frank Moore, rodeo manager, and Garden officials about this season's opening set to open September 29.

It is believed that Gene Atty will again be the feature attraction at the Garden rodeos but contracts have not as yet been signed.

Ind. Old Settlers' Confab

Set at Odond., Ind., Aug. 19

ODON, Ind., April 24.—The 63rd annual Old Settlers' Meeting will be held here August 19-21. Heavy rains have stilled the painting program at Old Settlers Park, scene of the celebration, but the decorating is expected to be completed well in ad- vance of the show.

A feature of the annual will find loc- al and state men vying for the growing contest. Contests are expected to abandon their razors on July 14.

J. Brennan Headed for U. S.

NEW YORK, April 24.—J. Brennan, former known British showman, has disposed of his interests in London and is headed for Miami. Brennan intends to enter the amusement field in this country and will act as representative of the Supercar Company, English manufacturer of scooter cars and equipment.

11-Day L. A. Sports Show Pulls 206,500

LOS ANGELES, April 24.—The an- nual Southern California Sportmen's Show opened its 11th year yesterday, with a crowd of more than 21,000, up 18.5 per cent from last year. The three-day exhi- bition was estimated at 206,500.

Annual event, staged in conjunction with the Los Angeles Rodeo, which was noted by Mel Morrison and H. W. Weller, Show was sponsored by the Southern Council of Conservation Clubs.

In addition to hundreds of exhibitors, the largest trailer show, Parade of Outdoor Champions. Shows presented an hour-and-a-half stage show. Featured were Babe Didrikson Zaharias, holder of Brit- ish world record of 120-lb. woman. Pav- ings was estimated at 206,500.

RAYS ONLY WANT ALLIES AGENTS


WANTED FREE ACT

Must be high and sensational. Guaranteed season's work. Must join immediately. 

SAM P. PREELE AGENCY BROADWAY SHOWS

Virginia, Va.

GEORGIA AMUSEMENT WANTS

Small Crab. $15.00. hup Outfit, Snowball and Popcorn, small Bingo. Agents for Singer acrobatic teams. 

WALTERS CIRCUS. Atlanta, Ga. for 30 days. Contact Red Cooper. April 24 to May 1. Dahlebow, May 2 to June 1. 2700 college students. Mostly C.I. paid the list.

WALLACE UNITED SHOWS WANTS

Rides that don't conflict. Rodeo, Concession Show, Tin-Tam, Traveling Carnival, etc.

Contact: Red Cooper, P.O. Box 900, Pin Point, Glyndor, Ga. 

7-2000. Banks, 5000, Pumps, 7-1900. 

Ride will take all Concession shows. Barn, Carnival, Half-Carnival. 

For Sale

EXPOS. Equip, Box 66, Virginia Beach, Va. 

WANTED

For Stock Cars, Count-Up, Spot the Spot, Skills, Hanky Panks, Ball Games, come on. 

CARAVELLA AMUSEMENTS

ROY FIRST AND JOHNNIE WATKINS

Williamsport, Pa., this week; Shomakin, Pa., week May 3.

GRASY SHOW

CLEAN ATTRACTIONS

RIDER—Want First and Second Man for No. 8. Mail Old Face, Legal, 10 days in advance. 

CONCESSIONS—Want any Concession working for Stock, Bank, C. L. Marsh, Flushing, N. Y. 

On No. 1. 

WANTED

E. PRELL'S BROADWAY SHOWS

Alexandria, Va.

WALLACE UNITED SHOWS WANTS

Rides that don't conflict. Rodeo, Concession Show, Tin-Tam, Traveling Carnival, etc.

Contact: Red Cooper, P.O. Box 900, Pin Point, Glyndor, Ga. 

7-2000. Banks, 5000, Pumps, 7-1900. 

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CARAVELLA AMUSEMENTS

ROY FIRST AND JOHNNIE WATKINS

Williamsport, Pa., this week; Shomakin, Pa., week May 3.
GOODMAN CONCESSIONS AT LIBERTY

High type concessions and highclass Operators and Agents. Want to book a show? Book from the Greater Shreve Gun Co.！

Anderson's Greater Shows！

United Exposition Shows！

Belle Vue, England！

1947 Admissions To Be Continued At Sacramento！

SACRAMENTO, April 24.—California State Fair directors have decided against raising admission prices this year.

The team committee has set up these prices: general admission, 50 cents; grandstand admission, 150 cents; reserved seats, $1; boxes, $1.50; bleachers, 25 cents, all day charge at night; parking 50 cents.

There had been some speculation that the admission price for the fair would be increased this year because of the higher operating costs but members of the ticket committee voted to keep the fair within the means of many persons as possible.

Ceiling on Prices

At their March meeting, the directors put ceilings on prices which may be charged for children's rides, on adult rides, on soft drinks and beer and on all kinds of meals. President Bob Haysi, farmington, also pay our Weight for Price, Dividing a Boosting Alley, Hartland Arms, Burress, Bards, Starlight Ballroom, Norton, Gallery, Cake Batters, Starlight Ballroom, Bates, Burress, Bedford, Va. this year; Carnation, Va. May 3; Charles Town, Jefferson County, W. Va. will run May 15. P. S. Our Big Concessions start in two weeks.

Belle Vue, England！

47 Net $183,478

MANCHESTER, England, April 24. — At the general meeting of the board of directors, it was announced that this year-round fun spot had enjoyed a record-breaking year in 1947, with a gross of $183,478.75, an increase of $58,411.55 over the preceding year.

Great improvements made at the Belle Vue have run an all-time high, but this was offset by increased cost of operation. Taxes and other expenses grew 55 per cent on the 1946 figures.

Belle Vue is a combination of fairground, circus-amusement park which was voted by the board of directors as the best income-producing period during the year. It is believed that this year's New Year holiday weeks when the fair is in session, the Belle Vue’s indoor circus run was double that of last year.

This show displays on Saturday nights until the end of November. Short story record attendance of the past year.

personages as John Sutter, General Valjejo, Lotta Crabtree and others will be sent out, he said, and Cali

for the fair to attempt to resemble them in costume and make-up, Prizes will be awarded.

Dr. James E. McConnell, centennial corned friendship, said that the progress being made in locating old-time vehicles for a fair exhibit.

Progress on Improvements

Director William G. Wright, Sacrame

nians, chairman of the building and grounds committee, said the work of getting the fairgrounds in shape is progressing more rapidly than expected. He said considerable work is being done, new power lines are being installed, new railing and garbage bins are being installed and the building and grounds committee is planning for the junior division and remodeling work under way in the hall.

The directors accepted Wright’s recommendation that the fair install a foundation in the style of a national newspaper and a program of newspaper fashion writers to be guests at the fair.

The board set its next meeting for May 20 and its June meeting for the 24th of that month.
Fair Management: 

Speedy Parking Termed Vital; Area Markings Called Important

By R. J. Pearce, Fair Designer

WITH the increasing number of family autos passing thru the fair and the handling of these cars becoming an increasing major operation, America has less the time to take the extra courteous and speedy attention, the attendant makes a dissatisfied customer and to keep his car, he sees what the fair has to offer.

The old hit-or-miss parking all over the fairgrounds and the class with sideburns, the horse and buggy and hoop skirts. It just isn't commensurate on the modern grounds.

To begin with, parked cars should be located under the area of the fairgrounds. The reason for this is that cars parked this manner are subject to more strict police protection, families can make their cars their headquarters, picnic lunches and three-cornered trousers for the babies can be left in the cars and obtained without first having to secure pass-out tickets. Since this type of ticket is subject to much abuse, some fair managers feel that it helps forcing our customers who have paid once to pay again for readmittance.

Best Site—Near Entrance

The general location and the parking areas in land adjacent to the entrances of the fair is to be considered in the case of necessity. In such cases, police protection should be provided on the parking area and cars and the parking should be carefully supervised.

Well-supervised and a governed parking lot is a joy to move in. The best location is directly in front of or on the side of the fair buildings. Lacking such space, parking lots on either side of or in the rear of the grounds are the next best location. These areas should be served only by roads situated at each side of the fair that do not cross a main line of pedestrian traffic.

Parking cars in long lines hanging in rows is not good. The suggested method for this is the method of parking should be that the front of the lines of parked cars should be on the mid-left, 45 feet between lines formed by the front of the fair thus parked is required. It is necessary for all cars to leave in one direction, thus requiring a second line at the end of the lines of parking lanes.

Five-foot posts, set firmly two feet back, at four-foot intervals, or connected with a cable, sometimes are used to divide the area at which cars should be parked. Wooden blocks, set on solid concrete bases, also serve as good markers. Sometimes, just two barrels, four-feet apart, designate the definite parking areas for which the cars should be placed.

Each row should be marked with a letter designating the row, each car with a post marked with a number. Each driver, when parked, should be given a ticket designating the row letter and the post or block number where his car is located. This is a matter of seconds. This eliminates the confusion of hunting for cars at night in a rainstorm or those who forget where they parked.

Lighting parking areas is a prime necessity, first for protection and second to be able to locate one's car at the same spot away from the fair grounds. The best lighting method is to locate poles not less than 20 feet high, overhead lighting on top such lights need not be expensive, but they should have a reflector which projects the light in such a manner that the driver is not going to avoid a glare. A good 300- watt light bulb inside a reflector will serve the purpose for approximately 200 feet wide and 400 feet long. The lights should be placed along the parking lines nearest to the fair's activities, and throw the light away from the center of the fair.

If the parking lanes are 60 feet wide, then the lights should be placed slightly away from the fifth row at the head of the row. Exit lights should be placed carefully to show ditch lines and culvert.

Aid to Participants

If possible, parking areas should be provided near the zone area which attracts the patronage. In the livestock section, the livestock should be allowed to park near the livestock exhibits where the patrons may observe the exhibits. Parking areas should be faced as near to the exhibit as possible.

Many abuses have been made of this privilege, but local police made and adjusted the rules of the day to meet the requirements.

One injustice to a worthy exhibitor has been the more than a dozen abuses of the privilege. Getting-by is a common American method, and adjustment of iron-clad rules often is a method of solving the problem.

Courtly Service

Courteous service by parking attendants is vital. They should be instructed firmly on this point. They also should be told to give whatever aid possible. And they should be advised to make any suggestions they can obtain better, closer parking.

Laying out parking areas is no job for an amateur. Careful study should be made of each area by one skilled in this work to avoid mistakes.

DAMONTREE, Lebanon, Mo., April 29th. Don't listen to that old man after we left. Just as then, there were no plans made.

RAY HILSON, Astoria, Ill.

TWINS CITY SHOWS WANT

Clothes Pin Pitch, Cigarette Gallery, Glass Pitch, Hoop-La, Popcorn, Frozen Custard, Basket Ball, High Striker, Queen Yeast, Every Good Food, Ice Cream, or any good Stock Concessions. Can use any good Shows with own transportation for Committee Percent. Wire: A. E. CRABE, Lebanon, Mo., April 26 to May 1; California, Mo., May 3 to 6. Attention, Celebration Committees: We have July 4 open for Iowa or Missouri. 7 Rides.

WANT EXPERIENCED AND CAPABLE SLUM STORE AGENTS

WILL ADMIT NEW OUTLET IF WE DON'T HAVE WHAT YOU PRESENT NO CONCESSIONS TO CONSIDER. NEED SOMEBODY COUNT STORE AGENTS. Will guarantee a long season with the "Most Beautiful Truck Show on the Road." WIRE OR WRITE: E. H. BROOME or ROY MUCURDY PEPPERS ALL-STATE SHOWS, GREENVILLE, S. C. this week.

CUMBERLAND VALLEY SHOW WANTS

OPEN South Paoli, Pa., May 15th, With a Free Gate. SHOWS—Glass House, Mechanical City, Illusion, Stunt Girl and other Concession. Wire all other Concession. Asknforcatalog or pictures. PHILADELPHIA BULLETIN—Will have a Plant at Philadelphia, only one C. B. or C. A. left at that date. Please put all Concession A ready. WANTS—LEE BECHT SHOWS. Wire or phone C. B. D. or 875. Ask for Catalogs. Phone: L. B. FT. WAYNE, INDIANA.

ELLISS WINTON

108 E. McLean Street

MANCHESTER, TENN.

WANT—LEE BECHT SHOWS—WANT

CONCESSIONS—Fish Pedal, String Game, High Steer, Hoop-La, Smoke Pitch, Sword & Ball, Thromb Duke, Catch A Hairy Tail. All Decline Concession. Get your now. Ask for Catalogs. Phone Waynesville, 700. OR: HARRY D. FORD, 20th Street, Dayton, Ohio, Phone 4-1821. PHILADELPHIA BULLETIN—Will have a Plant at Philadelphia, only one C. B. or C. A. left at that date. Please put all Concession A ready. WANTS—LEE BECHT SHOWS. Wire or phone C. B. D. or 875. Ask for Catalogs. Phone: L. B. FT. WAYNE, INDIANA.

WANTS—JACK KORIE—WANTS

CIRCUS SEASON GETS GOING IN SWEDEN

STOCKHOLM, April 24—The circus season in Sweden is getting into full swing, with 19 circuses on the road. Windiping a 40-day indoor run here Super Circus and several tent shows are already on the roads.

Schumann, who played a week's stand at Gothenburg, where he had his local appearances, will return to Denmark where the shows will celebrate the opening of its revival at its indoor arena in Copenhagen.

The actuals on the Schumann program this season are the Schumann Liberty and high-school horses, Mille Lena, and topisipit, Vingo Benny's chimp, Banana, Vikings Trio, trapeze, Luzia; dancer; 5 Vikingsacro, acrobats; Sinals & girls, and Kroger, and Andreff and Luzia, Swedish comedians.

Among the larger Swedish tent circuses already on the road are Circus Robert, which opened at Molmo April 11, and Circus Altenburg, which opened in Helsingborg.

J. PAGE SHOWS, JOHNSON CITY, TENN.

WANTS: For big Fireman's Celebration, Rossville, N. J., May 3 to 6.

CONCESSION—Short or Long Range Lead Cellery, Mug Outfit, High Striker, Basket Ball, Cane Rack, French Fries, also Penny Arcade.

SHOWS: Snake Show, Jig Show, Wild Life with or without transportation. Can always place good Show Folks. Edward Johnson, call me.

CHARLIE GRIGGS WANTS

One Blowar Agent, one Pin Store Agent. Roy Cary wants one Count Store Agent. We work every day. Don't be misled. Our show is not overloaded with joints. We go to the Coal Fields in all Towns. Just wire or come on.

P.S.: Frenchie Fay. wire my brother Walter.

CHARLIE GRIGGS, CARE J. J. PAGE SHOWS, JOHNSON CITY, TENN.

LONE STAR SHOWS

Want Concessions of all kinds. No Fisheys, P. O. and Ham Fair acts. Want s sober, reliable man to take charge of office Bingo. Must be able to drive Semi. Want Shows with own transportation, lie. P. O. Want help on all acts, top wages, good treatment. Cliff Preston, come on; no answer from wire. Address all mail: G. R. McSPadden

CENTERVILLE, IND., TILL MAY 11; THEN HURSTPORT, IND., MAY 3; THEN good route North. P. S.: Pay your own wires.

WANT FOR DAWSON SPRINGS, KY., WEEK MAY 3 with PORTLAND, TENN., STRAWBERRY FESTIVAL TO FOLLOW AND THEN NORTH:

STOCK CONCESSIONS of all kinds. John Ehrlide wants Agents for Ball Games and Hit or Miss. SHOWS: Have new Side Show (20X40); with 110-foot Banner Line. Want someone who knows how to work a racket. Baby & Francis and Bill McElroy, camp. Good opening for Fun House or Glass House or any good Grind Show. Snake Show open for good operator. We hold contract for Thromo, Ky., Fourth of July Celebration. Join now. Route to interested parties. All replies to:

J. L. KEF, CAPITAL CITY SHOWS

P.O. BOX 757, TAPPAHANNECK, VA.

VIYON BROS. AMUSEMENT SHOWS

10 RIDES, OFFICE OWNED: 35 CONCESSIONS


SHOWS: Snake Show, Jig Show, Wild Life with or without transportation. Can always place good Show Folks. Edward Johnson, call me.

MCBRIDE BROS.' SHOWS

WENDE M. MCBRIDE, Mgr. RANDLEMAN, N. C.

CHARLIE GRIGGS WANTS

One Blowar Agent, one Pin Store Agent. Roy Cary wants one Count Store Agent. We work every day. Don't be misled. Our show is not overloaded with joints. We go to the Coal Fields in all Towns. Just wire or come on.

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CENTERVILLE, IND., TILL MAY 11; THEN HURSTPORT, IND., MAY 3; THEN good route North. P. S.: Pay your own wires.

SCALE AND AGE AGENTS

WANTED AT ONCE

GEORGE A. GOLDEN, C/O CELIN & WILSON SHOWS

PETERSBURG, VA., THIS WEEK

BARNY TASSELL UNIT SHOWS

Can place, account disappointments. Roll-Plate. Good proposition, short jumps. West Ride Men all departments, those driving Semi preferred.

Week May 3, Tappahannock, Va., 10, Orange, Va., 17, Culpeper, Va. Can always place something good. Write, wire, this week at Gloucester, Va.
RSROA's Martin Denounces FIPR Report, "Suspension"

DETROIT, April 24.—A vigorous challenge of reports on attendance of William Schmitz, of America on Wheels, at (World Roller Skating Congress) meetings in Switzerland (The Billboard, April 10) is issued by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators Association, of the United States. According to Martin, "this obviously is another blind effort by Schmitz to confuse the issue and an attempt to frighten the members of The Bold and Better."

"The WRSC has no connection with Schmitz or his organization," said Martin. "The WRSC was formed by RSROA organizations and affiliates two seasons ago when our good will team visited England. It is particularly amusing to observe the actions of Schmitz and his outfit to operate true to form on all occasions."

"He was to be a delegate-at-large at the World Skating Convention at Patinaque a Roulette meeting (not World Congress) in London, England, which he failed to be in attendance at this meeting, we can not refer to this unprofessional rink man, and the separation of the RSROA from the FIPR was based upon the very attitude of the FIPR toward all rink men."

"This is not a matter of type of politics which is prevalent throughout the general sports organizations today. This is not a double-cross like that put over by the Olympic organization in hand with the American Amateur Union? Their attitude was: Ignore the convention, the rink men of the RSROA were not acceptable in the 'high society' of the FIPR, but Schmitz and his crowd will open arms."

"It is plain to note the double Del Monte Plans Show For Pre-Contest Party

MONTEREY, Calif., April 24.—Paul Gilbert, manager of Del Monte Rink, decided to have a May 2 party in honor of Del Monte Skaters and Junior Skaters. The party will be held in the California championships of the United States Amateur Roller Skating Congress. The two rink men, Bill Balch and Don Young, and eight skaters will be present. The event is sponsored by the RSROA and ASU and will be held at the Monterey Hotel, California. The feature of the evening will be the uniforms of the future champion skaters. The event is sponsored by the RSROA and ASU and will be held at the Monterey Hotel, California. The feature of the evening will be the uniforms of the future champion skaters.

No. 2 in a Series 25 Factors Govern Biz Volume In Today's Tussle for Dollar; Solicitation of Biz Important

By Carl C. Johnson

Owner, Skateland, Denver

P I WERE to have headed this subject on my check list merely "new business," it would probably have been more understandable to rink operators in general. That word "solicitation" is new to the vocabulary of rinksters, but is one they will grow to be familiar with before in-pending weeks. The reason for this is universal. To my mind, this roller skating business should never under go a single period of a month or a day when it is not increasing, for it has always been the sales method of energetic selling. Solicitation means selling, no more, no less. It means getting out and making sales calls just as any other kind of business does, and regardless of whether sales are made, and while effectively, rinksters can expect to earn more. It is no stretch too far for insurance agency could expect if it were to call off its salesmen.

It is a serious condemnation of rink operators in general that they have no organized plan for solicitation. When it comes to going out and getting new business, the rinkster is like giant who never used his strength for anything more fatiguing than peeling a cup of tea. There is no business you can name that has such unleased sales potential as rink skating. If we look and see what other companies are doing, even the smallest of them, the surface of sales potential is uncovered. Now we deal with business methods in our selling. Soliciting roller skating and soliciting business in any manner is the easiest and most pleasant kind of selling you can undertake, but like any other sales effort, it must be well planned and well organized.

Waxing the floor and polishing the floor, J. W. Norcross, of Greeley, Colo., used to say that a skating rink and a swimming pool (he owned both) were exactly alike in two respects. First, both the pool and the rink need a new supply of "fresh water" continually, and second, if the water gets bad, the business will drop.

I never spend a thorough sound nickel, no less than $200,000,000, in many strangers (fresh water) of an evening as familiar faces in the rink. I haven't the statistical basis for my conclusion, but my firm opinion is that if all the faces I see in the rink and recognize as regular (stagnant water) I won't need my bookkeeper's record to tell me that business is off. Years of crowd-watch- ing has led to my formation of a well-organized new business department.

No High-Pressure Selling

A new business department does not mean the mere employment of a high-pressure party. It is a gross mistake. In the last 20 years I have invested considerably in these overdressed pressurized tactics. Without going to the expense of employing business men and I have always taken a beating. But when one comes along, the better men, another, thru their usually brief period of employment. The solicita- tion of new roller skating business does not make a salesman. It requires a plan more than a man. The way we are now selling party business could be handled by a clean-cut young man who has no impediment of speech. In presenting the plan, all the young man is re- quired to do is extend an invitation. If they accept, okay. If they refuse, okay—but no high pressure, no over- selling, no overpromises, no disappointments, no headaches.

