Pick a piano rack in practically any U. S. parlor and you can be sure that it holds up a song by Hoagy Carmichael, whose new radio show, “Hoagy Carmichael Sings,” airs via CBS Saturday nights at 7:45 o’clock. A “natural” if there ever was one, Hoagy has parlayed an easy, free-wheeling voice and a tremendous flair for composing into his current niche as one of the leading entertainers in showbusiness. He has averaged 4 song hits a year for 15 years, worked films like “To Have and Have Not” and “Canyon Passage,” waxed Capitol records which have hit consistently high on Best Seller and Most Played charts. Time says “Radio threatens more and more to become little ‘hoagy’s big job. Reason: for the first time a wide public has realized that Carmichael is not only a great songwriter but an extraordinarily tasteful, idiomatic jazz singer.”
89%* OF ALL CONCESSIONAIRES ARE LOSING MONEY!

Thousands of soft drink customers walking around — your customers, but you don’t make a cent on them because you’re fooling around with old-fashioned dispensing methods . . . . clumsy bottles and other inefficiencies. They don’t wait — they walk away — and you’re losing money!

Efficiency can add 50% to your season’s take on soft drinks . . . and that’s exactly what the DRINCOLATOR was designed for . . . EFFICIENCY!

- HERE’S THE ANSWER TO YOUR PRAYERS—
- HERE’S HOW TO HANDLE THE WHOLE CROWD!
- HERE’S HOW TO GET THE MOST OUT OF THE SEASON!
- GUARANTEE TWO WEEKS DELIVERY
- PRICE: $885, F. O. B., MANITOWOC, WISC.

THE DRINCOLATOR

- Counter height to fit into your stand.
  Height 42", width 26", depth 27".
- Small installation cost — just plug into wall socket and connect to city water.
- In seconds the DRINCOLATOR carbonates, refrigerates, flavors and dispenses an authentic drink of Cola, Root Beer or any other two flavors desired. By simply pulling the handle, the DRINCOLATOR can dispense 10 drinks per minute under 40 degrees.
- 500 drink capacity.
- Takes less than a minute to refill DRINCOLATOR’S syrup tanks.

MAKE FROM 250% TO 500% PROFIT

at 5c per cup — for each $3.60 you spend on 2 gallons of syrup and cups, you receive $12.50. Your profit: $8.90 — approximately 250%

at 10c per cup — your profit: $21.40 — almost 500%

For full information on obtaining the DRINCOLATOR for your theaters, write to Drincolator Corp., 312 Madison Ave., New York 17, N. Y.

“PAYS FOR ITSELF WHILE IT PAYS YOU”
Hamid Wins
As Alger Hero
Campus Vote

By Joe Gaida

This is our send-off to one of the biggest men in radio. Last week virtually every trade paper but The Billboard published the fact that Frank Mullen, National Broadcasting Company (NBC) executive vice-president in charge of television operations, and long-time right hand of web Prexy Miles Trammell, was leaving his job as NBC's No. 2 man to head up three big, powerful and important stations (KMPC, Hollywood; WGBR, Cleveland, and WJZ, Detroit). These stations, as some radio folks know, are owned by a gent named G. A. Richards.

It's an important story, obviously, and one we hated to miss. Broadcasting magazine had it Monday, Radio Daily Tuesday and Variety Wednesday as a piece that didn't have a line on it. We sure hated to miss it, and generally when we miss one like it all the guys on the editorial staff form a circle, each man bending over. Then one at a time, each of the guys stands erect and booms in the past, crooked, genial Irishman, "absolutely nothing to it. Richards is a guy I've known for close to 20 years, and I always manage to visit with him when we're in the same town."

So we didn't run the story. We didn't even say "... It is rumored that..." but Frank Mullen denied it.

Friday a week ago last Friday (May 7) Franken got another hot tip. This time the word was that Mullen was quitting his job as second-in-command at the word's largest network to Edwards' three stores and walls. Without delay So Jerry called Mullen again. Out of town. Well, all right, so Jerry called Sydney Eiges, NBC vicepresident in charge of public relations. Eiges was the guy who a few weeks back had been the go-between for the Evening News of Hollywood. Eiges is a helluva guy from a newspaperman's viewpoint. He understands the problems of guys like Jerry, and he levels. (See Billboard Backstage on page 14)

Paul J. Allen

Mass. Ballroom Ops Organize
To Fight Ban

BOSTON, May 15.—The Massachusetts Ballroom Operators' Association, first attempt in 10 years of outdoor and indoor dance hall owners in the State to organize, was formed at the Hotel Alexandra this week. Embossed on the nautical theme was a pledge to promote the best interests of the industry and to seek new legislation to permit Sunday dancing, now banned in the State.