We'll hold the parties—the prospect doesn't. We plan the entertainment and the program and issue the invitations. And it's up to us to make them worth extending and make the program so desirable that the prospect will accept. But I'm running slightly ahead of my story. We solicit four kinds of party business—churches and clubs, firms or industrial institutions, junior schools and other civic organizations of the city. Each kind requires a special kind of solicitation.

I have a pleasant-faced young woman who spends an hour each evening phoning the heads of young people's church groups and club officers. She tells the person with whom she talks that straightest, best people are roller skating. It's working (See 25 FACTORS on page 30)

Conn. RSROA Kids Set for Regionals

HARTFORD, Conn., April 24.—Connecticut amateur roller skating championship competition was held Saturday, April 3, at Hartford Skate Palace, under sponsorship of the Richard Skating Rink Association, and under the sanction of the Roller Skating Rink Operators of the United States and the United States Federation of Amateur Roller Skaters. Winners: Figure skating, senior, Josephine Fiducia and Thomas Ritchie; intermediate, Barbara Kelly and Nicholas Zacarella; novice, Audrey Burns and Robert Kirschner, and junior, Joy Fontant and John Deuback. Judges included Mrs. Helen Scoel Eckert and Charlie Dubens, New York, and Charles O'Connell and James Halton, Boston. Referee was Edwin Hodder, chairman of the USFARS. Chief tabulator was Mrs. Patterson, of New York.

Winners are eligible for the regional championships, to be held in Gilford, N. H., May 17-18.

Irving Richland, of Hartford Skate Palace, said he will probably allow 12 more regional championships in Cleveland this summer.

SEND US YOUR ORDER NOW! NO SLIP POWDER

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.
Mtrs. of Rink and Sidewalk Roller Skates-
Industrial Uses and Screw Machine Products

Redondo's Free Bus Rides

REDDONDO, Wash., April 24.—W. J. Diller of Redondo Beach, a member of Redondo Beach Arena, has instituted free bus rides for customers who otherwise could not attend by bus. Redondo Beach has an independent bus service, and with its terminals near the Arena, it is a simple matter for the passengers to carry passengers to and from the rink each night. Redondo Beach is a three-hour construction sessions this year are under the supervision of Pat Patterson. The initiation of new members, as well as the membership continues to grow.

The Billboard 89

Communications to 2150 Patterson St., Cincinnati 22, O.
25 Factors Govern Business In Today's Tussle for Dollar

(Continued from page 89)

people's groups and private club members, that we make a special effort to announce their presence over the miles. We try to identify them with a short piece of white ribbon so that our regulars will introduce themselves and guide the guests in having a good time.

The catch here, of course, is in controlling the list of heads of youth people groups and club officers to please us several years to compile this list and we keep it up to the minute in accuracy. These groups are generally quite small ranging from 25 to 50. But there's hardly any limit to the number you can handle at an evening. We rarely pass a night without at least one and have many as 10 on the same night. They mix well and we see that each group meets the other, and we're really sincere when we say that these churches and club folks are the people we attract to the rink. We deliver party spots to the head of the group a week in advance of our coming. We're doing this to the extent that we stamp enough so that if they want to give a few to non-members, they will have enough.

"It's Our Party"

Business institutions present an entirely different sales problem. Here one is a small enough city for me to know most of the 1,000 or so odd firms that employ over 100 people by the word " know". I mean that fact I may not be completely acquainted with the company heads, I at least know who they are and are direct. We call these people the sales representatives. Our sales representatives visit these firms with printed invitations for a company party to be in the large Denver rink one night.

I explain that on that day we will announce the party on our radio program and that the changeable electric sign in the lobby will carry their name. On this night, the whole program will be built around their firm, their product and their services. We display their advertising locally, plug the community and their great part in making Denver the important city it is. We get out the white ribbons and let our private club members turn out in full force and act as hosts. We pick the night. We extend the invitations. We hold the party for their honor. We entertain them. It's our party and they're invited.

This angle is very important in booking industrial party business and of course the list for you just mentioned is the list for it has worked for us. For the past seven months we have booked four parties a week from blue collar firms in Denver. In a smaller city you can work the same idea with smaller groups—even small retailers. Play it right and they'll eat it up. In this industrial work it is important to attend and play an active part in the Chamber of Commerce.

School Bic-Another Idea

School business is still another sales problem. Our work in this field has largely centered around the building and maintaining of an active interest in school roller clubs. These clubs are at liberty to use in either one of the two large Denver rinks, but naturally, they are disposed to come most often to the rink that gave them birth. But to keep them in the clubs, we try to get them to visit other rinks. If we can't hold our own in showing them the ways that we deserve to lose their patronage.

We have a large meeting room on the main floor of the rink with chairs and a speaker's platform. Each week the schedule of functions for the next seven days are announced. We hold midnight skating sessions for high school clubs, picnics and sports parties with special rates in other amusement sediments. We hold dance contests between clubs to help elect the winning team. Each club has a faculty sponsor with whom we meet all meetings. We hold interest all summer in these clubs even when the school is closed, through skating meetings and thru postcard notices to the schools. Every few weeks we encourage membership drives which we call a school-wide party where club members give a show with appropriate rink decorations in the school colors. Working with faculty sponsors, we can make announcements to high school sound systems and stage demonstrations of good skating in high school gymnasiums.

Junior schools are another matter. Here we stress teaching and invite them. Mainly, the body comes from one school into our Saturday class in plain vs. sidewalk skating every week. There are about 50 junior schools in Denver, and the principals of these schools know that on one certain Saturday each year their students are our guests in a class to teach them the difference between a smooth rink glide and a sidewalk stumble.

In concluding this brief outline of our methods of soliciting new business, I stress the point that it is equally important to handle a skating party in such a way that the group is invited, repeat, as it is to get them in the first time. This article deals with the problem of getting them into the rink. Everyone of the 25 factors listed in my last article must work. It is impossible in such a way that repeat party needs less sales effort from us. Your repeat business is the real test of the firing power of each factor, even so seemingly an unimportant one as the special print, which I discussed in my last article.

In my next sincere attempt to help my fellow rink operators, thru The Bullwhip, I will explain the matter of rink advertising, as we have solved it to our satisfaction.

SKATING RECORDS

With STANDARD DANCE TEMPOS

Write for Complete List

SKATING RHYTHMS RECORDING CO.

P. O. Box 109

Santa Ana, Calif.

PERMANENT RINK GIVE-A-WAY

Billboard offers two 30x40 ft. for 50 years each on a permanent basis. This prize will be given to the best rink of the West, either in Southern California or any center of yours. Our first prize will be given to a winner selected from the boys of Southern California, the second to a winner selected from the boys of the Northwest. Contact Rink-Rite a firm in business since 1936.

2 Portable Rink Floors

Ready for delivery, 50'x120', with 2x5 un -

dercarpeting at 69¢ sq. ft.

MIDWEST FLOOR COMPANY

2154 Orchard St., Blue Island, III.

WE BUY AND SELL

New and Used Rink Roller Skates

Adviser Main, quality and Quantity. Also Bulk Price

JOHNNY JONES, JR.

308 Chatham St.

Pittsburgh, PA.

RINK FOR SALE

Bobby's, Pa.

Open 6 nights, 1 afternoon. Year round business. Excellent opportunity.

ANDREW P. FISHER

306 Marine St.

Lewes, O.

RIDESELL

The Accepted Leader in

SKATING SHOES

Rideell Sportscor Co. Berkeley 3, Calif.

FOR SALE

50'x120' COMPLETE PORTABLE RINK

Camper type, full inch thick, 30/4000; with covered sides, excellent sound system, all supportive floor in. Price: $1,500.00

GLENN KING

P. O. Box 123

Kansas City, O.

FOR SALE

Our Rink is being sold $1,000.00, 28x80, extra large Denver rink. Sweeper, 30x4000. Patronage, large Denver rinks, $1,000.00, with discount mul chi legs. All equipment.

ED RUTH GARDEN

Midwest Roller Skating Co. 310 N. Michigan Ave.

Champaign, Ill.

NORTHERN MAPLE FLOORING

10,000 sq. ft., used Maple flooring, like new, never been sanding. $2,500.00 for lot or $140 per thousand.

WILLIAMSBURG SKATING RINK

RFD 1, Box 6-A, Lightfoot, Va.

CURVECUT " RINK COTE"

THE PLASTIC RINK SURFACE

Write

PIERS BROWNS, Pres.

Curvecut, Inc., Miamisburg, N. Y.

Lawson Floor Co., Kansas City, Mo., etc.

C. B. DANIEL

Dalyton, Ca.

WANTED TO LEASE

With option to buy, Portable Rinks, with or without equipment.

HURON ROLLER RINK

ROY WELCHER, Jr.

BOX 320

Akron, Ohio, S. Dakota

FOR SALE

30x70 Portable, only 7 years old. Few in Canada. Excellent condition, complete with lights. $35,000.00. Or $1,000 per month. Also have 20x30, 22, 25, 40 floor, play lots of pat. Now in operation in Junctionville, Texas. A real lay for only $300.

PAUL MCGANN

R. 1, Box 110

Ph. 97-016 W-2

Tulip, Texas
ANIMALS, BIRDS, PETS

A REAL ATTACHMENT—AMUSEMENT—SHOPPERS—
Show, w 6 or 10 different species. Capable English
speaker, Frt. Ext. 19, Fernandina Beach, Florida.

ALL ON HAND FOR IMMEDIATE SHIPMENT—
BIRDS, PETS, ETC., ETC., ETC., ETC.]

JET SPEED

THE BILLBOARD

May 1, 1948

ANIMALS, BIRDS, PETS

A REAL ATTACHMENT—AMUSEMENT—SHOPPERS—
Show, w 6 or 10 different species. Capable English
speaker, Frt. Ext. 19, Fernandina Beach, Florida.

ALL ON HAND FOR IMMEDIATE SHIPMENT—
BIRDS, PETS, ETC., ETC., ETC., ETC.

JET SPEED

STEADFAST RENTAL EQUIPMENT—
Income, Guaranteed.

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May 1, 1948

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ALL ON HAND FOR IMMEDIATE SHIPMENT—
BIRDS, PETS, ETC., ETC., ETC., ETC.

JET SPEED
CASH IN ON THESE Red Hot ITEMS!
SPECIAL $11.50 Ea.
$21.00 Doz.
Rimless glasses with cases, same quality, available at
$27.00 Doz.
Pictured glasses include case.
IMPERIAL 3-piece PEN SET Nationally Advertised—5 Million Circulation Ball Pen 4-Panel Ink Pen FACTORY GUARANTEE Each set enclosed in beautiful PLASTIC BOX FIRST SET AND CASE SPECIAL PRICE $21.00 Doz.
ORDER BY MAIL!
25% deposit, balance on delivery. Send M. O. with your order. ABSOLUTE SATISFACTION GUARANTEED!
ATLAS NOVELTY and JEWELRY SHOP
1128 16th St.
Denver 2, Colorado

Fuzzy Wuzzy
The BEAR for Profits All odorless skins. Made of selected Furs.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SPECIAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>$39.00 Doz.</td>
</tr>
<tr>
<td>7</td>
<td>$35.50 each</td>
</tr>
<tr>
<td>5</td>
<td>$35.00 each</td>
</tr>
</tbody>
</table>

We have
- Pull Toys
- Fur Animals
- Dolls
- Bead Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want?

JOE END & CO., Inc.
Catering to Concession Traders

Brand New FLASH ITEMS for Park and Carnival!

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 211 Dice Toss</td>
<td>Made of White Oak Wood, Hardwood, 3-1/2&quot;</td>
<td>$1.60</td>
</tr>
<tr>
<td>No. 120 Airplane Toss</td>
<td>Made of White Oak Wood, Hardwood, 3-1/2&quot;</td>
<td>$1.80</td>
</tr>
</tbody>
</table>

BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!
M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.
Send for FREE Catalog.

IMMEDIATE DELIVERY on All These Items
R. G. P. Case—Individually Boxed
Beautiful, dependable—17 Jeweled movements—In Rolled Gold Case, with rich looking rhinestone dial. Not rebuilt or reconditioned, but absolutely BRAND NEW! Wait till you see it!

DESK CLOCK AND CIGARETTE CASE
WHOLESALE PRICE
$5.97

TRADE CLOCK
WHOLESALE PRICE
$2.97

Chromium Sculptured TURBOBRED
One of the finest thoroughly-tried types you've ever seen. In highly polished chromium, mounted on wood pedestal. Approximately 10 inches high, 10 inches wide. A distinctive item for every home.

ALL MERCHANDISE SHIPPED EXPRESS COLLECT
W. C. DEVLIN CO., INC.
708 North Howard St.
Baltimore, Md.
TELEPHONE: VERNON 3034

FOR PREMIUMS & BOARD OPERATORS
New Double Head Electric Razors 8 Shaving Surfaces 9 Shaving Heads
RETAIL $9.95
YOUR COST $3.95

ONLY $3.65 Lots of 50 or More.
NEEDS NO SOAP!
NO HOT WATER!
NO BLADES TO BUY!

FREE Sample order to Premium Trade and Board Operators.

WATERPROOF TABLECLOTHS
Fine Home-Made Premium Grade Tablecloths. Repeated washings, 350-322, assorted colors, medium prices. $2.00, large sizes; $2.50, medium sizes; $3.00, small sizes. 50% deposit required, balance on delivery. Measures 72 in. x 131/2 in. Luminous trim, 3 assorted, 25 cents extra. Sample. $1.75 ea.

WATERPROOF TABLECLOTHS

A GOLD MINE!
Terror proofs made out distributing cards. You, too, can make money distributing cards. Send for FREE catalog. Send for FREE catalog. We need distributors in your area to go to. M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.

It's Ready!
OUR NEW 1948 MONEY-MAKING CATALOG—
Medicines, Foods, Household items, Novelties, Specialties, etc.
Wagonmen, Dealers, Canvassers, write for your Free copy. 20 years of square dealing.

CHAMPION SPECIALTY COMPANY, 816 B Central Street, Kansas City 6, Missouri

A GOLD MINE!
Terror proofs made out distributing cards. You, too, can make money distributing cards. Send for FREE catalog. Send for FREE catalog. We need distributors in your area to go to. M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.

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Wagonmen, Dealers, Canvassers, write for your Free copy. 20 years of square dealing.

CHAMPION SPECIALTY COMPANY, 816 B Central Street, Kansas City 6, Missouri
GEM SALES CO.

PHONE, FAST NOVELTY 94 CARD

TERMS: C.O.D., $5.00 minimum.

WRITE FOR OUR LATEST CATALOG with the latest items suitable for Merchandise Decks.

WRITE, WIRE, PHONE (Atlantic 4043)

Premium

PRODUCTS CO.

Fast selling promotional folding bridge tables with attractively designed tops.

PHONE, WIRE OR WRITE FOR SAMPLES.

John A. Roberts

HORSE RACE CARDS PIC TEASE

20 Complete Sets to Package, with Magic Developing Vases. Retail $1.00 Per Package; packed 12 Packages to a snappy complete display box.

$5.40 DOZ. PACKAGES

Write for prices in larger quantities.

SALE! ~ SALE! ~ SALE!

50 Grip Bags $100

State presses in color, complete.

WANT TO BUY AN ADJUSTABLE HEADSTAND FOR YOUR MARIMBA?

We have adjustable headstands for every type of marimba. Write us today for complete information.

PERSONALS

Made in the time that you're sick of your present partner. Order today for a better one.

SUNNY CALIFORNIA ON YOUR MIND? Try this:

Write to the Exhibitor, information book in a Bible, % of Bible, 325 N. 4th St., Tulsa, Oklahoma.

(Continued from page 56)

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Write to the Exhibitor, information book in a Bible, % of Bible, 325 N. 4th St., Tulsa, Oklahoma.

(Continued from page 56)
Balloons and Novelty Hats

Prices Lowest in the Country

CIRCUS, PARKS, CARNIVAL, SEASIDE RESORTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Cat</td>
<td>.50 G.</td>
</tr>
<tr>
<td>Balloon Sticks 6-in.</td>
<td>.65 G.</td>
</tr>
<tr>
<td>#14 Cat Balloons</td>
<td>8.00 G.</td>
</tr>
<tr>
<td>#18 Cat Balloons</td>
<td>8.00 G.</td>
</tr>
<tr>
<td>#25 Balloons</td>
<td>2.50 G.</td>
</tr>
<tr>
<td>#27 Friend</td>
<td>2.50 G.</td>
</tr>
<tr>
<td>Balloon Sticks</td>
<td>.65 G.</td>
</tr>
<tr>
<td>Balloon Streamer, 12-in.</td>
<td>.35 G.</td>
</tr>
<tr>
<td>Targets 3-5—Blows Up 4 Feet.</td>
<td></td>
</tr>
<tr>
<td>Hundred</td>
<td>7.00 G.</td>
</tr>
<tr>
<td>Jumbo Knobby Balloons</td>
<td>8.00 G.</td>
</tr>
<tr>
<td>Medium Knobby Balloons</td>
<td>8.00 G.</td>
</tr>
<tr>
<td>Small Knobby Balloons</td>
<td>2.50 G.</td>
</tr>
<tr>
<td>Medium Rubber Feet</td>
<td>2.50 G.</td>
</tr>
<tr>
<td>Motiffed Cats</td>
<td>9.00 G.</td>
</tr>
<tr>
<td>Colors, 514 Worker</td>
<td></td>
</tr>
<tr>
<td>#423 Long Balloons</td>
<td>1.00 G.</td>
</tr>
<tr>
<td>Assorted Colors</td>
<td></td>
</tr>
<tr>
<td>#528 Long</td>
<td>2.25 G.</td>
</tr>
<tr>
<td>Leopards, Terrific Flash, Assorted Colors</td>
<td>16.00</td>
</tr>
<tr>
<td>Cholla</td>
<td></td>
</tr>
<tr>
<td>New Sensation—Rubber Squeezy Cry-</td>
<td></td>
</tr>
<tr>
<td>Dog Balloon with inflate to 12-in.</td>
<td></td>
</tr>
<tr>
<td>2.75 G.</td>
<td></td>
</tr>
<tr>
<td>Walls, Embossed, Latest Styles, Fast Fill</td>
<td>6.25 G.</td>
</tr>
<tr>
<td>Jumbo Water Gun</td>
<td>2.25 G.</td>
</tr>
<tr>
<td>Plastic Alligators, 12&quot; Long, All</td>
<td></td>
</tr>
<tr>
<td>Colors</td>
<td>1.05 G.</td>
</tr>
<tr>
<td>Monkey on Sticks, 1.75 Dz.</td>
<td>18.00 G.</td>
</tr>
<tr>
<td>The Pearly Wonder</td>
<td>1.75 G.</td>
</tr>
<tr>
<td>Key Chain With Plastic Band</td>
<td>9.00 G.</td>
</tr>
<tr>
<td>Change Holder</td>
<td></td>
</tr>
<tr>
<td>Plastic Whistle, Twin Tomb</td>
<td>9.00 G.</td>
</tr>
<tr>
<td>Plastic Key Chain Hats</td>
<td>12.00 G.</td>
</tr>
<tr>
<td>Metal Key Chain Hats</td>
<td>12.00 G.</td>
</tr>
<tr>
<td>Key Chain Holder</td>
<td>12.00 G.</td>
</tr>
<tr>
<td>Back Scratcher, Plastic</td>
<td>2.00 G.</td>
</tr>
<tr>
<td>Jumping from Cardboard</td>
<td>8.00 G.</td>
</tr>
</tbody>
</table>

HATS—Special Prices

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish Hats</td>
<td>$25.00 G.</td>
</tr>
<tr>
<td>Mexican Chola</td>
<td></td>
</tr>
<tr>
<td>Robin Head Hats, With Feather</td>
<td>10.00 G.</td>
</tr>
<tr>
<td>Cowboy Hats</td>
<td>15.00 G.</td>
</tr>
<tr>
<td>Crew Hats for Names</td>
<td>35.00 G.</td>
</tr>
<tr>
<td>Monkey with Sticks</td>
<td></td>
</tr>
<tr>
<td>Coocie Hats</td>
<td>3.00 G.</td>
</tr>
<tr>
<td>Cake Hats</td>
<td>4.00 G.</td>
</tr>
<tr>
<td>Crew Hats for Sewing machines to put names on, the best on the market</td>
<td>7.25 G. Doz.</td>
</tr>
</tbody>
</table>

Special for Mothers' Day, Don't miss and send in and order now for Mothers Day.

We have the goods and we ship same day.  25% required on all orders. We ship to Mexico, Cuba, Hong Kong, Philippines and all parts of the world.

Write for catalog

HARRIS NOVELTY COMPANY

1102 ARCH STREET
PHILADELPHIA 7, PA.

OUR ORIGINAL GIANT PIGS SAVINGS BANKS

(SAVING $1000 IN COINS)

SELL BIGGER THAN EVER FOR TWO REASONS

1. Because they are works of art in two dimensions. Each pig is over 6 feet high, 4 feet wide and 5 feet long. All pig banks come in 2 Doz. or more.

2. Because they are braced solid, made of the finest materials and have the world's strongest, best pig construction. These pig banks are engineered to give you a 30-year return on your investment.

We have Elephant Banks, Donkey Banks, Baseball, Football and Bowling Ball Banks, Bombs, $3.60 per doz. upward. For full information, write for our price lists #283, 289 and 295X.

LEO KAUL

JEWELER & Watch Repair

This is THE TOY YEAR...

The largest and most complete variety of toys in the U. S. A. Catering to the Carnival and Concession Trade.

Complete Line of Bingo, Grind Store, Ball Game and Wheel Items. Complete Line of Novelty Stand Items.

SEND FOR PRICE LIST

CASEY CONCESSION CO.

1132 S. WABASH AVENUE
CHICAGO, ILL.

GOLD FILLED ZIRCONS

(IMITATION)

In reproductions of the latest diamond and platinum-styled models. In 1/20-10-Kt. Gold Filled (marked).

$12.00 TO $21.50 PER DOZ.

Send for your selection of wedding and engagement rings, and other single and triple 14K ZIRCONS set for flash (read to tell from the real thing)—for men and women. State quantity required. Check or money order must accompany orders.

GUARANTEED PERFiCT OR MONEY REFUNDED

JACOB RANZ, 1451 Broadway, New York 18, N. Y.

FAST MOVING TREMAX NOVELTIES

FOR PROFITABLE SALES ACTION!

BALANCING DOLL

100% NON-DESTUCTIBLE

Mode of special pliable solid plastic that has a skin-like feel. Finished-collared, amazing detail. Stands 21/2" high. Sanitary, ideal for teaching. $1.95 each. Ship to Mexico.

PER GROSS $13.80

These Action Toys Sell on Sight!

HERMAN the Jumping Hound

"SQUEEKY" the Jumping Mouse

Appealing design plus fun-making action for kids and grown up. $1.95 and up plastic construction with welded-in spring assembly. These will pitch to big "tricks" for big takes!

PER GROSS Ast. Colors... $7.80

Sample, 10p Each 1st Pack

AGENTS! SPECIALITY MEN! JOBBERS!

Fast Selling 100% Profit Card Deal

On Double Lucky Charm Key Chains

Steady sales and regular orders for dependable profits. Prospects pay for this flashy key chain deal. Gleaming satin-finish, embossed lucky horse-shoe with shiny new lucky Penny and silver-finish chain, mounted 2 Dz. to colorful counter card.

SAMPLE CARD

1 DOT. CARDS... .25 C.

2 DOT. CARDS... .50 C.

3 DOT. CARDS... .75 C.

MORE... .10 C.

TERMS: 25% DEPOSIT WITH ORDER, Balance C. O. D., F. O. B. CHICAGO. SHIPPED PREPAID if Full Payment Sent with Order."

TREMAX INDUSTRIES, Inc.

1914 DIVERSION, CHICAGO 14, ILLINOIS

Western Saddles

Another Proven Winner
From the House of Hits

Mode of Bronze Highly Lustrous Finish, Durable Saddle and Saddle Blanket. Comes in three popular sizes.

#201 10½" Tall, 12" Long... $4.00

Samples $5.00 ea. or doz. lots

#202 6½" Tall, 10" Long... $3.00

Samples $4.00 ea. or doz. lots

#203 6½" Tall, 5" Long... $2.70

Samples $1.00 ea. or doz. lots.

Telephone: Oregen-3-6330

CUTTLER & COMPANY, INC.

928 Broadway—New York 10, N. Y.

Sensational premium item! Big profit maker!

Oversize Card Tables

.32 inches wide — .28 inches high

lots of 120 $1.00 ea.  lots of 60 $1.40 ea.

lots of less than 60 or more than 60 $1.80 ea.

You can't beat this as a $5 retailer. And you can't beat those new low prices that help you add on profits! They're a good 2 inches larger than ordinary card tables. They look good, stand firm, have strongly braced legs. Attractively patterned with grain-river fiber tops, copperized and burn resistant. Write or wire for fast delivery.

Cash with order on 25% down, balance C. O. D.

M. D. ORUM

1519 W. North Ave.

Milwaukee 5, Wis.

May 1, 1948

The Billboard

MERCHANDISE
BILT-RITE MATCHING WATCHES

MEN'S WATCH
- 7 JEWEL $12.75
- 17 JEWEL $15.95
With leather band

Advertised for Stretch Band, $1.50

BEAUTIFULLY BOXED

Guaranteed NEW WATCHES
French Case, Brilliant Boné Set Dial.
Aloe Women's watches to match.

Write for catalog No. 202

25% with order—balance C. D. O. if not rated.

MIDWEST WATCH CORP.
5 S. WABASH
CHICAGO 3, ILL.

Exclusively Wholesale

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION --- DIRECT POSITIVE OPERA-

tions. 15,000 plates available, full color, color
daylight print, full size, 29% with costs you.

See complete outlaw at each stop. (R I.H your
order to Chicago, Mo. 700 S. Broadway.)

CANADA --- DIRECT POSITIVE OPERA-

tions. 15,000 plates available, full color, color
daylight print, full size, 29% with costs you.

See complete outlaw at each stop. (R I.H your
order to Chicago, Mo. 700 S. Broadway.)

COPY FORMATION, BACKGROUND

Photo Moments, Black & White, Blue, Brown, Red, Green, Yellow.

BEAUTIFULLY BOXED

Guaranteed NEW WATCHES
French Case, Brilliant Boné Set Dial.
Aloe Women's watches to match.

Write for catalog No. 202

25% with order—balance C. D. O. if not rated.

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25,000
FRINGED MULTICOLORED WAFFLE RUGS

$1.00 each — Gross Lots

Size 18” x 35”
Made on 8-oz. Duck
With Very Heavy
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Less than gross lots
$15.00 doz.
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Terms: 25% with order — Balance C. O. D.

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THE KING OF ALL STUFFED TOYS
A REAL WINNER — NEW — FLASHY — APPEALING

First class construction throughout! Genuine Fur Mane, Satin Silk Plush Body, Rolling Eyes, Natural Color Body and Mane. 28 inches in height. Novel- down Facial Features, Fur Tufted Tail. Must be seen to be appreciated.

Sample, $7.50 ea. Doz. $80
COMPLETE LINE OF PLUSH AND FUR TOYS

WISCONSIN DELUXE CO.
1902 N. 3RD ST.
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"Novelty Rubber Man in Barrel." Doz. $2.50. Hundred $18.75.

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New Low Prices

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NEW 1948 FOBETTES, AND WE DO MEAN NEW!
ALL ITEMS CARDED AND CELLOPHANED
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With Any of the Following
FOOTBALL—BASKETBALL—BASEBALL
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$1.85 doz. — $21.00 cross

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MENS 1/20 12K Gold Filled Three-Stone Ring. $22.50 per doz. $20.35 in Sterling. 9/16" in length, top of both. WIRE WORKERS! WRITE US FOR YOUR WIRE NEEDS.

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CRANSTON JEWELER EXCHANGE
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CRANSTON 10, RHODE ISLAND

NEW PRICE
STAINLESS STEEL BANTS, $1.50 EACH

LOTS OF 12 OR MORE: 75c EACH

Also have Gold-Filled Bents at $2.50. Some price on assortment: $1.50 to 3.50. Write for Book.

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**Showmen! SEATS!**

Circuses, Fairs, Carnivals, Auditoriums for Groups of 10 to 10,000.

Steel or Wood Folding Chairs, Singles or Sections.

Folding Tables and Pie Car Tables.

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**ATTENTION, AGENTS, OPERATORS.—PLACE**

Palm Dance orders in the hands of the greatest operators. Businesses and industries all over the country are seething with excitement over the latest Palm Dance Order created by the best operators. Results are immediate. Send for our latest big order. Write today.

**BOY BANDERS REPORTERS—Piano, 6 to 8 players, make $5 weekly.**

These men are good. Can read music. Write today. Address, Box 1147, Ellenville, New York.

**SEVEN PIERS COMMERCIAL—Furnish No. 650. Medium and high class musicians.**

Versatile in all types of music. All stars at low long rates. Send for samples. Bags, costumes, etc., made to order. Billings, Montana, and state capitals. Box 561, Clifton, New Jersey.

**SIX OR SEVEN PIERS COMMERCIAL—**

One star at a low rate. Two stars at a high rate. Versatile in any type of music. Send for sample and arrangements. Box 123, New York, N. Y.

**SIXTH MONTH SAME LOCATION—PHABLE DUKES**

Send samples. Address, Box 347, Chicago, Ill.

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**TWO EXPERIENCED MEN—ONE TO GUARD CIRCUS; ONE TO SHIFT SHOW.**

Both well paid. Must have circus experience. Address, Box 253, Santa Ana, Calif.

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**FIRST PERSON TO PURCHASE!**

One whistle, make $15 weekly. Send samples. Box 8, St. Louis, Mo.

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**20% DISCOUNT**

Singer in city or over 50 miles radius. Send for samples. Box 125, Des Moines, Iowa.

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To suit any requirements. Send samples. Mrs. Ed. L. Martin, 116 North Fifth St., St. Joseph, Mo.

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Gold-Filled and Sterling RINGS

FAST-SELLING NUMBERS REAL PROFIT MAKERS

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FOR WINDY ORCHESTRA, 12-piece, 2-piano, 2-vacuum cleaners. Different styles of music. Make all the music needed by the most important hotels, country clubs, and schools. Address, Box 565, Des Moines, Iowa.

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**BALLOON ASCENSIONS**

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**231 N. Illinois St., Chicago, Ill.**

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**ATTENTION! GOLD WIRE ARTISTS**

This is a golden opportunity to win, all gowns and qualities. Signed and sealed trophies, goldenevening gowns, much more. Write today.

**THE EMORY JEWELRY CO.**

252 N. Main St., New York, N. Y.

**WRITE FOR S5 SAMPLE FREIGHT FREE**

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**CARNARVONS FOR MOTHER'S DAY**

**HAT QUALITY**

Red, White, Pink.

Price List, Deposit, 25c.

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Command Line.

Des Moines, 21, Kans.

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**RELIABLE, REASONABLE PRICES!**

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**HEAVY MEXICAN RINGS**

**80.95 Doz.**

Sample, $1.35 Postpaid.

Lower prices in quantity. Eight different styles. Importer.

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**ADVERTISING BALLOONS**

Impregnated with your name. Lowest costs. 6 styles, $2.00. Send for price list.

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Boudoir Style SAMPLE $4.25
AIR KING POCKETTE PORTABLE

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Baseball Diamond

Two New Models

THE 'NEW LOOK' DOLLS
This season’s biggest rage. Is dressed
in Panne Satin of rose, blue, white and
green. Also in styles of Brides and
Spies . . . trimmed with fine dotted
net ruffle . . . unbreakable com- 
position, of heads, arms and legs. 38" tall.

$45. DOZEN
F. O. B. N. Y.

25% Deposit required on all
orders, balance C. O. D.

Mail: Little, John

NOVELTIES!

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FRALEIB NOVELTY CO.
39 UNION SQUARE
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SUPERIOR SELLS BETTER!
PENDANT SETS
RHINESTONE BEAUTIES!
This popular-sell- 
ing novelty in 24kt
gold plate with 24
carat faceted navette
and center stone in
combed in, smart
size for wear.
Matching earrings in-
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SUPERIOR SELLER CO.
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HOLLYWOOD COCKTAIL BRACELET & LAPEL WATCH

No. 258 $6.00

FLIP-UP TIE
The Tie of the Party

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HOT SPRING ITEMS!

The Billboard

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101

TWO NEW MODELS

GOLD & SILVER DOLLAR

MIDGET RADIOS

BEAUTIFUL TONE QUALITY!
SMARTLY DESIGNED DECORATIVE CABINET!

- - - WHITE OR BLACK
- - - 4 FULL VOLUME ALNICO SPEAKERS
- - - 4 TUBES WITH RECTIFIER TUBE!
- - - SIZE: 7 1/4 x 5 1/2 x 4 1/2"

No. 3624 Black $7.65

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Exploring the Winter Wonderlands

BALANCED PACK OF GUM

$1.10 12 oz.

Jobbers—Please note that we are manufacturers of all these items.

Write for Special Jobbers' Prices.

FRANCO-AMERICAN NOVELTY CO.—1200 Broadway—New York City
Pipes for Pitchmen

By Bill Baker

Ben Meyers...the old homeboy, likens parts of Oklahoma to a rattlesnake hunt but says that he had been making lucrative turns with his snake toys. He adds that he's doing well enough to carry the spirit of the single-pipe man. Ben carries a tripod but not a keister and has been purveying his wares from alleys and managing to get along well enough with the Liu-Community clerks in the small burgs.

A reader? What's that?

Bee LOUIS...is framing a shampoo layout, which she will spring at the F. W. Grand store in Milwaukee this month. She is the same one from which she worked foot oil and Mike Devine's yuke oil. Her husband, St., is still working in Chicago, and their son, David, has returned to military school after a brief vacation at home.

Henry H. VARNER...reveals from his Akron headquarters that "Ben" (Bobbo) Benson, sketch artist, has the right idea about Florida in a recent pipe. I made the State three times and always managed to have a good vacation in addition to picking up hopeless scoffing dough and gasoline money to get by. After all, one must play a few blanks in a year's time to appreciate the red ones. Years ago Doc Fagley, in his wild Carriancan with hones and sharp-eners, said: 'A man's privilege is to work as he will and where.' The effect about fixes and pay-offs was extremely good. That side money helps sometimes!"

There's nothing as farfetched looking as an empty pot.

Nellie Brown...continues to pitch her satin sheen hair preparations at the downtown W. Grand back in Milwaukee.

Gus Forsyth...and wife, with Excel Silver Cleaner, worked the recent Sportman's Show, Des Moines.

If some pitchmen are not so good, you can be sure that they are good and loud.

Marion Barfknecht...is pitching Charlie Lyon's cleaner at the downtown F. W. Grand Store, Milwaukee, with boss, Charlie, lending a hand showing her how to gather a lip and turn it. Charlie reports that his other two workers, Belle Satter and Rena Cohon, are doing a good job with the item in nearby Mil-

waukee hamlets.

Fast-Money Madison...has been making stock sales on Mondays and Saturdays in the Shenan-

Dohash Valley of good geodes counting.

You can be an any level if your are on the level.

John Delaney...veteran pitcher and showman, will present his marveled peo-

pilations at Coney Island, N. Y., this summer, with D. L. Marvin as his managers.

Max Raskin...former pitcher, is writing a legal column in the weekly CIO News in Milwaukee in connection with his law practice.

Edward Cerny...worked sheet at the Des Moines Sportman's Show, while Mr. and Mrs. Donovan Lawrence surveyed Wild Life Plagues at the same event. Doc Wilson had a jewelry layout and

Demonstrators-Jewelry Workers—Attention!

Over 100 Different Ring Numbers in Stock!!!

LADIES' RINGS

Sterling and Gold Filled

$4.00 per Dozen and Up

GENTS' RINGS

Sterling and Gold Filled

$9.00 per Dozen and Up

We Carry the Most Complete Line of Engraving Jewels.

No. 4X3—Gold Finish—$2.10 Dozen

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No. 1X7

$11.00 Per Gross

Write for Catalog—State Your Business

BieL-evine, 5 N. Wabash Ave., Chicago 2, Ill.
Lester Morris pitched kitchen gadgets. Whitey and Helen had punch needles, with Charlie Martin offering a hand-writing analysis layout.

BERNIE WOLFE... with Vermont Maple Sugar products, worked the recent Sportsmen's Show in Des Moines.

Sure, everybody is ready for that Decoration Day business.

F. E. HARDY'S... Cler-Site layout at the Des Moines Sportsmen's Show proved a winner according to reports from that neck of the woods.

PHIL CHAPMAN... well known in pitch circles, is actively interested in cultural and youth activities in his staff executive position at the Milwaukee Jewish Center.

PAT AND JIM WARD... turned numerous tips into good money accounts with their glass sculptor layout at the Sportsmen's Show in Des Moines.

Anticipation keeps some pitchermen moving while reelection never strikes until they close for the season.

HUMPY TALVOR... pitcherman of note, is still in Akron where he is working at the Firestone Steel Products plant.

GENE KESSLER... former pitcher, has opened the sixth office for the Household Financed Company in Milwaukee.

JOE MORINELLI... is assistant manager of the Wisconsin Hotel, Milwaukee, where he is helping direct remodeling. Pitchermen remember him from the Schroeder Hotel where he was manager of the hotel's cocktail lounge.

WHO WORKED... the Alaska Sportsmen's Show, April 17-22? How was business?

Fancy Freddie Says: "The fellow who collects the seeds is the one who puts it over. The public has no favorites."

THEY TELL US... that there's a gang of pitchers in Milwaukee, with many of them working spots in local stores while others are just looking over the town for a likely spot to work.

With the warm weather bringing out the crowds in the Northern climes, it looks like big tips in some of the smaller cities are a certainty.

AMONG PITCHFOLK... making the Schroeder Hotel their Milwaukee headquarters are Ted Greene, Pedro Adriano, Dominic Sev- ena, Adolph Wellinger, John Torsor, Virginia Bazzubia, Michael Ceruti, Peter Bloom, Natalie Stock, Jessie Ford, Henry Savena, Fred Krause, Rose Steinon, Florence Bachman, Beatrice Chomicki and Rudolph Auelman.

Filter type ventilating air conditioners bring clean filtered air into your home. Removable hair filter 10 x 20 x 2 inches thick. Purifies the air of smoke, dust, and soot. Pollen content eliminated. A relief to hay fever victims.

WRITE FOR PARTICULARS

Manufactured by REGAL PRODUCTS, Ltd.
Gays Mills, Wisconsin

CARNIVAL PLASTER
Large Stock on Hand.
Prices: Large, 30c: Medium, 12c. Place Your Order Early.
Write for PARTICULARS.

TWIN CITY STATUTORY CO.
441 E. 77th Street
St. Paul 1, Minn.
SALESBOARDS

**SALESBOARD SIDELIGHTS**

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, is currently touring the Southern States on a two- to three- week trip to Harold, when he left Wednesday (21) got behind the wheel of a new Crysler, which he had just taken delivery. Board business at Pioneer has hit a higher level recently, and the firm’s record display at the Palm House during the NATO meet is given credit for it. An order for the Moon was received.

Globe Printing Company, Philadelphia, plans to open its new sales boars-holeboars (Wham, Jumbo Jack, Double) are drawing both good operator and player response. Boards are going on to bill orders as they are received. Any new orders are now being accepted.

**SALESBOARDS**

**LARGEST SELECTION • LOWEST PRICES**

- **PROFIT MFG. CO.**
  - 25 West 43rd St.
  - New York, N.Y.

**RED, WHITE & BLUE JAR TICKETS $140.00 GROSS**

Sample Baskets – $100. All flat 1900’s or 2000’s. We are shipping 10,000 cases. Each case contains 24 baskets. Orders can be shipped to any location. Flat, 50,000 cases, all sizes, as desired. This offer is limited to first order only. Shipped by railroad.

**BARNES NOVELTY CO.**
- 847 North, Salt Lake City, Utah

**THE BEST IN PREMIUM DEALS**

Write for our latest catalog.

- HOWARD MACHINE PRODUCTS CO.
  - 274 W. Davenport Rd.
  - Chicago 47, Illinois

**SALESBOARDS**

**ALL ORDERS SHIPPED SAME DAY RECEIVED**

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  - **RED, WHITE & BLUE LUCKY SEVEN**
  - **BINGO TICKETS**
  - **SAMPLE ST.**

**1,000-1,200-1,260**

- **MICHIGAN CITY NOVELTY CO.**
  - BOX 66, MICHIGAN CITY, INDIANA

**SALESBOARDS AND TICKETS**

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<td>B-W, Single, $1.10</td>
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**GIAN/HOLES**

- **15 Ass. Nov.**
- **6 for 25c**
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- **SPECIAL $2.50**

**U.S. MERCHANDISE CO.**

- 2975 W. Superior Ave., Cleveland, Ohio

**RAKE SPECIAL PURPOSE**

- **$25,000.00 SALESBOARD STOCK**
- **$33.00**

- **Rake Coin Machine Exchange**
- **609 SPRING GARDEN ST. PHILA 23, PA.**

**PUSH CARD OPERATORS**

- **we do not deal in reissue**
- **we do not deal in reissue**
- **we do not deal in reissue**
Hinkle's Rodeo Wins in Macon

(Continued from page 50)

Bob Hold, trick-riding; Johnny Bob, riding and roping; Jackie Rinehart, roping; Jake Rinehart, riding; Ollie Rinehart, riding and moving the horses; Stan Garber, trick and fancy riding; Tom Scheck, trick riding and roping; Chief Crazy Bull bow and arrow assistant, assisted by Cherokee Rodeo riders, Brahma bull; Chip Morris and horse, Black Fox, and Cherokee Kid, Indian vocalist.

Top Hands Named

Tophands included Roy Correll, Dakota Kid, Col. A. L. Hatcher, T. S. Shepherd, B. C. Smith, Betty and Wiley Bennett, Eq. M. Ed. Turner, T. S. Kemp, R. J. Sherrill, B. B. Smith, Runt Smith, formerly mishap injured hands with the several collar kle's time, Hinkle der days grossed $1,000,000. This week on fireworks as an attraction, Frank and his associates have developed wide use of them, and have done much to stimulate the development of the events in which they are offered. A keen showman, versed in the fields of the outdoors, Frank lends his guidance to the start and development of many events, and his business has paced its growth in part on this.

It is characteristic that when the Chicago Rodeo Fair, scheduled for a six-week run on Chicago's lake front this year, was first planned last summer, that Frank was in on the pow-pow-wows. Regardless of where he may be, his notes invariably becomes the center for the top showmen of the area, and this is a tribute as much to his engagement personality as to the respect in which he is held as a showman.

Always keenly alive to determine new ways of utilizing fireworks, he has played a big part in their use in sports events and at public spectacles, such as the annual St. Paul Winter Carnival, at which sometimes are fired with the mercury down to 15 degrees below zero.

Frank takes pride in the fact his firm has been one of, if not the leader in the introduction of animated, moving set pieces and in the sense that one has lost his life firing a show for his firm. His employees who refer to “F. D.” are staunchly loyal to him. Many who joined “only temporarily” have stayed with him for years. Nellie Vaughan, his secretary, for instance, was given a “temporary” job 14 years ago, and she’s still at it.

This loyalty also is prominent among his customers, many of whom wouldn’t think of taking their business elsewhere.

Enthusiastic as Ever

Much of the loyalty is traceable to his enthusiasm over fireworks. He maintains firmly that they are growing in greater use and majesty. He points modestly to the advances that fireworks have made thru animated, moving pieces, electric firing, and the ingenious use of flood lights to point up the coloring and effect of pyrotechnics.

He attributes part of the growing lure to the clamp-down on commercial fireworks. An increasing number of communities, he explains, have halted sale of firecrackers, substituting community sponsored shows. Illing or the hold-overs of the war.

Frank cites the growth of Chicago’s July 4 Soldier Field event which was first staged in 1917. In the past 12 years, in recent years has drawn 65,000 to 75,000 persons and would draw still more people if it were possible to accommodate them. The program includes fireworks and competitions in addition to fireworks.

Jack joins his father in an optimistic view on the future.

And the son, like father, is well-grounded in the business. Jack first helped with shows when he was in his teen, and went thru all of the phases, such as the operation of the Roby Ind., plant, moving of fireworks, the routing of equipment and personnel, the firing and the selling.

During World War II, Jack’s knowledge of fireworks stood him in good stead. He went into the army as a private and emerged 40 months later as a first lieutenant in chemical warfare.

Meanwhile, the Duffield plant was turning out chemicals used in camouflage work and in supervising that operation while also heading the war show.

Frank is a member of the Showmen’s League of America, of which he is a past president; the National Showmen’s Association, the Chicago Variety Club, the Chicago Union League Club and the Chicago Rotary Club, and is a Mason. Jack is a member of the Showmen’s League of America and the International Showmen’s Association, St. Louis.

Neither has time for club activities, they say, for their operations—selling in the cold months and delivering in the warm months—keeps them on the go.

Like Railroading, Too

Frank’s time-out from his business are likely to be for letters to Charlie, his only living brother, whom he keeps abreast of the latest trade developments and the growth of a firm he started back from Chicago back in 1814, in association with Harry Thaler, long since dead.

When Frank lobbies with his strong desire of his railroad years—1899 thru 1918—men who since have soared high in railroading, he talks nostalgically of the roll-out of that time, but somehow or other, the conversation invariably swings back to fireworks, for which he turned his back on railroading.

Even when Frank and his wife visit their only child, their daughter, Mrs. E. P. Meyerend, and the Meyerend’s four children in Mobile, Ala, Frank takes along some fireworks to thrill the youngsters and perhaps spur another generation in the family to go into the business.

SALESBOARDS

105

The Billboard

May 1, 1948

Firing Duffields Shoot Works With Big Bang for 50 Years

(Continued from page 66)

Frank turned to specializing in fireworks, has been the acknowledged leader in the business in the Midwest for a longer period than he extended beyond that area. Each year it fires shows in a number of locations, both costs, as well as in the Deep South.

Over the years, it has presented many huge events. The Chicago Tribune’s anniversary celebration, in which the fire line presented a huge firework act, is a prime example; and a crowd estimated at over 200,000.

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USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word • Minimum $2

Remittance in full must accompany all ads; no discount in this column...

No charge accounts.

Forms Close Thursday for the Following Week's Issue.

FAMOUS

CALENDAR GIRL

BOARDS

IN BEAUTIFUL COLORS

ORDER AS

800 TEACHER'S PET
3 TICKETS IN A HOLE
10c PER HOLE

AVERAGE PROFIT $37.70

WRITE FOR CIRCULAR DESCRIBING

— NEW —

CALENDAR GIRL BOARDS

NOW READY

IN 6 TICKET GIANT HOLES
IN 3 TICKET JUMBO HOLES

MORE COMING SOON

SIMPLY BEAUTIFUL!

VERY PROFITABLE!

GARDNER & CO.

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

ORIGINAL

FOR MORE DO

DO NOT BE MISLED BY INFERIOR MODE.

USE JAR-O-DO ORIGINAL RED, WHITE, BLUE TICKETS

It Costs No More for Quality

USE JAR-O-DO EXCLUSIVELY IT SELLS! IT REPEATS!

Watch this magazine for another "Jar-O-Do" original — it's a new play on bingo tickets, originated for closed territory.

Excellent for wagon men, etc.

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S FOREMOST MR. OF JAR GAMES"

405-411 E. 8th St.
Kansas City, Missouri

A Winner

"GRIN and WIN"

DEFINITE PLAY...ALL SEALS CO

1056 R. M. HOLES
5c PLAY

SEMI-THICK

Takes In $2.80

Def. P. O. 25.25

Profit $27.55

FORM NO. 11943

HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE
CHICAGO, ILLINOIS

ATTENTION PUNCHBOARD OPERATORS

At last a Punchboard for the Operator

This is a Premium Paying Machine. It is called the Jackpot Punchboard. This is a new and improved design which will pay out $500.00 weekly and more. It will pay in $250.00 weekly

May 1, 1948

R & M NOVELTY CO.

1605 Pacific Avenue
Virginia Beach, Va.

R & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.
PITTSBURGH, April 24.—Three major developments took place this week in this area which might eventually lead to the solving of one of the coin machine operators' peak problems—lower prices on equipment. They were the reduction of prices, effective May 1, by the nation’s largest steel producer and the re-duction by one of the major supplier of electrical component parts and the return of soft coal miners to the pits.

In making the announcement on steel price cuts, Benjamin F. Fairless, president of the United States Steel Corporation (USCC), stated that his firm had reduced prices $25,000,000 annually in a move which he claimed was aimed at stabilizing or reducing the cost of living. He pointed out that the new reduced price was more than twice the total increases effected in February in prices on semi-finished steel.

Another Drop

Electric equipment suppliers announcing a decrease in prices were Westinghouse. Spokesmen for this large-scale electric equipment producer stated that the price reduction will save industrial users an estimated $28,125,000 per year. While the nickel content, supervision and management will not (all) to the coin machine trade alone, the fact that there is some in-crease (See Steel, Electrical on page 128)

Joe Calcutt, Veteran Coinman, Dies Suddenly in Fayetteville

FAYETTEVILLE, N. C., April 24—Joe Calcutt, coin machine pioneer, and one of the best known distributors of coin-operated amusement machines, died suddenly Tuesday (23) at his home here. Word of his death was reached by coin machine circles in Chicago and New York early the following day, and representatives of many of the firms whose products had been handled thru Calcutt’s firm, Vending Machine Company, planned to either attend the funeral or arrange for representation.

Known throughout the trade as “Box-er” Calcutt, because of his orders to manufacturers were invariably for carloads of equipment, Calcutt’s operations extended thru North Carolina, South Carolina, Virginia, and other Eastern and Southern states. Included in this, consoles, pinball machines, scales, music and vending equipment. He was also known as a hard fighter, who was in and out of court on numerous occasions, most of the time fighting to legalize various types of equipment through the area his operations covered.

Raided in Hope Mills, a village near Fayetteville, Calcutt began driving for his father’s livery stable at an early age. One of his customers was an itinerant coin machine operator. From acting as the operator’s driver, Calcutt advanced to his assistant, and finally into a fully-hedged operator. While stil in his teens he went to Hopeville, Va., during the days of the first World War, and there developed his own bell route. From Hopeville he expanded his scope to Charlotte (See Joe Calcutt on page 128)

ICC Permits New Freight Rise: 3.6%

Third Hike Since June, ’46

WASHINGTON, April 24. — The cost of shipping coin machine via rail or water carrier has been increased 3.6 per cent, to be effective while the Interstate Commerce Commission (ICC) mulls further requests for a general increase, the ICC announced here this week. Rate rise marks the third general increase since June, 1946.

Latest interim authorization brings to 30 per cent the aggregate rise over basic rates since the end of the war. However, despite the seemingly large hike, it is still 11 per cent less than the 41 per cent requested by the railroads. In all, the combined 30 per cent increase is expected to add $300,000 to the average revenue received by the rails before June, 1946, rates went into effect. The railroads originally sought $800,000,000 to meet increased revenue needs and maintain a reasonable earning position, according to railroad spokesmen.

Minimize Effort

Altho the latest increase in rail freight rates reflects an increase in rail freight rates is another roadblock to reducing coin machine equipment and overhead prices, the over-all effect of the rail freight rise will not be too serious, most coin men believe. They point to the fact that some firms use motor truck shipments entirely, while others depend upon rail or inland water service for a very small percentage of their

(See ICC Permits on page 126)
New Jukes, Venders, Games To Be Shown With Record, Needle Products In Mpls.

Capelhart To Give Key Speech at Convention Banquet

MINNEAPOLIS, April 24—Shaping up as one of the biggest trade exhibits ever held here, an exhibit of coin machines, together with record and needle shows since the Coin Machine Industries, Inc. (CMI) convention in Chicago last January, the two-day 14th annual Northwest Regional Convention Monday and Tuesday (26-27) was assured of record attendance from both visitors to the convention and of exhibitors at the Radisson Hotel here. According to sources.

On the list of manufacturers scheduled to be at the showing was the National Filben Corporation which would unveil to the industry for the first time its new Maestro '48, the juke box which was announced a few weeks ago as going into production. On hand at the convention to introduce the new machine were William W. Rabin, president, and Sam Drucker, Filipen executive, as well as several Filben engineers.

Sponsored by the Minnesota Amusement Games Association, the Wisconsin operators, the North Dakota Operators’ Music Association, and the South Dakota Operators’ Music Association, the convention will feature, among others, the following items of special interest to the music machine operators: AMI; Bush分布 Distributing Co.; Minneapolis Airline distributors; Capitol Records; F. C. Mayer Co.; RCA Records, Minneapolis; Jacobs Novelty Co., Stevens Point, Wis.; tontone; RCA; LeBeau Novelty Co., St. Paul, Rock-Ola distributor; Mercury Records; Peerless Novelty Co.; Spooner, Wis.; phonograph stands; Permo, (See 4-State Meet on page 118)

Report Faint Ray of Hope On Federal Excise Taxes

WASHINGTON, April 24.—A faint ray of hope that a federal coin machine tax may be lifted in the next year or two has appeared on Capitol Hill where the Senate Expenditures Committee is recommending that Uncle Sam leave the coin lever strictly to the States.

In a recent report, the committee warned that continuation of high federal taxes in the excise field, coupled with an accumulation of State and local taxes, “is overburdening the subject and is harmful to the economy of the nation.” The report pointed out that “excise taxes are paid by State and localities and are compelled to find additional revenue. Whether or not the federal government retains its present high federal excise taxes, local governments will continue to be driven into this field.”

There has been much talk in Congress about the advisability of continuing the excise tax on coin machines, it is pointed out. The Senate group recommends that a joint congressional committee study the excise tax situation, calling in finance experts from State and local governments to express their views.

Williams Start Deliveries On 5-Ball Game

CHICAGO, April 24.—Williams Manufacturing Company is now producing and delivering its new flipper action, five-ball game, Virginia, Fulton Moore, firm sales manager, has announced. In addition to having new amusement game features, the Williams game has a new coin chute, new plunger spring, and also a new ball drop or out-hole.

Virginia is a combination of three sets of flipper-action bumpers, eight numbered bumpers, four key roll-over switches, two kick-out pockets, and one roll-over button, all located on the play-field in such a manner as to challenge the player (See Williams Starting on page 128)

Calendar for Coinmen

April 26-27—South Dakota, North Dakota, Minnesota and Wisconsin State operators’ associations, convention and exhibit, Hotel Radisson, Minneapolis.

April 26-30—American Management Association (AMA), annual conference and exhibition, Cleveland Auditorium, Cleveland.

May 7-8—National Automatic Merchandising Association, Regions III and A (Virginia, Maryland, Delaware, New Jersey, Pennsylvania), Mayflower Hotel, Washington, D.C., chairman E. M. McDonald, chairman A. M. Martin, Jr., chairman Region III.

May 23-27—Super Market Institute (SMI), Stevens Hotel, Chicago.

July 6-10—International Store Modernization Show, Grand Central Palace, New York.

Four Protest Result In N. C. Pinball Test

CHARLOTTE, N. C., April 24—North Carolina’s bell machine law is headed for a Supreme Court test following the finding of four men on charges that they either possessed or leased allegedly illegal amusement equipment. Notice of appeal has been filed by defense attorneys following the hearing of the case here Saturday (17).

Pointing out that pinball machines are not gambling machines, the defense attorneys asked the presiding judge to set aside the verdicts returned by the jury in the Charlotte Supreme Court test. The attorneys also claimed that the pinball equipment was duly licensed by the city of Charlotte and that the defendants had done everything possible to make certain that the pinball machines were not in violation of the law.

In the games in question, there were no coin chutes attached to the equipment. Methods of playing the game was as follows: A customer paid a nickel to the clerk who placed a ball in the center. The clerk then pushed a button, which, by remote control, turned five balls onto the play-field surface of the table.

Seek To Show Rolldown Not Pinball Game

L. A. Ops Demonstrate

LOS ANGELES, April 24.—Seeking to show that rolldowns are not pinball games and that the “miniature bowling games” are operable under a decision handed down by the Municipal Appellate courts in 1945, a group of operators staged an exhibit of the skill games at the Rodger Young's Restaurant Thursday morning (22). Altho “propaganda representatives” of the city council, mayor's office and police department were invited to attend, only representatives of the local press turned out. Sponsors of the show, headed by Gordon Roper as chairman, said they were happy over the turnout and grateful to the local newspapers for giving them a hearing.

With reporters and photographers on hand from The Daily News, Times and Herald Express, Art Crane, local factory representatives for Genco, conducted a demonstration of the total skill game lineup, contending that they are games of skill in the same sense as bowling and pool. It was pointed out by a number of them that scoring is achieved only thru accurate rolling and banking.

Seal of Approval

Move to bring city officials, press and operators together came after another meeting of local officials, with operators claiming them as the “biggest group in the side of the city’s anti-pinball machine ordinance.” Heeded by Gordon Roper, the operators named attorneys Tom Howard and Joe Altenberg as chairman (See L. A. Ops Content on page 126)
TWO NAMA REGIONAL MEETS

Retail Store Show Clinics Will Aid Ops
Meet in N. Y. July 6-10

NEW YORK, April 24—With vending machines scheduled to be one of the major sales promotion aids to absorb the recently expanded production of the larger and more expensive machines, especially hot and cold drink machines and soda dispensers, two vending machine trade shows have been set in the Cleveland Public Auditorium here last week to accommodate the largest National Retail Show. Running from Wednesday (14) thru Saturday (17), the exhibits will be in well over 100 stands, plus a smattering of coin machines, with five soft drinks, one orange juice and one hot-coffee vendor among those units shown the restaurateurs from coast to coast who were in attendance.

Among the largest exhibits in the auditorium were the Rudi-Millikan Company booths, featuring the Kwik Kafe coffee vendor, Cy Millikan, partner in the firm, headed a delegation of approximately 15 salesmen and engineers from the Philadelphia headquarters who managed the exhibit by show's end.

Drink Vendors
Cup and bottle vendors were displayed by Coca-Cola, Pepsi-Cola, Canada Dry, Hires Root Beer and Orange Crush at their booths, with salesmen and engineers on hand to demonstrate equipment. While many of the attendees had at one time seen the Coca-Cola machines, the new models displayed by this firm, as well as the modern, streamlined vending machines showing other soft drink concerns, were completely new to most of the persons attending the meeting.

Florida Citrus Commission, Lake-land, featuring a Cobb vendor, drew large crowds to Booth 10. Average December prices, however, decreased to about 20,000 long tons, Commission officials said.

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The "Little Giant" HOT POPCORN DISPENSER

8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find 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.

DIRECT FROM MAKER!

PAY LESS

We guarantee that our stamp machines are equal to and in many cases BETTER than machines that cost the operator one third to twice as much! They are precision built, with heavy gauge aluminum cases and beautiful 3 color fronts. University Stamp Machines are built to last a lifetime! At these prices you can build-up your route TWICE AS FAST!

CUSTOM BUILT TO YOUR SPECIFICATIONS!

UNIVERSITY VENDING MACHINE CO.

GREAT RATES ON ADDITIONAL MACHINES

Also Suppliers of

- Row Corn - Seasoning Boxes - Bags - Pre-Popped Corn

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Also Suppliers of

- Row Corn - Seasoning Boxes - Bags - Pre-Popped Corn

Cincy Operator Invents Alarm For Cig Machs.

CINCINNATI, April 24.—A unique alarm system, for all types of cigarette vending machines, is being tested on the routes of the United Cigarette Vending Machine Company. Mauri Levitch, of Stern, who invented the alarm system, reports it is now installed in half a dozen of the firm's Cincinnati locations.

Called Vend-Alarm, the unit is flat and compact, operates from a dry cell battery. The alarm is mounted just behind the cigarette vendor's column, and is enclosed in a flat rectangular box which can be locked. Once an alarm has been set, it will be touched off if the machine is roughly handled or if the door is pried as much as one-sixteenth of an inch.

The alarm makes a siren-like noise which can be stopped only when the machine is unlocked, the columns pulled forward and the protective case around the unit is unlocked. Levitch, who intends to put the Vend-Alarm on the market for other operators, says the battery generates enough energy to keep the siren going for at least six hours. Tentatively, Levitch says he expects the alarm will be marketed for approximately $25. On his own routes, Levitch has placed decals on the machines which are alarm-equipped, pointing out that the unit is protected by Vend-Alarm.

Vendors, Inc., Preps Two New Units; Will Appoint Distributors

ST. LOUIS, April 24.—Vendors, Inc., has just completed the first phases of a program aimed to give national coverage of its products and is also testing two new small vendors for introduction, D. C. Gleeson, firm official, has announced.

Distributors are now being established in key cities throughout the country. With franchises already given to firms in Indianapolis, St. Louis, Oklahoma City, Dallas, Denver, Seattle, San Francisco, Denver and Cleveland. As an aid to further development of a nationwide distribution group, Vendors has appointed C. Van Duyn and James C. Maer, both veteran vending machine men, as field liaison representatives.

New vending machines are introduced are a ball gum and a nut machine. Former, a new type of gum vendor, according to Gleeson, is called King Target Game, while the nut machine, Mighty Midget, is designed to handle peanuts, almonds, has a 1½ pound capacity and features a detachable tray.

Firm's Model C Canveyte bar vendor is now in full production, incorporating a number of refinements, Gleeson stated.

BAN ON PRIZE-GIVING VENDORS IN DETROIT

DETROIT, April 24.—Automatic vending machines which offer prizes as an inducement to encourage sales of candy or nuts will be con-
fined when found on location, police officials here have warned.

The officials issued the warning following reports that prize-giving vendors were appearing on locations. Officials said, however, that they had found no recent instances of vendors using prizes in the city.
Announcing

VICTOR'S SENSATIONAL NEW CUSTOM BUILT Universal

Custom Built Universal...

Once an operator's dream — now a reality! Many years of practical experience in the building of fine vending machines has resulted in this greatest of bulk merchandise vendors! Custom built for the most exacting needs of the experienced operators, nothing has been spared to give you the most outstanding vendor of this era!

Custom Built Universal...

Is truly a creation! Beautifully designed and of finest materials; strong, clean, smooth and trouble-free through and through!

Custom Built Universal...

Is not "just another vendor". Its stunning appearance and mechanical ability offer many opportunities; new locations, greater merchandise sales, making more profit for you. Easily secures and holds locations because it is UNIVERSAL and correctly vends all kinds of bulk merchandise — Peanuts, Mixed Nuts, Pistachios, Almonds, Candies, Ball Gum and Charms. NO ADDITIONAL PARTS NECESSARY!

Custom Built Universal...

Is outstanding in features, design, beauty and performance! Beautiful finish in tile-like baked enamels; a striking combination of glossy red and black. Trimmed in chrome. Finish is smooth and extremely hard, tough and durable; very easy to keep clean. High-pressure injection molded merchandise vending wheel is non-corrosive; extra large built-in cash box. Easy to service! New globe design which is more economical and larger, and can also be used on other Victor vending machines such as Topper and Model V. Globe capacity 5 to 7 lbs. of bulk merchandise or 1000 to 1400 balls of gum. Vends 3/4", 1 1/4", 170 count and 210 count gum, and vends all merchandise ACCURATELY. Purchase of a special adaptor will enable vending of two balls of gum for 1c.

SUCCESSFUL OPERATORS BUY GOOD MERCHANDISE

When YOU buy merchandise vending machines, buy the BEST!

Buy VICTOR'S Custom Built Universal

Write for Complete Details and Prices.

Manufactured By

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue

Chicago 39, Illinois
Ohio, North Carolina Hosts At 2 NAMA Regional Meets

(Continued from page 109) unanimous approval of the members present. Region V includes Ohio, Kentucky, West Virginia and Michi-
gan.

At the Wednesday morning session, operators heard addresses by C. S. Darling, NAMA's executive director, and Bay J. Vonosh, NAMA legislative counsel. Darling outlined the association's plans for the future, while Vonosh traced the group's legislative activity both past and future, and urged close co-operation between all members of the candy industry.

Immediately following these two addresses, operators broke up into group discussions. Special tables were provided for operators interested in the following kinds of equipment: cigarettes; candy, gum and nuts, and booths.

Candy, gum and nuts and cigarettes attracted the largest groups of opera-
tors, manufacturers and others of the association. Among the cigarette operators, for whose discussion table were principal topics were discussions of selling practices among certain manufacturers of cigarette vending equipment.

As in the candy discussion, cigarette operators agreed that no one could set up any kind of normal selling prac-
tions. But they likewise agreed that expanded cooperation among manufacturers and vending operators was essential. For that reason, the operators concluded, any step that would aid in such cooperation was considered.

ORDER NOW FOR IMMEDIATE DELIVERY

MASTER NO. 2 PENNY-NICKEL COMBINATION VENDOR

MAY 1, 1948

(ex excludes all 15 per cent in cost and still make a good living.)

CMAM is also planning a members-
ship drive, and Foster expects to tour the States calling on operators. "The need for the association is definite and it is to the advantage of operators to belong to it," he pointed out. "We feel that many operators would like to belong if they knew more about the benefits of CMAM, and we intend to get the information to all non-
members, with a view toward getting together a good big strong organiza-

tion."

RETAIL STORES

(Continued from page 109) exhibits of the latest equipment for modernizing of all types of stores, all display at the Grand Pacific Palace. An example of the type of vending tie-in with this show is the Coin-Candy Company. They again hold down one of the larger booths, which displays a large variety of types of bottles and cup vending equipment.

Nutrine Reports Earnings

CHICAGO, April 24. — Nutrine Company here reported a profit for 1947, of $1,386,036, equal to $3.47 a share. Earnings compared with $1,233,363, or $1.77 a share for 1946. Net sales for last year amounted to $12,283,502, while 1946 sales were $8,444,002.

Ohio, North Carolina Hosts At 2 NAMA Regional Meets

(Continued from page 109) unanimous approval of the members present. Region V includes Ohio, Kentucky, West Virginia and Michi-

The closing session, at which Marty Gluchow, East Liverpool, O., president, precincts four representatives of the public told operators what they thought of automatic merchandising. On the panel were Marty Gluchow, executive secretary of Armo Associa-
tion, Arno Steel Corporation, Detroit, O.; Harry Ulmer, Cincinnati Cracker Barrell manager; Harold Neuman, manager, Dutch Nut Mill Restaurant, Cincinnati, and E. A. Vonesh, National Association of Candy and Confectioners, and a student of the University of Cin-

top off the day, operators at-

To top off the day, operators at-
The New Mills 400-C Automatic Fountain

- New Low Price
- Durability
- Mechanical Perfection
- Completely Sanitary
- Appearance
- Speed & Compactness
- Performance
- Sterile Construction

The Machine with a Future!

Pioneers in automatic vending machines, the famous Mills Industries, Inc. of Chicago have designed the magnificent new 400-C Automatic Fountain... the vendor with a long future of day-in and day-out cola sales! As rapidly as every 5 seconds, the Automatic Fountain delivers an individual sanitary cup, filled with ice-cold cola carbonated at the instant of serving. More than 1500 of these machines already are ringing up new sales records wherever people gather for work or play!

The Mills Automatic Fountain is designed in accordance with the strictest sanitation standards. Stainless steel systems, ultraviolet radiation, water filter and purifier are a few of the Mills advantages. Capacity 400 cups. Order now for immediate delivery, or write direct for complete information. The representative in your locality will be glad to call on you to give complete details.

Immediate Delivery! $875.00 F.O.B. Chicago

National Distributors
Automatic Syrup Corp.
70 Pine Street New York, N.Y.
NATD Meet Discussions Place Question of Cigarette Sales Up to Wholesaler

New Committee Urges 4-Point Distributor Program

NEW YORK, April 24—Each tobacco distributor must determine for himself whether or not it is profitable or desirable for him to deal in cigarettes. That was the conclusion reached by the National Association of Tobacco Distributors (NATD), meeting in convention in Chicago April 13-17, during which the problem was thoroughly aired. This decision was embodied in a resolution passed by the membership and released this week, which reviewed many factors affecting cigarette distribution and offered recommendations for improving the vital phase of the tobacco industry.

Discussion of cigarette distribution received some notice at the NATD conclave in order to throw some of the elements behind the recently noted trend of wholesalers to abandon that traditional phase of their businesses. Several large wholesalers have already given up cigarette distribution as unprofitable (The Billboard, April 17), and NATD not only is known to be considering the same action.

Stating that the task of making cigarettes easily available to consumers thru retailers rests primarily on members of the wholesale tobacco trade, the NATD resolution directed wholesalers to completely absorb distributors of blank cigarettes, and declared that all would work toward standardization of proper distribution practices. And further, if the wholesaler is forced to sell his product, for the time being, plans to eliminate making any handling of cigarettes until a concerted effort can be made to combat destructive practices.

Distrib Practice:

A large part of the responsibility for influencing a change in many current cigarette distribution practices will fall on a new NATD committee on distribution. It will urge the members of the following recommendations upon all levels of the tobacco industry:

(A) Abandonment of the loss-leader practice wherever it is contrary to law, as well as the abandonment of drop ship arrangements for other devices by manufacturers leading to "cut-throat price cutting."

(B) The progressive introduction of modern distribution methods by wholesalers and retailers to increase efficiency and economy in the system of distribution and so bring about lower prices to consumers.

(C) Selective placing of distributors’ manufacturers’ direct-purchase-lists based on the "constructive and legitimate" service offered by distributors.

(D) Manufacturers should demonstrate the sincerity of their advertising claims and slogans by "trading" their products with little regard for the advertising of competitors. If the claims, if they are, is a price differential of a cent or two per package would not cause a change to a lower-priced package.

Loss-Leader Ranks:

This resolution considered the various State fair-trade acts and unfair sales acts as effective remedies against loss-leaders. It urged other States to adopt similar legislation.

At the same time, Joseph Kolodny, managing director of the interchange unit, issued a statement summing up the overall function of NATD. He said:

"The over-all objective justifying our existence—and the one policy guiding all responsible tobacco management—is to endeavor to place the trade and industry in a better position to conduct our business in a manner which will achieve the best for the product, the manufacturer, the wholesaler, the retailer and the consumer. To that end, and to that extent, this effective, our major problem is as much to encourage individual business to compete even more strenuously, as it is to emphasize the importance of understanding the way to work together constructively, which, according to our heritage, means the public interest."

Coan Mfg. Completes Move to New Factory; Gives Special Bonus

MADISON, Wis., April 24—All employees of the Coan Manufacturing Company here participated in special dividend payments this month when the vending machine manufacturer announced that its new factory—"the only factory of its kind in the world"—is complete. J. W. Coan, president, said some 7,000 employees received bonus payments amounting to 31.8 cents per working hour. Computed at this basis, bonus payments to each employee amounted to approximately $260 for the month.

Meantime, Coan announced that his new factory has now been completely moved into a new factory addition. The move was accomplished without interruption to production of the firm’s Standard 74 candy bar machine.

With the new plant, total manufacturing space, exclusive of office, totals more than 16,000 square feet.

By June 1 Coan expects to start production of the firm’s new line and the de luxe model candy vender. Both of these machines were shown in Chicago last March at the annual convention of the National Association of Tobacco Distributors convention.
May 1, 1948

The Billboard

VENDING MACHINES

NATIONAL CIGARETTE MERCHANDISERS

with Automatic CHANGE-MAKER

NATIONAL always looks ahead...always protects the Operator. All NATIONAL Postwar Merchandisers are built to accommodate mechanical improvements as they come along—next week, next month, next year. That's why NATIONAL'S marvelous new nickel Change-Maker can now be added to any Postwar NATIONAL Cigarette Merchandiser. NATIONAL keeps coming up with sensational mechanical improvements...without making your present NATIONAL Merchandisers obsolete — without impairing your investment. Look at NATIONAL Merchandisers...study NATIONAL policies...and you'll find it pays to operate NATIONAL.

NATIONAL VENDORS, Inc.
5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.

ED. BROWN, Inc. 1029 McKinney Ave.  L. H. CANTOR, Inc. 11215 Superior Ave.  WALTER J. CUTCLEFF 773 Peters St., S. W.  JACK G. KEINER 5728 W. Division St.

ED. BROWN, Inc. 1029 McKinney Ave.  L. H. CANTOR, Inc. 11215 Superior Ave.  WALTER J. CUTCLEFF 773 Peters St., S. W.  JACK G. KEINER 5728 W. Division St.

E. C. McNeil 713 So. Westmoreland  Los Angeles, Cal.  MARVIN L. PIERSON 5055 Natural Bridge Ave.  St. Louis, Mo.

WEIDMAN NATIONAL SALES 5911 Fourth Ave.  Detroit 2, Mich.

NATIONAL 9EC
Sensational new Electrically-operated Console-Type Cigarette Merchandiser with built-in Change-Maker and other exclusive NATIONAL features. Accepts nickels, dimes, quarters—returns 5¢ or 10¢ change.

NATIONAL 9M
The finest Manually-operated Convention- al-Type Cigarette Merchandiser. Can be equipped on location with NATIONAL'S marvelous new nickel Change-Maker. Another NATIONAL "First" and "Exclusive."

NATIONAL 9E
As it stands, the finest Electrically-operated Conventional-Type Cigarette Merchandiser. And now you can make it still more modern, still more efficient—by equipping it with the new NATIONAL nickel Change-Maker.

NATIONAL 9CE
America's only Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes and other items. Another NATIONAL headline.

only NATIONAL MERCHANDISERS are truly AUTOMATIC!
FOR 72 Bar Capacity, Sell of 116 coin one piece gold. Dispenses Its A BRAND NEW lowest chandise, etc., in the mum ). Jumbo Salted Peanuts $11.95 or 50 Lots Sample We M. Candy BUILT right. THIS PARK IS A HOME for immediate performance. Write for MONEY back guaranteed. on experience operators, Nrrhwerr,rn experienced venders and double (two service through machines are real money makers from the start. Make sure of your investment from your fastest.  

NEW LOW PRICES U-SELECT-IT CANDY MACHINES 72 Bar Capacity, $30.00 Each. Limited Supply. CIGARETTE MACHINES All Make. Real Low Prices. HARRIS VENDING 2717 N. Park Ave., Philadelphia, Pa. FOR VENDING MACHINES and supplies WRITE RUSS THOMAS CO. 219 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

School Locations? WASHINGTON, April 24.— The National School Lunch Act does not prohibit the sale of candy in schools, National Candy Wholesalers' Association (N.C.W.A.) has advised its members. Statement was issued after it was found that many jobbers were under the impression that the ban under the act applied to confectionary items.  

'47-48 Tobacco Crop Near All-Time High WASHINGTON, April 24.—U.S. Department of Agriculture has reported that the flue-cured tobacco crop produced during the 1947-48 season has been the second highest in history and has been sold on $1,304,600,000, or 57,900,000 pounds less than the all-time high volume produced in the 1946-47 season. The 1947-48 flue-cured crop brought a total of $51,400,000, compared to a total of $65,000,000 the previous season, which was a record high. The over-all average price, the department reported, was 41.5 cents a pound, compared to 48.5 cents a pound the previous season. Flue-cured is one of the two major cigarette types produced in the United States, with burley (grown chiefly in Kentucky and Tennessee) ranking second. About 83 per cent of the leaf used in manufacture of cigarettes in U. S. is flue-cured.

Ready Now! The New Sensational Victor Custom Built Universal Vending Machine

- New Globe Larger Capacity
- S to 7 Pounds Bulk Merchandis
- 1,000 to 1,000 Bills of Gum
- Fully Adjustable
- Vendors, Mixed Nuts, Pistachios
- Almonds, Candy, Chams
- No Additional Parts Necessary
- New Smooth Baked Enamel Finish
- New All Built-in Coin Wheel
- New Built-in Cash Box

The new custom built Victor is the machine which will operate at the 1948 Worlds Fair. Write for free colored circular and price. Be the first in your territory with the Victor. For details write for Victor Circular.

JACK NELSON & CO. 3220 HILWAUKEE AVENUE CHICAGO 27, I11.

It's HOT! The most efficient profit-making hot nut machine.

The "CHALLENGER" 3 MACHINES IN ONE

- Attractive appearance
- Better locations
- Highly polished finish
- Flasher, "Hot Nut Note"
- Always in operation
- Bigger profits. You can operate as follows: 5-5, 10-10, 10-5, 15-2, 15-3
- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy and economical to operate
- 3-way vending means 3-way profits!
- Be Smart the "Challenger" Way

WRITE for Illustrations.

TROPICAL TRADING CO. 716 W. Melrose St. Chicago 6, Ill.

Metals Plated Charms

In bright gold and silver finish. Per M
Metal Plated Charms, Series 21 $2.58
Metal Plated Charms, Series 22 $7.98
Plastic Charms, Fashion Series $29
Plastic Charms, Deluxe Series $39
SAMUEL EPPY & CO., INC.

World's Largest Charm Manufacturer

1510 10th Ave., Richmond Hill, L. I. N. Y.
Shelled Nuts
Use in Candy
In Decline

Going to Other Markets

WASHINGTON, April 24 — The percentage of shelled peanuts going into candy is on the decline, Agriculture Department report shows.

The soaring production of peanut butter is accounting for most of the diversion from candy, it is indicated.

For the past three years, an average of 20 percent of all shelled peanuts has been going to the candy trade, but the department disclosed that in February only 18 percent was used in candy, while the figure dropped to 15.8 percent in March.

In turn, the percentage of peanut butter used in candy also decreased in March. In February, 14 percent of the nation's peanut butter was used in candy, but in March candy trade's consumption had dropped to 7.6 percent of peanut butter production.

Production of edible peanuts is also on the downgrade, according to Agriculture statistics, some 500,000,000 pounds having been produced since September 1. This is 16 percent below production for the same period last year, and 25 percent below production in 1945-46.

Set Production
Load Schedule
Of Berco Mach.

CHICAGO, April 24 — With field tests completed throughout the country, the Berco Manufacturing Company this week reported full details on its new Hiilo ice cream bar (on a stick) vending machine. According to Berco, the machine has been accepted as the selling price of the unit is $545, and single units only will be available to 125 operators through the country.

The unit required for the production field testing, with delivery scheduled for either May or June.

Production schedule as set up by Berco for the Hiilo vending for the first six months is as follows: 25 units; June, 100; July, 200; August, 300; September, 400, and October, 400.

Other Markets

San Filippo and Company
Not and Confectionary Importers and Wholesalers,
206-18 7th Ave., Genoa, L. I., N. Y.
Telephone: Haverford 5-4666

WRITE FOR PRICES
Reasonable and Quick Shipment of All Stocks. Write For Full Details.

SPECIALISTS IN THE VENDING TRADE

FOR PROFIT
Not a Novelty
But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In. Depth, 25 Sign, 15 In.
Net Weight 185 Lbs. Shipping Weight 245 Lbs.

MADE BIG MONEY!
... IN YOUR OWN BUSINESS

START A PROFITABLE ROUTE OF VICTOR MODEL "V" VENDOR

Takes just a small investment of time and money. Vends almonds, candy, nuts. One hand operation. Attractive. Agents, jobbers, distributors wanted. WRITE TODAY FOR DETAILS.

Leon "Hi-No" Silver, Inc.
760 Hayes St., San Francisco, Calif.
**Can Promotion Up Income?**

Operators Betray by Slumps
Still Avoid Self-Plugging

General economic picture
aggravated by high material costs
and upper commissions—find conditions vary
throughout country according to local problems

By Norm Wexer

CHICAGO, April 24—As musical
music machine operators in some sections
of the country find themselves
with their backs to a financial wall,
and other operators report play hold-
ing up, but not increasing at the same
tempo with which costs are rising,
a survey of the field indicates that
in early indicators make up for
a concentrated promotional effort
to place their business on a more profitable basis. Reason: a
favorable picture according to
the local situation, but the
general economic situation plus
a highly competitive picture
in most areas. As an example, many
operators showed commissions as high as 70 percent or more for the area, even
with the financial picture.

The financial picture, as far as the
operator is concerned, varies accord-
ing to the location. On the West
Coast, for instance, out of 300 operators
testing the market, only 2 were in what could be termed a sound financial condition. One of the
two tested operators testing, the distributor,
was purchasing his equipment
on time. Few, if any, of the

**Appoint Filben Distributor in Fla., Cuba, S. A.**

CHICAGO, April 24—William W.
Rabin, president of the Shayne Dixie
Music Company, Miami, Inc., as
Filben distributor for Florida,
Cuba and South America. Appoin-
tment, which becomes effective
immediately, was set by Rabin, who
met with William Shaye, head of the
distributing firm, in Miami last week.

Shaye Dixie Music Company
will handle the complete line, in-
cluding the new Maestro '48, Mir-
acle Music and parts and accessories.

While the Mayport Distribut-
ing Company, Filben representative
in Portland, Ore., this week reported
it would hold a showing of the
Maestro for operators in that area
May 3. This is one of the first direct
showings scheduled for the
new Juke box which was recently
announced as going into production.

**Mayflower Sales Co. Opens in New York**

NEW YORK, April 24—A new
jocking firm, Mayflower Sales Com-
pany, opened for business this week
at 571 Madison Avenue. M. C. Miller,
owner of the new outlet, said that
his company will carry a complete line
of music equipment and offer oper-
ators full service facilities. In addi-
tion to handling Juke boxes, May-
flower will custom-build sound sys-
tems to suit special location require-
ments, he stated.

**Michigan Ops in Campaign To Aid Cancer Fund Drive**

DETOUR, Mich., April 24—A bal-
anced program to support the cur-
rent cancer fund drive is being
provided by the Michigan Auto-
motive Phonograph Owners' Associa-
tion (MAPAO), tieing in the over-all
campaign which is expected to make
a big hit in the area.

Unusual feature was the adoption
of a particular number. My Stray
recorded by Don Pablo, orchestra
leader at the Detroit Beach Hotel,
was selected as the theme song for the
drive. Vocals are done by Bunny Paul.
To tie in directly, a special vocal trailer
was made and placed on the record,
and that same vocal trailer column-
ist and popular poet, making a
direct appeal for the cancer fund.

A special colored title strip was
adopted and placed on the No. 1
promotional box, and all boxes belonging
the MAPAO members. By resul-
tion, each box has been given the
use of the special color strip is draw-
ning a new interest in the record, and it is
likely to see more orders in the near future.

Additional civic service being given
by the operators is through the use of
promotional and collecting of canisters for cash contrib-
utions to the fund, at least one outlet
having a juke box. Placed along bars, they have proved
successful. In addition, a list of orders from all locations is to be compiled
and published in a local publication.

**Newly Organized Rex Lee Firm To Rep Rock-Ola**

NEW YORK, April 24—Featuring
a featherweight pick-up and ampli-
ifier, the Rex Lee Rock-Ola, another
standard juke box and specially
designed to lengthen the life of records,
Rex Enterprises, of New York, a new firm
serving music operators in this area,
have their offices at 767 10th Avenue.
The firm's partners, Tony (Rex) DiRienzo and Leo
Knebel, also stated that their comp-
pany will act as a sales agent for
Rock-Ola music equipment in New York,
Westchester County and Long Island.

The pick-up and amplifier, pro-
duced in their own plant to the
rear of the Rex Lee offices, will increase the life of records up to 2,000 fidelity
plays, DiRienzo and Knebel claimed.

Since the device does not use a
needle, scratching of records is im-
possible, and previously scratched
records may be played without any
distortion, they added. It was re-
ported that a complete line, the use of
the one as standard equipment in the
Aireon Model 400 juke box. However
a complete line, the use of
the one as standard equipment in the
Aireon Model 400 juke box. However
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having a juke box. Placed along bars, they have proved
successful. In addition, a list of orders from all locations is to be compiled
and published in a local publication.
These records are RECORDS! RECORDS! RECORDS! Buffalo, Burg, Penna., Albany, Syracuse, Maine; USED 31 violin alt TOP CLEVELAND tributor FOR be new 1948 MODELS condition, beautiful with -third LEXINGTON -EACH, Low and Children's. and labels, order, balance inspected and BOX NSfB 1/3 WRITE, WE WANT to OUR JUKE 6 @. Write, wire or call . Write, wire or call . The Billboard May 1, 1948 MUSIC MACHINES 119

Set Three Dees
The Three Dees, hillbilly unit, is being set by Gordon's Entertainment Bureau, Hartford, Conn., office, for a run of sponsored shows throughout the State of Maine in June and July. Grange will be among the sponsors. At present the Three Dees are winding up their 10th week at the London Theater in London, Conn., night club, and will play at least two more weeks there.

The Sunset Ramblers use currently located in two half-hour shows a week on WITI, Janesville, N. Y., and one show half-week at WESS, Bradford, Pa. The unit consists of Olive Brown, guitar and voice; Jas. Williams, 6000 square feet Rec- orded Slim Seymour, steel guitar and comedian, and Buck Rasmussen, bass. Forthcoming bookings for the outfit include a Jamboree to be held in Erie, Pa., and Sunday tour shows through New York, Pennsylvania and Ohio.

Notes from Roy West, of WGAR Range Riders: Smiley Burnett present-ly at RKO Theater in Denver, Ind., Autry recently did his CBS show from WGAR studios. ... West and his group preparing for a big concert at playing at Cleveland Park, which opens May 29.

Ready Fall Program
Clyde Grab and His Tennessee Valley Boys preparing to go back on the air in fall. In the meantime they will continue to make personal appearances.

Bob Steele show is currently eng-aged in successful personal appearance tour of its Western-type program. Unit opened in Houston April 29, will follow with three or four stands at Galveston, Austin, Waco, Dallas and San Antonio. The unit stars Steele and features Jack O'Shea. Others include Boots Gilbert, comic and bass; Tommy Darden, lead singer and steel guitar; Dotty Gilbert, rhythm guitar, and Vic Cardis, violin.

Exclusive Records Opens Distrib Hdq.
LOS ANGELES, April 24.—Exclu- sively owned and operated by Leona Rene, has opened a new distributing office at 1872 West Washington Street. New location covers 6000 square feet and makes the entire Exclusive line available to music and phonograph operators who daily visit this area of coin row.

Upon his return from an extensive tour thru the East, Franklin Kirt, national sales manager and general manager of the West Coast division, will make his headquarters here. He will be assisted by Jack Andrews, credit manager, and Norma Lovett, press relation.

Kirt is now in New York to set up an extensive sales promotion campaign for both distributors and dealers. Exclusive, which has a back- log sufficient to cover three years of present requirements, is participating in its greatest expansion this year.

NEWLY ORGANIZED
(Continued from opposite page) was as sales manager for Modern Music Distributors. Prior to that connection he managed the Manhattan Phonograph Company, former Aireon dis- trict in the metropolitan area. Until a short while ago, Knebel was chief engineer of the Videograph Cor- poration, producers of the coinoper- ated combination television-juke box.

American Folk Tunes
Cowboy and Hillbilly Tunes and Tunesters

Counter Boxes Increase Juke Income for Op

CHICAGO, April 24.—Juke loca- tions featuring television in the for- mat of a play hypypo program that is boosting weekly earnings by an average of $10, according to Floyd Pedone of Little Amusement, an operating firm here.

Pedone states that the television crowd at a tavern bar, at the termina- tion of a video program, can be converted, to an unexpectedly large de- gree, into juke patrons simply by placing several counter selectors within convenient reach. A good average is one box for every three or four stools. Pedone notes that he thinks the presence of the bar boxes will result in many additional plays that would not be made if a patron had to leave his seat, walk to the juke, select a tune and then return to the bar.

The ending of one form of enter- tainment (tele) leaves the average person in the mood for a continuation of "more of the same" if not in video then recorded music, is Pe- done's philosophy. He says that the average customer finds a certain sense of relaxation in listening to the juke after a session of watching a tele-broadcast (often under adverse conditions, on a small screen, etc.) and welcomes the fact that he does not require him to use both his ears and his eyes to enjoy it. He can relax. In addition to tavern locations, with a 10-stool counter, showed an increase in weekly gross from $12 to $25 after the installation of four counter selectors.

Meritone Launching Promotion Campaign

NEW YORK, April 24.—The In- ternational Merit Products Corpora- tion here will shortly inaugurate the most extensive advertising drive in its history for its Imported (Switzer- land) phonograph needles in the entire trade as Meritone. Campaign, which is expected to start within the next week, will include local and national publications as Life, Saturday Evening Post, Liberty, Colliers Look and Sunday supplements in newspapers throughout the country. Meritone needles are manufactured from Swedish steel, and are turned on Swiss screw machines, not ground and polished. Their range includes 10 needles for a dime; 25 needles for 25 cents; 65 needles for $1.25, and 275 for $2.50.
CAN PROMOTION UP INCOME?

Operators Beset by Slumps Still Avoid Self-Plugging

General economic picture aggravated by high material costs and upped commissions—find conditions vary throughout country according to local problems

(Continued from page 118)

has kept operators in New York on a fence for months, has had a definite effect on their juke routes, and television, too, has hit the operators hard. In Boston, operators, who for the past year have done little in the way of promotion, are now awaiting the start of regular television in their city about May 15. An optimistic note is struck in Boston, as most operators report business holding up, and distributors reveal steady movement of equipment thruout the New England area.

West Coast

One of the major reasons why operators in the southern part of California have steered clear of such promotional aids as radio, movie trailers, posters, etc., is the fact that most operations in the area are too extensive. Many operators feel that by spending money for motion picture trailers, radio spot announcements, etc., they would be promoting their competitors, as well as their own routes. With the competition keyed to a peak, practically no operator wants to spend his money for what he terms "intra-competitive promotion."

E. F. McGlone, Clark Distributing Company, Wurlitzer distributors, said the firm was continuing to offer menus, cocktail stirrers, back bar signs, etc., but that as far as he knew, none of the operators were using them. McGlone pointed out that the economic situation might have some effect on the non-use of the promotional aids.

Jack O’Hall and Harry Snodgrass, of Farents Maestro Music, both said they had used menus prior to the war, but did not intend to return to them now. Fred Gaunt, General Music Company, distributors, also said he did not know of any operators who were using promotional aids in the Los Angeles area.

Many operators in this area are convinced that, as the juke box takes on a post-war level, the major issue at stake is to arrange for larger commissions from locations. A recent study by operators showed that most were opposed to the six-plays-for-a-quarter idea, but more recently many ops have swung over to the dime play. However, once again the competitive angle forces its way into the picture, with operators and distributors agreed that either the larger commission or the dime play movement has to be unanimous, or it will not work.

Nashville

Operators here have run into a series of problems recently which include a new $2 tax, known as an "inspection fee," and juke boxes are not allowed to be played after midnight. Most operators have not attempted any type of promotion to help hypop their play, but there are several notable exceptions.

Louis Buckley, one of the largest operators in the area, sponsors his own program over WLAC and WKDA. Jim Hitchcock, owner of Hermitage Music, uses newspaper advertising to promote his machines, and Siebel & Company also does some advertising locally.

Des Moines

While operators in Des Moines proper have not been using any promotional aids recently, Bill Garrett, who has a music machine route in Ottumwa, has been using radio spot announcements, and augmenting them with newspaper ads to stimulate late play on his equipment.

Dave Johnson, Sioux City operator, jumped into publicity in a big way this past winter, when he sponsored a basketball team which was called the Johnson Jukes. Playing in a strong semi-pro league in Iowa, the team spread publicity around a wide area for Johnson, promoting juke box play in general, and especially in those locations where a Johnson juke was in operation.

Indianapolis

Most operators here have developed a unique type of promotion that has paid off in higher grosses. This consists of a careful selection of records and frequent changes of records to keep up with the latest hits at all times. Cleanliness is another factor in the program, with juke undergoing a regular polishing, and collector thoroughly cleaning the case each time he makes a stop. A spot check of lights and all workable parts is also a must on each stop.

A few cases of tie-ins with radio stations and some theaters have been noted in the past, but ops find little or no co-operation on this score in the area. The six-plays-for-a-quarter plan is not generally acceptable to the local operators. The ops point out that in view of equipment and operating costs, the tax does not warrant any reduction in the price on play at this time.

Detroit

Detroit operators have been relatively inactive in special promotion work on juke boxes. A principal reason has been the individualistic type of operation here, with some 150 active operators, and relatively few very large routes any more—according to trade authorities this may be the largest number per capita of any large city territory.

Result is that each man has wanted to program his own machine, and that some types of general promotion, such as posters and radio tie-ins which are dependent on a considerable amount of joint programing, have not worked out too successfully.

The reduced price on multiple play is being tried out on a small scale, with a few individual operators now placing stickers on their machines offering six plays for a quarter—in a few cases, they are offering three for a dime, but that is considered extreme...
by more conservative operators at this time.

Actual general promotion here is being centered largely through the Michigan Automatic Phonograph Owners’ Association (M A P O A), which has concentrated on civic interest programs—such as the cancer fund drive, (separately reported in this issue) with a projected record-of-the-month program to be started in June, along lines in use in other territories.

Washington

Washington Music Guild (W M G), which includes about 96 per cent of local juke operators, is launching a promotional stunt based on the Hit Parade idea. From Hit Parade, Inc., in New York, the Guild receives a list of the 10 top tunes of the month. This list is placed in a metal frame 29 inches high and 20 inches wide. The frame is attached to the back of the juke and rises above it in billboard fashion. Photos of popular band leaders are inserted in top of the frame.

The plan has been tested in a few selected jukes for the past three months. According to Hirsh De La Vizc, Hirsh Coin Machine Company, these boxes have showed an increase in take ranging from $2 to $6 a week. In addition, record costs were cut about 40 per cent, since many of the hits hang over from month to month.

W M G has teamed up with disk jockey Eddie Gallaher, of W T O P. Gallaher features a nightly hit parade of the 10 tunes, making frequent references to jukes along the lines of “these are the 10 top tunes featured in your Washington juke boxes.”

The Guild is now making plans to buy space in Washington papers to play up the promotion. In addition, they hope to work out some free newspaper plugs thru the use of feature stories on the plan.

Minneapolis

The Twin Cities area has never been overly promotion minded, except for an occasional placement of the juke box in a downtown theater. At the present time a Seeburg phonograph is operating in the Orpheum Theater lobby thru a tie-up between Hy-G Music Company, distributor, and Juke Sales, operator.

Boston

Juke box operators in this area have done little in the way of promotion for the past year. While various promotion ideas have been considered, they were held up the past few months pending the start of the city’s first television station next month. Many operators report busi-

ness is good, while distributors say they are selling machines throughout the extended area. Music machine routes are being bought and sold, and, in general, the report is that business is normal.

“We are going to wait and see what television is going to mean to our business,” said an operator, “but so far we are not particularly worried. First of all, most of the locations taken over and installed with video sets are places where we never had juke boxes installed. Of course we expect to lose some locations to television. But even the most optimistic tele engineers here are only promising broadcasts of not more than 35 miles. That means there will still be plenty of locations which can’t have television for a long time.”

The majority of the operators in Boston do not use posters or stickers on juke boxes. Many of them, however, have tried these aids in the past, but have met with location resistance. On the six-for-a-quarter deal, the Mills machines, for which Ed Ravreby, of Associated Amusements is distributor, have that feature, and are getting a good play. However, aside from the Mills machines, all other jukes in the area are set for a straight nickel play.

New Orleans

While operator promotions in this area are practically negligible, the Fab Distributing Company has been active with Wurlitzer promotions which include music notes for window displays, table tents for hotels, restaurants, cocktail bars, mixer sticks, poster locations which are placed near the juke box, and supplying Wurlitzer uniforms for softball baseball teams. These are purely Wurlitzer promotions however, and few operators with other makes of equipment participate.

A promotion that helped the play in general some time ago was the placement of a Wurlitzer piano in front of the St. Charles Theater, to tie in with a personal appearance of the Wurlitzer pianist at the theater of the Dinning Sitters. Kramer’s Music Store entered into the three-way deal, featuring the records by the sisters in their window and calling attention to the personal appearance and the juke box promotion.

Newark, N. J.

Dick Steinberg, head of the Sterling Music Company here and spokesman for the board of directors of the Music Guild of America (M G A), said that at the present time the only on-location promotions are the Hit Parade posters. Approximately one-half of the M G A membership subscribe to the service, said Steinberg, and he, himself, is one of them.

After a thorough study, Steinberg said he believed that the posters definitely helped to keep his take up, but they must be used properly for optimum effect. This means slotting records in positions corresponding to the order in which tunes are listed on the posters. Where a small op is concerned, points out Steinberg, he can (See Operators Beat on page 126)
**New York:**

The drama of a town going down gripped city column this week as the spoils were taken by the police department.日常工作陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷入陷
A Terrific New Money Maker Designed With PROVEN Features!

- 2 COMPLETE SEQUENCES
  - DOUBLE BONUS
  - ADVANCE BONUS
  - HIGH SCORE BONUS
  - BONUS BUILD UP
  - ORIGINAL FLIPPER BUMPERS

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IMMEDIATE DELIVERIES-

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SLOTS - Reconditioned - Guaranteed

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UNITED CARIBBEAN

UNITED WISCONSIN

CHICAGO COIN TRINIDAD

GENCO TRIPLE ACTION

WRITE FOR PRICES

BELL PRODUCTS

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Send for our complete price list of good used games.

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

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Looking for The General Idea Leadership

GENERAL HAS IT! GOTTLIEB'S NEW SENSATIONAL GOLDEN GAME

JACK 'N' JILL

A Terrific New Money Maker Designed With PROVEN Features!

Here's the newest fast action game of 1948! It's pre-tested... designed with every money-making feature... plus new advanced Ideal Profits zoom upward when you operate this new golden game!

 directors. Glove's electric coin counter is hitting the sales scales for a good measure of orders, too, Jimmy adds.

New Vendall Company sales manager, William Fuller, is striking on some original promotion ideas of his own. President A. Garrick Alex, Feinsteins, Fuller, who took over the position when Bert Rial resigned recently, was with the Victor Adding Machine Company before joining Vendall about a year ago. Alex says the firm's new comic carrying toy is being well received by operators.

Perry Rose, of Robot Sales, Maywood, Ill., specializes in industrial locations for his candy vending business. He says the battery of machines in a local hardware store is proving to be a gold mine. For example, an old Linotype, A & M Music, reports his previously hinted "play promotion gimmick" for his juke box locations is now out... it hasn't as yet been identified with him. By next week he states he will have some detailed information to give next week. "It's the answer to an operator's need for a play-booster," Raymond adds.

William W. Rubin, National Fibber Corporation president, back in town after a plane trip to Miami where he signed the Shafran Distributor Company as Fibber rep for Florida. Cuba and South America is staying in Chicago until Sunday (13) when he and Sam Drucker take off for Minneapolis to attend the Four States. Their report Fibber headquarters will be at the Radisson Hotel during the two-day convention Monday and Tuesday.

Jack Nelson, of Jack Nelson Company, is the bearer of a double portion of good news this week. Jack says he has witnessed firsthand the success of Cassola, of Rockford, Ill., became a two-time daddy Friday (18) when his wife presented him with twin boys. Lo, who is well known as the major dono of Cassola Coin Distributing Company, Rockford, reports that mother, both babies and himself are getting along fine. Seems that Jack won a bet with Lou; he wagered that that Lou would become the father of twins.

John Neise, sales manager for O. D. Jennings, reports that trade is brisk at the house of Jennings. Recent fine shipments include Freds M. Thomas, and Phil Burgerson, who was in from his Iowa territory. Phil reports that his uncle, Fritz Burgerson, who handles Jennings products in Northern Illinois, is feeling much better these days following a lengthy illness. John proudly reported that his favorite son is getting to be quite a lad. Jimmie made four important appointments last week. (See separate story, this issue.)

H. T. Larrimore, head of Kalva Vendors, got back from a brief out of town trip April 23... Sudden death of the Calcutt in Fayetteville, N. C., was the signal for prompt old time common to bombad all of The Billboard's advertisers with wires and phone calls reporting the sad incident. Calcutt, who was in the Vending Company, was well liked thruout the trade for being a pioneer, and known by every man, woman and child.

Vic Johnson, sales manager for the J. W. Coan Manufacturing Company, Madison, Wis., reports that the firm expects to deliver its first production line of cigarette vending machines by the early part of June. Vic says it was thought that the recent coal strike would cause some delay in the long awaited vender, but action this week to even coal have made the out line very promising.

Marvel Manufacturing's sales manager, D. A. Wellich, left by plane for Minneapolis to attend the 14th annual Northwest Regional Convention at the Radisson Hotel. The four-day event was just the beginning of a busy week for Wellich, for after the show he left (See CHICAGO on page 124).
CARL TRIPPE
Terms: One-Year Deposit, Balance C. O. D.
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OPERATORS!

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Havana 59.50
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WURLITZER $224.50
850 $224.50
750 $224.50
200 $200.00
20 New Packard Wall Boxes, $25.00 ea.
8 Wurlitzer 18, used one week, $49.50

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1/3 CASH WITH ORDER, BALANCE C. O. D.

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Old established Pin Ball and Amusement Route, over 100 pieces on location. Operators take $25,000.00 monthly. All late model machines, new truck, office and shop equipment, plus 40 older machines for parts. Partners want to retire and dissolve. This will stand investigation.

SERVICE VENDING CO
124 N. MAIN ST.
MANSFIELD, OHIO

COINMEN YOU KNOW

Chicago:
(Continued from page 313)
for brief stops in Omaha, Des Moines, Kansas City, Mo., and St. Louis before getting back to the Midwest. While in Des Moi- nes, and Ted Rubenstein, Marvel presi- dent, was keeping a sharp eye on the recorders on their latest five-ball game, Leap Year.

Clarence Bayne, U. S. Vending Corporation, is and always has been a great coinman who believes that present equipment prices will prevail for an extended period that prices may drop in price later in the year. He says that people in any business needing equipment are better off buying it now—while they are still better off—rather than wait for the eventual day when such prices may come down.

Lindy Force and Monte West were scheduled to represent AMI at the four-State convention in Minneapolis Monday and Tuesday (8-27). Force, and John Haddock, AMI president, just completed a whirlwind tour of the South and Southwest. They can visit coinmen in Memphis; Jackson, Miss.; New Orleans, Dallas and Fort Worth. Lindy claims that the trip will probably result in some important distributor appointments. While in Jackson, the two AMI officials called on Les Griffin, head of Griffin Distributing, who is recuperating from injuries sustained in a recent auto acci- dent. Force claims that Griffin looks exceptionally well considering his condition, which he has been thus. Joe Colton, also of AMI, reports the sad news that his mother passed away last week.

Herman Duenisich, Duenisich Music, Inc., is back on the job again after being a hospital patient. His operation throughout DuPage County, with headquarters in Glen Ellyn, Ill., has shown a trend to increased play during the last few weeks, Herman reports. With the warmer weather out- looks and additional motor traffic on all highways during summer months, play tends to a more satisfactory level soon, he feels.

Al Stern, president of World Wide Distributors, Inc., is in recovery following surgery on his son. Mark, who is displaying some prodigious athletic prowess as a student at high school. But basically, he has made the honor society and plans to become an M.D. after graduat- ing. Al reports World Wide Distributors is running high and looks for a good summer.

Clarence Bayne, United States Vending Corporation executive, returned to the city last week after traveling thru the southern part of country. However, the stay at home was brief, for Clarence was scheduled to leave over the week-end to attend the four-State convention in Minnesota Monday and Tuesday. Inci- dentally, the firm has issued a multi- colored brochure on its air-conditioned car vender that caused a considerable amount of comment around the country.

Chicago firm played host to several visitors from the East last week. Joe Ash, head of the Active Amusement Machine Company in Pennsylvania, visited the United Manufacturing Com- pany headquarters to get a feel of the firm's new game, Wisconsin. Another visitor from the East was Joe Steele, well-known columnist in New York and Philadelphia.

Rally Manufacturing Company chatted up a number of names on the visit last week. Her Jones gave them the hello to, among others, Ben Becker, Ben Becker Sales Corpora- tion, New York; Virgil Christopher, Chris Novelty Company, Baltimore, and Lee Mower, W. R. Company, both from Fort Worth.
New York:
(Continued from page 122) 
clothesmen approach. As they flashed their badges and wrote out a sum-
mount, he said mildly: "Well, I almost beat you to it."

Bob Fletcher, president and general sales manager of the All-American Electric Corporation, spent a few days in town last week as he closed a deal with Sam Sacks to handle his firm's amusement machines. Fletcher, who is in the middle of an extensive tour to set up distribution outlets, heads for Florida next week before returning to cover New England.

Sam Waldor, president of the Mu-
sic Guild of America (MGA) is cur-
cularizing music ops in Northern New
Jersey pointing out the benefits of
MGA membership, . . . Max Levine, prexy of the Scientific Machine Cor-
poration, was in Philadelphia Thursday (3) in connection with his new game, Pitch 'Em and Bat 'Em. . . . Max Weiss, of Brooklyn's Roni Sales, hints at an important announcement to be made soon.

James Kendle, president of Eastern Engineering & Sales, Phila., reports that he has just signed up two dis-
 tributors to handle his ice cream vend-
er, Kenco, in Massachusetts and New
Jersey. Morris Nirenberg, of the Gold-
en Meadow Ice Cream Company in West Medway, is Kenco distrib in Massachusetts, and Morris Ellenbogen and Max Greenwald in Rhode Island, will handle the vendor in New Jersey.

Abel Benjamin, managing - o - mat exer, has resigned one of his coin operated ma chines in the Mariano Beauty Saloon on Broadway. He says he soon will announce his distribution policy for the new device. . . . Two who went south to Florida for short stays last week were Nat Cohen, of Modern Music Sales, and Sal Tremo, of Elkhay Amusement Company.

The firm of Banner & Grief, who have been active in publicizing not only coin machine accounts, but who also are the leading trade show public relations team in this area, have moved from their Madison Avenue office to the penthouse in the Fluke Building at 250 West 57th Street, the same building that houses the Drink-

Detroit:
(Continued from page 122)
brie ly at Cleveland when accidental-
ly hit in the eye with an umbrella which broke his glasses and caused cuts over one eye.

Lewis Heidenfelder and Vaughn J.
Roney are going into business as the Wayne Coin Machine Company at 11831 Kilbourne Avenue. . . . George Hellmuth reports production set to start May 15 on Training Device's new Quitzer at full scale. Production for the first two months has been pre-
sold, Hellmuth claims. . . . Carl An-
rott has set up a new record depart-
ment with pick-up music service for operators. . . . Vic Christopher, of the Enterprise Novelty Company, Albion music operating firm, was a Motor City visitor last week.

William Hall has been doing a strong job of Tra dio coin traders in Southeastern Michi-
gen. . . . Charles F. Andrews out on the road constancy in recent weeks handling sales and delivery of the new Packard Man-

hatters in up-State towns. . . . Ruth Wallis, Deluxe recording artist, and her husband and manager, Hy Past-
non, were recent Visitors, for a second time, to the Angost Sales shop.

John Lutiss, salesman for the King-
Pin Distributing Company, has left for the summer to manage an arcade at a lake near Lansing, but will re-
turn to the company in the fall. Haskell B. Anderson, national manager for King-
Pin, is planning to expand the office staff. Dale Saue, of A. P. Saue & Son, reports sales slowing down in both new and used amusement equipment. Arthur P. Saue, former of the firm, is due back soon from a six-week Florida vacation. . . . Wil-
ton V. Minto Jr., has taken over the Band Box Music Company, and is es-
tablishing new headquarters on Long-
fellow Avenue.

O-Mat and the Coin-Metered Wash-
ngine Company's Atlantic Operators' Association headquarters. Jack Banner and Ed Grief will handle the International Store Modernization Show to be held at Grand Central Palace starting July 6, at which numerous coin machine manufacturers will exhibit their products.

Now Delivering the New All New 
COIN OPERATED POOL TABLE 
OF 1948

3½ x 7 Feet

Distributors Wanted-

Mfd. by G. F. PERRY 
Johnston, S. C.

WANT TO BUY

BLACK CHERRY BELLS 
BLUE FRONTS 
BROWN FRONTS

Write for Price List on New 
Order your future stock from us.

COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave., Chicago, Illinois

WANT TO BUY

BLACK CHERRY BELLS 
BLUE FRONTS 
BROWN FRONTS

Write for Price List on New 
Order your future stock from us.

COIN-A-MATIC DISTRIBUTORS
3924 W. Chicago Ave., Chicago, Illinois

WE ARE GENCY 
FACTORY DISTRIBUTORS 
FOR EASTERN MISSOURI AND 
SOUTHERN ILLINOIS 
TRADE WINDS 
IMMEDIATE DELIVERY ON ALL 
NEW MACHINES. 
Write for Prices. 
Time Payment Plan for Operators in 
Missouri and Illinois.

MORRIS NOVELTY CO., INC.
3924 N. California Ave., Chicago, Illinois

FOR SALE

Have approximately 300 practically new Tra dio coin operated machines. 
All warranted—in perfect operating condition. 
Write or Wire 
Gulf Amusement Co. 
P. O. Box 1197 
Mobile, Alabama
Operators Beset by Slumps Still Avoid Self-Plunging

(Continued from page 121) take the time to do the job right. Big business in a large operating company is quite different.

In large outfits, according to op-

erators, the service is primarily

charged with handling the poster

as well as his regular duties. He is often in a hurry, and can

not spend more time in any one

area. This is a different situation. Shuffling records to correspond with the poster is time consuming, in some cases he doesn't bother. This, of course, defeats one of the main purposes of the poster, to inform the player at a glance of the proper button for the tune he wants to hear.

Steinberg pointed out that if route-

men were fully informed on the

importance of the poster and the record positions, they would realize that it is of no use to get hyped up, if the man is on a commission basis, and is ineffective in higher earnings over a period of time.

According to the MGA executive, record sales have shown a

rise of 28% from January to

July. All in all, the area in the

first half of the year in this area. Higher operating costs are one of the most

serious problems in the industry, but fewer hit records, said Steinberg, had an effect on the overall play.

There have been spurt of operator promotions in this area, the latest undertaken by Bernie Blacher, who recently conceived a novel tie-in be-

tween his juke boxes and the poster. Blacher tested his plan when the Three Suns made a personal appearance here. He had all the signs run off on a silk screen process, then pasted a picture of the Suns on each poster, and finished them off by having the local

hand-painted on each poster.

Blacher reported that many loca-

tions that maintain a poster key against the use of any type of poster promotion, made an excep-

tion in this case, mainly due to the fact that it included their name.

This stunt proved to be an excel-

lent booster of good will among his accounts," said Blacher, "and in general, it is a good ad for the juke box business as well."

Chicago

Operators here, in many cases, at-

tempt self-promotional programs, with usually successful results. Among the more recently introduced is a "tailored service" program developed by the A. A. Swing Time Music Com-

pany (The Billboard, April 17). This is a preventative reconditioning pro-

gram, set up by Melody and his loca-

tions. Each of these promotions has jumped takes consid-

erably, and has paid off, as far as the operator since its inauguration.

A promotion that is just develop-

ing here, and one that is not likely to be pushed nationally, is tied in with the 1948 Olympics, especially for juke box play, and called Juke Box Jamboree. Recordings of the tune are expected to appear and ops held a

series, tailored to increase play, will be a helpful promotion in their locations.

In Cleveland, a 30 day, $1 per

Month promotion, which has been reported in The Billboard (April 22), is paying off for ops over a long period of time, and the pattern has been picked up by other associations through-out the country. The Ohio State Phonograph Dealers Association has long been promotion minded, its latest program tying in with the American Cancer Society fund drive for cancer.

N. C. Ga. Expect Tourist Influx

(Continued from page 107) the defense program.

In North Carolina, a gas shortage is in effect, so Scramblers have

hundreds of resort operators. They say the shortage does not materialize, they will realize one of their biggest seasons.

According to hotel and motor court owners in a seven-county area

south of Asheville, the summer tourist

trade has already started and is at a
good level. All counties in the State have special hotels and hotels in

courts, recently completed, ready to take the flood of expec-
tationists as the summer advances.

In Swain County, on the edge of the Great Smoky Mountain National Park, resort operators are "fairly buoyant and enthusiastic about possibilities for the tourist season." It is stated that as many tourist courts and other facilities are being

built in this county as in the other six counties combined.

In recognition of the value of

tourist business, North Carolina's Gover-

nor Cherry, at a conference board meeting last week, went on record as stating that "many people in the

druggling and agricultural regions do not know the value of the tourist

trade, but it is a business that has been a valuable sustainer of

numerous communities." He believes the area development of the State's tourist trade.

The tourist income for 1948, according to a forecast recently by

Erie Coke Cocke, Jr., of the State Agri-

cultural Industrial Development Board, would reach $105,623,240. He believed that it was not unreasonable to expect that the ex-

panding tourist traffic of out-of-State cars would come thru Greenville.

Those communities in the State that are "alert and prepared to satis-

fy these increased demands," the expert expects, will benefit from this huge

vacation-burnt spending, Coke said.

Along this line, he added that the board is awarding special merit cita-

tions for development of facilities meeting such specifications.

YANKS ARE COMING

(Continued from page 121) take the time to do the job right. Big business in a large operating company is quite different.

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tions for development of facilities meeting such specifications.
Gottlieb & Co.
In Production
On New 5-Ball

CHICAGO, April 24—D. Gottlieb & Company is now in full production on its new five-ball game, Jack 'n Jill, Alvin Gottlieb announced this week. In addition to several new play and scoring highlights, game features a bottom "tilt" mechanism. Scoring features of the new Gottlieb product include two entirely independent scoring sequences, these pairs of flipper bumpers, two roll-over buttons which are actually the eyes of a nursery rhyme face painted on the game's playfield, 20,000 points one up pocket and three roll-over switches that offer replay possibilities if the player has skillfully completed sequence leading to the spotting of either the name "Jack" or "Jill" as it appears on the scoreboards. Player can score up to 200,000 additional points if he successfully builds up the bonus scoreboard to 100,000 points and uses the word "Jack" and also get a ball in the bonus kick-out pocket by hitting the latter hole transfers bonus points from the bonus scoreboard to the main scoreboard.

Several Changes

Players of Jack 'n Jill have several chances of getting a winning score. One method would be to hit bumpers "J" and "K" (both located at the top left corner of the game) and also bumpers "A" and "C" (top center of playfield). Completion of this sequence sets up a roll-over switch located between bumpers "A" and "C" for roll-over switches. Second player may run up a high score if a ball is in the kick-out pockets "J" and "I" (located toward the bottom of the new game's playfield) and also hit bumpers "L" and "L" (lower left and right of playfield). A ball going through two roll-over switches at either side of the game's mid-playfield will also spot "I" and "J" on the scoreboard. Each time the player hits any of the lettered bumpers the main score advances 10,000 points. Game also has a 50,000-point bumper in the mid-playfield.

Each time the player hits the roll-over switches that spot "I" and "J" on the scoreboard, if the player runs a ball in the bonus advances 10,000 points up to a maximum of 100,000 points. However, if the player runs a ball in the J-A-C-K sequence before putting a ball in the bonus kick-out pocket he gets double the points that appear on his bonus scoreboard.

Mystery Feature

Another strong play feature of the new flipper-action game includes its mystery scoring feature. This is built around the two roll-over switches that spot "I" and "J" on the scoreboard. If the player runs a ball in these roll-overs when they are lit he receives a free play.

While the game has a side conventional tilt mechanism, the firm's newly developed bottom tilt should prove a worthwhile feature to operators who have watched their players continually hitting the bottom of games, sometimes resulting in damage to the equipment. Bottom tilt will go into action only when one of the players of the game even slightly.

Jack 'n Jill game lights up portions of the nursery rhyme face name as the player's score advances. With each new portion of the rhyme the two central figures of the story gradually advance in (animated lights) up the hill to their proverbial pail of water.

Gottlieb officials also announced that first deliveries of the new five-ball game have already begun.

State Tax Calendar

Alabama
May 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers and jobbers reports due.
May 20: Sales tax report and payment due.

Arizona
May 15: Gross income report and payment due.

Arkansas
May 15: Income tax return, information return and first installment due.
May 20: Gross receipts tax report and payment due.

Colorado
May 1: Franchise tax due.
May 14: Sales tax report and payment due. Use tax report and payment due.
May 15: Denver sales tax report and payment due.

Florida
May 10: Agents' and wholesalers' cigarette tax reports due.

Georgia
May 10: Cigar and cigarette wholesalers' dealer's reports due.

Idaho
May 15: Cigarette wholesalers' drop shipment reports due.

Illinois
May 15: Cigarette tax return due. Sales tax report and payment due.

Indiana
May 10: Cigarette distributors' interstate business reports due.
May 15: Cigarette distributors' drop shipment reports due.

Kansas
May 15: Compensating tax report and payment due.

Kentucky
May 10: Amusement and entertainment report and tax due.
May 20: Cigarette wholesalers' reports due.

Louisiana
May 1: Soft drinks tax report due.
May 10: Tobacco tax report due.

Maryland
May 15: Sales and use tax report and payment due.

Massachusetts
May 20: Cigarette tax report and payment due.

Michigan
May 15: Sales tax report and payment due. Use tax report and payment due.
May 20: Cigarette tax report and payment due.

Minnesota
May 20: Cigarette tax report and payment due.
May 31: Royalty tax due (last day).

Mississippi
May 10: Admissions tax report and payment due.

Missouri
May 15: Manufacturers, distributors and retailers' tobacco reports due. Tobacco tax report and payment due.

Missouri
May 3: Merchants' and manufacturers' property tax returns due.
May 31: Soft drinks wholesalers' reports and payment due.

Nebraska
May 10: Cigarette distributors' reports due.

New Mexico
May 1: Franchise tax due.
May 15: Occupational gross income tax report and payment due.
May 25: Use or compensating report and payment due.

New York
May 15: Franchise (income) tax return and first installment.

North Carolina
May 15: Sales tax report and payment due. Use tax report and payment due.

North Dakota
May 10: Cigarette distributors' reports due.

Ohio
May 10: Cigarette wholesalers' reports due.
May 15: Cigarette use tax and report due.

Oklahoma
May 10: Cigarette wholesalers, retailers and vending machine owners' reports due.
May 15: Sales tax report and payment due. Tobacco wholesalers, jobbers and warehousemen's reports due.
May 20: Use tax report and payment due.

Pennsylvania
May 10: Soft drinks tax report due.
May 15: Employers' return of tax withheld at the source under Philadelphia income tax law, due.

Rhode Island
May 1: Franchise tax report for the calendar year due. Income tax report and payment for the calendar year due.
May 20: Sales and use tax return and payment due.

Tennessee
May 20: Sales and use tax report and payment due.

Texas
May 1: Franchise tax calendar.
May 15: Sales tax report and payment due. Use tax report and payment due.

Virginia
May 1: Individual income tax return due.

Washington

West Virginia
May 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
May 10: Cigarette wholesalers' and manufacturers' reports due.

Wyoming
May 15: Sales tax report and payment due. Use tax report and payment due.

Cortlandt Raises Coin Game Tax

CORTLANDT, N. Y., April 24—The city council here this week approved the license fee levied on operators of pinball games from $200 to $500. Under the same action, location license fees were taken from $10 to $25 per machine displayed. Both increases go into effect May 1. It was reported that the council also was preparing a tax schedule affecting dice boxes, pool rooms and bowling alleys.
Steel and Electrical Components May Get First Price Cutback

(Continued from page 107) Indication that raising costs of some suppliers are being cut might lead to slight reductions for other types of materials used in the output of coin machines.

Joe Calcutt Passes
In Fayetteville, N. C.
(Continued from page 107)

Town, W. Va., where he also operated a bell. He continued his operations for a while then dropped out of the field for a year and resided in Philadelphia.

He later re-entered the operating end of the business in Danville, Va. Here he successfully holding up the route he moved back to Fayetteville, where he organized the Vending Machinery Company, and started to develop the scope of his activities by becoming a distributor.

In December, 1926, Calcutt was appointed a member of the advisory committee of North Carolina for New York World’s Fair, the first member of the coin machine industry to be so honored.

Among the firms which Calcutt’s firm represented were Mills, Bally, United, Bleyve and practically every other major manufacturer in the industry. A feature story in the Raleigh News and Observer in the summer of 1930, reported that the vend- ing machine company represented nine major manufacturers of the same type of equipment at the same time, a concession to the usual exclusive clauses demanded by the major producers.

Calcutt is survived by his widow, the former Margaret Melvin; two children, E. G. and Charles Calcutt, of Fayetteville, a brother, Edward J., of Fayetteville, and Mrs. A. H. Smith, of this city; Mrs. N. J. Holder, Wilmington; Mrs. M. C. Williamson, Lumberton; Mrs. Felton Baldwin, Raleigh, and Mrs. John C. Reece, Greensboro.

Boston Mayor Weighs Television Licenses

BOSTON, April 24.—Mayor Curley has indicated that Boston will impose a license fee on television sets when they are ultimately installed in hotels, cafes, taverns, and other locations. He is not prepared to say what amount he has in mind, but says a new city ordinance calling for a $12 fee a year on automatic devices will have to be revised when the video sets begin opera- tion.

In the meantime, the mad race on tele goes on in the Hub, with set manufacturers opening new show rooms daily.

New Pin, Juke Taxes Start in Pa. Borough

CARLISLE, Pa., April 24.—New taxes levied $25 on pinball machine and $15 on each jukebox in the Borough of Carlisle became effective April 15. In addition, a 10 per cent amusement tax, which ex- perts to date music, was put into effect. The new taxes are in line with “home rule” legislation passed in 1947, under which municipalities throughout the State are authorized to levy a tax on anything not already taxed by the commonwealth.

SALES MAN

WILLIAM PENN

Contacting Distributors and Operators, to represent manufacturer of Coin Operated Machines

Address all replies to

Box 172, e/o The Billboard, 155 N. Clark St., Chicago 1, Ill.
Hartford Lions To Place Gum Vendors

HARTFORD, April 24.—To raise money for underprivileged children and for the Connecticut Institute for the Blind, the Hartford Lions' Club has started placement of bulk vending machines here. The Lions announced that the program calls for installation of some 270 machines.

Charles L. Derrick, president of the club, said that locations have been secured for that many vendors. Members of the club have been actively soliciting locations under the direction of Daniel Peloski, first vice-president. Peloski said the club eventually might place as many as 500 gum vendors. Drive was here promoted with window displays.

Lion's Club officials said they will use money from the gum vendors to purchase equipment for summer camps which are run by underprivileged children, and to aid the blind institute.

Omaha Officials Purchase Canada Dry Bottling Firm

OMAHA, April 24.—Police Commissioner Harry Knudsen and Inspector Henry Boesen have joined the Scientific Control Company here, bottler of Canada Dry, from W. W. Carmichael, former member of the Nebraska Liquor Commission. City officials have formed the Canada Dry Bottling Company of Omaha. The firm's volume was 100,000 cases last year.

COLUMBIA DOUBLE JACKPOT BELL

SPECIAL $85.00

If you have ever been fortunate to win a modern fruit machine and then had the misfortune to hit a 20-cent jackpot with the wrong combination, you may have had the experience of being unable to collect your winnings because the machine would not operate. This is corrected by the Columbia Double Jackpot Bell. The jackpot is paid in 20-cent pieces, or a combination of quarters and dimes. The mystery is in the machine itself, not the combination. The device contains three, separate rollers. Each of these rollers is equipped with three different combinations, the third roller being the one that determines the combination. The machine is equipped with a 2-cent coin selector and a 2-cent coin changer. The machine is also equipped with a coin selector and a coin changer. The machine is equipped with a coin selector and a coin changer. The machine is equipped with a coin selector and a coin changer.

New Five Ball Games for Immediate Shipments. Write for Prices.

Williams Virginia
United States

Coin Trade Winds
Exhibit Banja
Chicago Coin Trinidad

F. C. Cardston, president of the company, said the firm is planning to build a new plant in the near future.

Put 'em in the hole and they'll come back. You can't win 'em all, but you can have some fun while you try.

The Coin Machines section of the Billboard for May 1, 1948, lists a variety of new games and machines, including five-ball games, gum vending machines, and coin-operated devices for other games such as baseball and football. The prices range from $800 to over $5000, with some machines requiring coin insertion and others accepting tokens or other forms of payment. The machines are described as being used in amusement arcades, saloons, and other locations where coin-operated games are popular.
**NOW DELIVERING**
**THE NEW 1948 MODEL**

**KICKER and CALICHER**
NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT

将自己的技能发挥到极致！

**Precision Built LIGHTNING FAST**

**"AS ESSENTIAL AS YOUR CASH REGISTER"**

New service in over 10,000 locations, the **MASTER CHANGER** has earned itself under the severest conditions.

- A real time-saver.
- Will not stick.
- Soon pays for itself in accurate change.
- Finished in lustrous chrome.

Northwest Sales Co.
CINCINNATI, OHIO, U.S.A.

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**Selling Out**

**COMPLETE WIRE MACHINES**
**SET UP THAT PUTS YOU IN THE MOST PROFITABLE PART OF THE ENTIRE MUSIC BUSINESS — STORE RETAIL, FACTORIES, BANDS, BEAUTY PARLORS, ETC., ALL PLEDGING FOR BACKGROUND MUSIC. FULLY AUTOMATIC CUSTOMIZATIONS — ORDERS ON 2 NEW YEAR CONTRACTS ON MONTHLY FEE.

$1,600.00 VALUE
Only $795.00

**CONSISTS OF:**
1 PERSONAL STUDIO AMPLIFIER WITH AUXILIARY AMPLIFIER
1 KING MUSIC STUDIO
1 AUXILIARY TIMER
1 DISTANCE PANEL
1 JUNCTION BOX
2 A. M. I CHANCES

**Notice**
This equipment a safe investment of more than six months old and is fully guaranteed by us regardless of loss of price. Here’s the greatest BUY we have offered to any lucky operator.

**Write—Wire—Phone**: IMMEDIATELY
**FIRST COME—FIRST SERVED**

Scott-Crosse Co.
1423 Spring Garden St.
Philadelphia, Pennsylvania
Rittenhouse 6-7712

**Consoles**
1 Baby Triple Bell, F.P. & P.O. ....... $500.00
2 Kenny Super Bonus Bell, F.P. & P.O. (Like New) .....

2 Baby Deluxe Super Bell, F.P. & P.O. (Like New) ........
2 Kenny Play Super Bell, P.O. & C.O... 200.00
2 Kenny Super Track Time, P.O. & P. O. .......... 100.00
2 Real Sure Bell, P.O. & P.O. .......... 75.00
2 Baby Club Bell, F.P. & P.O. 65.00
2 Baby Hi Hand, F.P. & P.O. 65.00
2 Mills Jumbo Paradise, P.O. 50.00
1 Jennings Bobtail, P.O. 50.00

**ONE BALL**
1 Special Entry, F.P. & P.O. ......... $275.00
1 Victory Specialties, F.P. ....... 200.00
1 Turk King, F.P. & P.O. ........ 175.00
1 Long Shot, F.P. & P.O. .... 55.00


Write for circulars, 1/2 deposit, balance C. O. D. Phone, wire, or write.

**INTERSTATE COIN MACHINE CO., INC.**
Telephone 3-9018

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**We Want to Buy**
JENNINGS STANDARD CHIEFS
MILLS BLACK CHERRIES
MILLS JEWEL BELLS
MILLS BELLS FOR PLAY
KEENEDY SINGLE BONUS SUPER BELLS
KEENEDY TWIN BONUS SUPER BELLS
BALLY EURUKA

**State Quantity and Best Price**
WIRE—WRITE—PHONE

GOLDEN GATE NOVELTY CO.
Ph. Market 1-3967
701 Golden Gate Ave., San Francisco, Calif.
**Forecast Cocoa Bean Crops in Western Hemisphere by '51**

WASHINGTON, April 24—Candy operators, manufacturers and wholesalers are hopeful for a “deluge” of cocoa beans to take off the chocolate price and supply pinch as early as May. Twenty U. S. manufacturers, with the cooperation of the Department of Agriculture, the Agricultural Association of Foreign Agricultural Relations and the Pan American Union’s Inter-American Institute of Agricultural Science, materialize, it was revealed here yesterday.

Program calls for, eventually, a kingsize cocoa crop grown in this hemisphere, as American chocolate makers are “tired of being pinched on raw materials and forced to pay fantastic prices.” Cocoa beans brought less than 5 cents per pound in 1939, jumped to a dime a pound during the war and then leaped to a high of 54 cents in 1947; current price is approximately $36 cents per pound.

Because of its leading chocolate maker, altho some 672,000,000 pounds of cocoa beans were used last year in the United States, “the industry could have used at least 225,000,000 pounds if this were available and the price right.”

**Cocoa Agent**

Because of this present tight supply and high price cocoa bean situation the Agricultural Division of the candy industry has created as an arm of the Association of Cocoa and Chocolate Manufacturers (ACCM), the American Cocoa Research Institute, with headquarters in Chicago. The institute, starting with a modest $30,000 to carry the production torch,” according to its spokesmen, will prorate the cost of the project among member firms, based on their purchases of the volume of cocoa beans they process. First attempt to bring cocoa bean crops to “doorstep availability” basis centered in Costa Rica. Research there has already resulted in new crop and disease controls, and production and harvesting methods are being improved. This promising cocoa production has as objectives a three-point target: production of more cocoa beans of better quality on less land at lower cost; encourage production in suitable, new areas; train students to promote economic betterment of the industry in all Latin-American countries.

Among the new sites for cocoa bean production is the Tobacco region of Mexico. Data indicates that this region has the necessary acreage, growth conditions, labor supply to produce about 225,- 000,000 pounds of cocoa beans annually.

Altho Great Britain, via its African Gold Coast acreage, and Brazil produce about 60 per cent of the world’s cocoa bean crop, and France and the Dominican Republic total an additional 25 per cent, all research developments made by the institute will also be made available to these countries. According to a spokesman for the institute, “we are primarily interested in sharply expanding production of cocoa beans. With this, it will automatically take care of the price we pay irrespective of what foreign government may do to control how much cocoa.”

In the present price tag on cocoa, one chocolate processor commented: “The price of the cocoa bean of 1940, the current world crop (about 1.4 billion pounds) may turn out to be a surplus.”

**C-8 Laboratories**

**Keynote Youth in New Bedford Plant**

NEW BEDFORD, Mass., April 24—The maxim that life begins at 40 holds little truth for three young men who help guide destiny of C-Eight Laboratories, producers of the Electro vacuum tube and hearing machine. Anthony Caruso, 24; Joseph Pesta, 22; and Ugo Bottini, 26, are working in the largest and already occupy important positions in the electric vending machine industry.

Anthony, son of Mario Caruso, founder/ owner, vice-president, treasurer and plant manager, and upon his young shoulders rests the entire responsibility for internal plant operation. His job is to see that production schedules are met, quotas are filled and production models of the Electro vendor maintain the quality standards set by the original machines.

His production know-how was inherited. His father, Mario, arriving in this country as a cabin boy aboard an Italian steamer, took his first job here as an apprentice for the Lionello Tobacco Company. His rise in the company was rapid and, before he resigned three years ago to form C-Eight, he was the company’s foreman, secretary-treasurer and principal stockholder.

Joe Festa is one of the youngest plant engineers in the United States. After serving in the Army, as an electronic technician’s mate, he joined C-Eight as a mechanical draftsman. His engineering skill is apparent and in a short while he was promoted to chief engineer, responsible for the feasibility of tools and parts design.

Ugo Bottini heads C-Eight’s product design department. A graduate of Naples Electrical Engineering School, saw war service in the Yank and English torpedo squadrons.

**May 1, 1948**

**The Billboard**

**COIN MACHINES**

**Rosenfeld BLOTS PRICES!**

**Special Closeouts!**

**NEW 5-BALLS IN ORIGINAL CRATES**

<table>
<thead>
<tr>
<th>5-BALL HOOPS</th>
<th>$99.90</th>
<th>NUDGYS</th>
<th>$99.90</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALLYHOOS, with Flippers</td>
<td>$112.50</td>
<td>ROCKETS</td>
<td>$112.50</td>
</tr>
<tr>
<td>DOUBLE BARRELS</td>
<td>$69.50</td>
<td>ROCKETS, with</td>
<td>$112.50</td>
</tr>
<tr>
<td>DOUBLE TROJANS, with Flippers</td>
<td>$79.50</td>
<td>Flippers</td>
<td>$112.50</td>
</tr>
</tbody>
</table>

**USING 5-BALLS**

**With Flippers Attached!**

**FACTORY QUALITY AND WORKSMANSHIP**

**DEDUCT $10.00 IF FLIPPERS NOT DESIRED**

**BIG HITS**

- $39.50 NUDGYS, with Flippers
  - $69.50

**BIG LEAGUES**

- $39.50 PLAY BOYS
  - $89.50

**CHI COIN BASEBALL**

- $119.50 RANGERS
  - $109.50

**DOUBLE BARRELS**

- $59.50 NUDGYS
  - $84.50

**DYNAMITES**

- $49.50 ROCKETS
  - $72.50

**GOLD BALLS**

- $109.50 SEA ISLES
  - $149.50

**FRISCO**

- $39.50 SHOOTING STARS
  - $49.50

**HAYANAS**

- $79.50 SHOW GIRLS
  - $69.50

**HAYANAS, Motor Unit**

- $94.50 SILVER STREAKS
  - $99.50

**HAWAIS**

- $119.50 SINGAPORES
  - $179.50

**HI RIDES**

- $139.50 SMARTIES
  - $74.50

**HOLLYWOOD**

- $49.50 SPELLBOUNDS
  - $49.50

**HUMPETY DUMPTYS**

- $169.50 S. D. CANTERBYS
  - $39.50

**KILROY**

- $69.50 STATE FAIRS
  - $64.50

**LIGHTnings**

- $79.50 STEP UPS
  - $59.50

**MARVEL BASEBALLS**

- $44.50 SUPERLINERS
  - $54.50

**MAYS**

- $109.50 SUPER SCORES
  - $54.50

**MEXICOS**

- $109.50 TROPICANS
  - $44.50

**MIDGET RACERS**

- $44.50 SUSPENSIONS
  - $49.50

**MELODY**

- $164.50 TORYCHYS
  - $99.50

**MYSTERYS**

- $89.50 TOHADOS
  - $94.50

**NEVADAS**

- $159.50 TREASURE CHESTS
  - $159.50

**TROPICANS**

- $189.50

*AVAILABLE WITH FLIPPERS ONLY*

**NO QUESTIONS ASKED**

**YOUR MONEY BACK IF NOT COMPLETELY SATISFIED!**

**ATTENTION, OPERATORS:**

**IN OUR TERRITORY: Your Credit Is Good, pay our $10 Receipt Plan. Come in or Write Us for Full Details.**

**TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT.**

**WE ARE DIRECT FACTORY DISTRIBUTORS FOR BALL—JENNINGS—U-NEED-A—VICTOR—ATLAS—DAVY—MIDGET MOVIES—FRANTZ STUFF.**

**J. ROSENFELD COMPANY.**

3218 OLIVE ST., ST. LOUIS 3, MO. NEWSHEAD 1583

**GIVE TO THE DAMA RUNYON CANCER FUND**
Minn. Gov. Praises Match Location

CLOQUET, Minn., April 24—Diamond Match Company employees at this northern Minnesota town have been commended by Gov. Luther Youngdahl for their campaign to reduce traffic accidents on forest fires.
The workers are taking upon themselves to attach reflectors on high-traffic routes in the event of accidents. They have also affixed traffic safety labels on match boxes that say, "Save 40 cents, save your life and yours," and tagged match containers with other slogans warning against carelessness in timberlands.

Wyo. Bottlers Agree On 5-Cent Price

CASPER, Wyo., April 24—Wyoming Bottlers of Carbonated Beverages (WECB), during their recent annual convention in this city, agreed on the advisability of holding the retail price of nine-cent carbonated drinks at a nickel.

Telephone operators have told the Wyoming State Association of Forest Fire Protection officers that the nine-cent drink was "a real value" for fire fighters during forest fires.

Thatcher Speaks of Different "New Type Machine-Minded" Companies

WASHINGTON, April 24—David Thatcher, assistant vice-president of the Manufacturers and Millers National Bureau, Inc., speaking at the organization's convention here, said, "We are dealing with companies that are 'different.' A compact organization of the whole industry is now in evidence, and the eight members and five officers of the organization are taking the direction of the convention by the government.

In the exhibition of this week launched in New York, a new type machine-minded." Durland, president of the Manufacturers and Millers National Bureau, Inc., and chairman of the organization, made this statement.

Cost of Living: Florida's Ins; Georgia's Out

NEW YORK, April 24—The cost of living in the Southern states has increased in the week ended April 13, according to the Bureau of Labor Statistics.

Florida and Georgia have been included in the Bureau's cost of living index, while Arkansas, Tennessee, Alabama and Mississippi have been dropped.

Florida's index is six points higher than last year, while Georgia's is four points lower.

Tropical Candy Incorporates

TOLEDO, April 24—Tropical Candy Company, manufacturers of salad dressings and ice cream, has incorporated and will soon begin manufacture of a "new type of candy bar, adapted from an American process," reports William E. Douglass, one of the firm's principals. Firm is currently negotiating with a company for the purchase of plant facilities.
COLUMBIA TWIN JACKPOT BELL

$129.50

ALL PRICES F. O. B. CHICAGO, ILL.

1/3 CERTIFIED DEPOSIT WITH ORDER

GROETCHEN TOOL & MFG. CORP.

126 N. Union Ave.
Chicago 5, Ill.

NEW PROFIT ANGLE WITH FLIPPERS

$3.95 FOR 30-VOLT KIT

Slightly higher for other voltages. When ordering, mention name of game.

COIN MACHINE SERVICE CO.

1547 N. Fairfield Ave.
Chicago 22, Ill.

WANT TO BUY

QUICK ACTION AIR MAIL LIST

STATE NUMBER AND PRICE WANTED

KEYEEN BONUS BELLS

BALLY TRIPLE BELLS

BALLY DRAW BELLS

WURLITZER MODEL 1015

SEEBURG MODEL 1 '66, 1 '67

ROCK-OLA Model 1426

PACKARD PLA-MOR BOXES

BADGER SALES CO., INC.

2351 W. Pine Blvd.
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MECHANIC AVAILABLE

10 year experience on One Balls, Five Balls, Coin

and niece Ruthanne. Family own, order and

available. Work permanent position. Have our own

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LONDON SPRING CLEANING SPECIALS

LOOK AT THESE BUYS!

Regals $99.50 EA.
Crows $99.50 EA.
9800 ESRC $210.00 EA.
8800 ESRC $210.00 EA.
Super Classics $189.50 EA.
Vogues $189.50 EA.
Colonels ESRC $269.50 EA.

CHECKED

LATE GAMES

Stage Door Canteen Surf Queen Midway Racer
$29.50 Each Sea Breeze Spellbend Big Hit

GIVE TO OHIO.

TERMS:

1. Go to wood 4 nickel.
2. Buy Bell Comb, Gumb.
4. heads, Gumb.
5. DeLuca Dollar.

NEW COUNTER GAMES

A.B.T. Red, White $20.00
7. Get Queen Odds. 15.00
Kinzl Ball Jr. 19.00
Blue Ball, If Verm. 20.00

d. B. Roe

SUMMER - SPECIALS - RESORT

ARCADE

GOALED - $99.50

ALL STAR ROCKET

SCIEN. BATT. CHICKEN SAM.

TALLY ROLL

TERMS: 15% Deposit, Balance C. O. D.
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

PHONES: KILBURN 7233

CLEVELAND COIN OFFERS KEENYS ELECTRIC CIGARETTE VENDOR

The last word in cigarette vendors, now accepting orders for preferential delivery in Ohio, Kentucky and West Virginia.

KEENYS NEW CONSOLES

Twist Wheel With Lemon Gold Nickel
White Marble Balls $880.00

USED CONSOLES

2 Mills 4 Nickel $125.00
2 Bell Bell Comb, Gumb.
3 Kayser by Gumb.
4 heads, Gumb.
5 DeLuca Dollar.

NEW COUNTER GAMES

5. Get Queen Odds. 15.00
6. Get B. Roe King.

WURLITZER 445

TRIPPLE BELL ROCKET

WURLITZER 542

ROLL & SCORE

FLIPPERS ATTACHED

Lady Robin Hood $140.00
Honey Dunny $150.00
Randy $150.00
Neddy $125.00
Lusty $125.00
Trotter $125.00
Molly $125.00
Melissa $125.00
Marjorie $100.00

TERMS: 50% Down, Balance C. O. D. or Sight Draft. MEMBER CMA

NATIONAL COIN MACHINE EXCHANGE

1811-13. W. 63RD ST. CLEVELAND, OHIO 44106

GIVE TO THE DAMON RUNYON CANCER FUND

ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1950. Consists of about 150 years of Pinball, Billiards and Bowling Games, all operating. About 120 slots with Wall Rot. Shooters, etc. This is located in the second largest city in Wisconsin and surrounding territory. This will be sold only for cash and will take about $80,000.00 for handle. Business well established and has plenty of good will. Earnings are satisfactory and it is a good use for either 2 or 3 coin locations. Will pay all in about one year. Reason for selling, owner wishes to retire. For information, please write to BOX D-293, CARE THE BILLBOARD, CINCINNATI 22, O.
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FLIPPERS
YOU'VE ALWAYS WANTED!

Hook Up Direct to 110 Volt Circuit

ORDER TODAY
NO NEED TO SELL OR SCRAP THAT OLD GAME—JUST SPEND A FEW DOLLARS ON A WICO FLIPPER KIT AND YOU HAVE A MODERN GAME THAT WILL HOLD ANY LOCATION

★ QUALITY MERCHANDISE
★ FLIPPERS FIT ALL GAMES
★ SIMPLE TO INSTALL
★ PROVEN PERFORMANCE
★ COMPLETE PARTS AND INSTRUCTIONS

COMPLETE KITS $3.50

INSTALLATION NOW MADE EASY WITH NEW 110 VOLT UNIVERSAL KIT

When ordering specify name of game and manufacturer to be assured that you get proper voltage coils operating from transformer.

GUARANTEE ORDER ONE OR ONE-HUNDRED KITS TOLL, IF NOT SATISFIED RETURN THE MERCHANDISE WITHIN 10 DAYS AND YOUR MONEY WILL BE REFUNDED.

DELUXE ORIGINAL "SKILL—THRILL" F L I P P E R S E T S
As good a buy as ever

$5.95

NO WAITING IMMEDIATE DELIVERY WRITE, WIRE, PHONE

WICO CORPORATION
2913 N. PULASKI ROAD
CHICAGO 41, ILLINOIS
Phone Mulberry 3000

WATCH YOUR SPRINGTIME PROFITS GROW with KEENEE'S
BONUS Super Bell

★ Resort and wayside tavern locations are ready and waiting right NOW TO PAY you heavy long-term earnings with Keeney's 2-Way Bonus Super Bell. No other machine can equal the sustained profit-pulling power of this 2-chute, five-multiple Super Bell Console in resort, tavern and recreational locations. Or any other type of location. Instead of losing popularity Keeney's 2-Way Bonus Super Bell continues to command the heaviest play for BIG PAY. Alert operators will see the advantage of getting in on the best... the very best.

Keeney's 2-Way Bonus Super Bell! 2 chutes—5 multiple—up to 5 coins in each chute with each spin of the reels. IN PRODUCTION NOW—Get them from your Keeney Distributor.

There's a Keeney 2-Way Console for Every Type of Location— for Single, Double or Multiple Play:

★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
★ GOLD NUGGET, sensational Twin Multiple, 4-coin-play console.
★ WILD BELL, new "wild" symbol, single coin, 2-chute console.

Any combination of 3x-10x-25x chutes available for each machine

Order from your Keeney Distributor NOW

J. H. KEENEE & CO., INC. "The House that Jack Built"
3800 W. FIFTH STREET — CHICAGO 32, ILLINOIS

YOU'LL DO FINE ALL DOWN THE LINE with
ATLAS PERSONAL SERVICE

NEW EQUIPMENT

TRADE NAMES CINDERELLA LEAF YEAR TRINIDAD WISCONSIN BANJO BALLERINA COLUMBIA 129.50 NEW JENNINGS BELLS Standard Chute ........................................... 229.50 Standard Chute, 100 ................................ 279.00 Standard Chute, 250 ................................ 369.00 Standard Chute, 500 ................................ 499.00 Standard Chute, 1000 ............................. 1199.50 Super Deluxe Lite Out Chute, 100 ........ 359.00 Super Deluxe Lite Out Chute, 500 ........ 1299.00 Super Deluxe Lite Out Chute, 1000 ........ 2499.00 Standard Chief .......................................... 359.00 Standard Chief, 100 ................................ 459.00 Standard Chief, 250 ................................ 559.00 Standard Chief, 500 ................................ 749.00 Standard Chief, 1000 .............................. 1799.00 Super Deluxe Lite Out Chute, 1000 ........ 3499.00 WITH TOL-TO-TOL REELS, Same Price.

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10g 4-Step $ 74.50 10c 25 Pace Reels Jr. $ 79.50 10c Silver Eagle $ 74.50 5c Drum 89.50 5c Box Stands 24.50 10c Gold 110.00 NEW CONSOLES
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All used equipment is completely reconditioned and refinished—GUARANTEED to be Perfect!

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Sandburg Crown 175.00
Sandburg Royal 175.00
Sandburg Deluxe 225.00
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Sandburg Cabinet 365.00
Barth Concert Master 440
Wurlitzer 811 100.00
Wurlitzer 440 225.00
Wurlitzer 800 270.00
Wurlitzer 1015 430.00
Rex Jr Deluxe 189.50
Rex Jr Supreme 239.60
Rex Jr Supreme 329.00
Simpson Lc, U. S. 199.50

NEW CONSOLES

Jennings Silver Moon 179.50
5g Jennings Club 201.50
25c Jennings Club 279.50
Console 119.50
Super Bell 5-5-5-25 125.00
5c Big Game 175.00

TERMS: 15% Deposit, Balance C. O. D.

SPECIAL! BRAND NEW SHOOTING STARS TOP MONEY MAKER in Original Cartons, 

$69.50 Ea., Lots of 5

$74.50 Ea., Single Lots

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5c Pace Reels Jr. .5 49.50
25c Pace Reels 49.50
Bong Tails ...425.00
Jennings Silver Moon 99.50
5g Jennings Club 101.50
25c Jennings Club 179.50
Console 119.50
Super Bell 5-5-5-25 125.00
5c Big Game 175.00

100 WICO MUSIC KITS, 110 WICO MUSIC KITS, 2219 N. PULASKI ROAD, CHICAGO 41, ILLINOIS

PHONOGRAPH KITS, 600 WICO MUSIC KITS, 2219 N. PULASKI ROAD, CHICAGO 41, ILLINOIS

WICO MUSIC KITS, 2219 N. PULASKI ROAD, CHICAGO 41, ILLINOIS

WICO MUSIC KITS, 2219 N. PULASKI ROAD, CHICAGO 41, ILLINOIS
Sensationally New!

Casino Bell Sr.

Accepts 5¢ and 25¢ coins on same play. Pays out nickels or quarters, according to coin played.

For lasting appeal ... dependable earnings rely on these peerless Evans features:

• Evans' Nonpareil 5-Coin Head! 5 Players!
• 5 Individual Payout Cups!
• 5 Jackpots with Reserves!
• Single Coin "Machine Gun" Action Payout!
• Evans' Famous Trouble-Free Mechanism!
• Long-Life, Attractive Evans-Built Cabinet!
• Brilliant, Colorful Top Design!
• Standard Bell Fruit Reels!
• Models Now Available:
  Standard 3/5¢ or 25¢
  Straight 5¢ or 25¢

Club Model with One-Cherry Payout

See Your Distributor Today

H. C. Evans & Co.
1528 W. Adams Street, Chicago 7, Illinois
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**SOUTHERN'S SPRING SPECIALS!**

**$19.50**

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<tr>
<th>Game</th>
<th>Price</th>
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<tr>
<td>Action</td>
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<td>Big Hit</td>
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<td>Foreign Colors</td>
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<td>Five, Ten, Twenty</td>
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<td>Grand Canyon</td>
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<td>Keep 'Em Flying</td>
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<td>Midget Racer</td>
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<td>Stage Door Canteen</td>
<td>$169.50</td>
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<tr>
<td>Surf Queen</td>
<td>$129.50</td>
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<tr>
<td>South Seas Victory</td>
<td>$139.50</td>
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On All S-Call Free Play Games, One Balls, Consoles, Slots, Phonographs and Wall Boxes.

"The House that Confidence Built"

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**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

**SEEBURG DISTRIBUTORS IN**

- CINCINNATI - DAYTON - FT. WAYNE
- INDIANAPOLIS - LEXINGTON

**NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS**

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**PUT NEW LIFE TO YOUR EARLIER EXHIBIT GAMES with FLIPPERS**

You can add these popular thrillers yourself. EXHIBIT makes this special offer in the interest of EXHIBIT operators to help them build up their location incomes.

**Each Set Gives an Individual Controlled Flipper to Each Side of Each Game.**

**For Sale—Sacrifice Prices**

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- Thunder 39.50
- Stage Door Canteen 24.50
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- Oklahoma 39.50
- Streamliner 19.50
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- Mayfair 39.50
- White 39.50
- Ranger 39.50
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- Dark Horns 50.00
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- Mills Owl 35.00
- Griffith Daily Racer 150.00
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- 10 Strikes 'n' Spares Each $300.00
- Ring Pin 35.00
- Caturbee 125.00
- Midget Photoactive 205.00
- Champion Hockey 29.50
- Bowling League 29.50
- Line Leekin Hockey 59.50
- Hi-Score Belltdown 99.50
- Eight Ball 75.00

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