Arnold E. Kahn was elected secretary and general counsel. A temporary board of directors, a governing board, and a chairman will be elected at the next meeting of the new organization on May 24 at the Statler Hotel. Ballroom operators present for the organization of the Association represented the major ballrooms. (See Indoor-Outdoor on page 35)

4-A's Pitches a Shutout
At Shelvey in Courtroom

By Bill Smith

NEW YORK, May 15.—Matt Shelvey's case against the Associated Artists and Artists and Performers (of Four A's), collapsed with dramatic suddenness Monday in New York Supreme Court Thursday (13) after three days of litigation, giving the Four A's practically everything it wanted.

Justice Dennis O'Leary Cohalan, before whom the case was tried, castigated Shelvey's lawyers for "improper behavior" and ordered Shelvey and his co-plaintiffs present in the courtroom to turn over to the Four A's all property formerly held by the American Guild of Variety Artists (AGVA), of which Shelvey was head until ousted. The court also signed an order enjoining Shelvey from holding himself out as AGVA's national director or ever to use the name.

Who's Right? Immortal

The question of which side was right never came up. The whole proceedings were fouled up in legals which left Shelvey high and dry without any legal representation. The case was only two days old when it was apparent that Arthur W. A. Cowan, trial lawyer for Shelvey, was (See 4-A's Shut Out on page 43)

TV-AM Pkgs.
Hot Properties
Of New Stages

1 Bankroller for 2 Media

NEW YORK, May 15.—Two packages, one for radio and the other for television, were hot properties of New Stages, Inc., this week, following the success of the group's last hit, the Respectful Prostitute. New Stages, made up mainly of top broadcasting names, has introduced novel production concepts into both packages.

The radio show, particularly, has been tailored to meet the increasing efficiency and economical weekly dramatic productions, something heretofore considered too difficult for a stock company. The plan is to sell the radio and tele shows to a single bankroller, altho they are separate entities.

Entering the production line-up as respective heads of the radio and television scenes are leg directors Max Miller and Martin Jones. The latter, veteran producer of such legitimate successes as White Chris and Kick a Foot, reportedly will leave his current post as radio and tele chief of Buchanan and agency to head New Stages' video operation. Jones racked up a potent record in video production at National Broadcasting Company (NBC) (See TV-AM Pkgs. on page 21)

NAB'S Code Put On Spot

By Jerry Franken and Allan Fischler

HOLLYWOOD, May 17.—The 26th annual convention of the National Association of Broadcasters (NAB) started here this morning (Monday) with the broadcasters of the nation on a highly uncomfortable spot. After a year of talk and revision the industry's prospective code is again up for discussion, with the broadcasters a widely and outspoken split that advocates of the code fear that if it is not adopted in some form or other, the NAB, representing radio as a whole, will be in for a new and severe siege of criticism.

Revisions of this possibility was shown in the annual report made this morning (Monday) by Judge Justice Martin Jones. Miller spoke on "Radio Broadcasting, A Profession" and stressed the great responsibility placed on licensees to function in the public service, a characteristic model broadcasting comparable to the medical, legal and other professions and establishing the basic difference between a business designed to operate purely for profit (See NAB's Code on page 5)
RCA About-Faces on 2-Band TV

Other Biggies Surprise With Uptairs Okay

Sept. Hearing To Be Lively

WASHINGTON, May 15.—The Federal Communications Commission's (FCC) upcoming September 29 hearing on upstair television (The Billboard, May 8, 15) is due for a surprise turn when the Radio Corporation of America (RCA) and other biggies register wrinkles in their dual-band television—use of both the upstair frequencies and the present low band.

At the same time, RCA will once again be in the forefront of opposition to any complete shift to exclusive upstair television. RCA will fight tooth and nail against abandonment or even a shrinkage of commercial television space present in the dual-band video, and will support its contention with an exhauster new engineering report strongly advocating dual-band video. RCA will move to exclusive ultra-high frequency (UHF) television at this time.

The report will show recent developments purporting to prove that not only were such a move premature but also that it would wreck commercial television.

Will Sound Keynote

In recording itself next September for the first time at any FCC proceeding, RCA will be presenting its dual-band video, RCA is expected to sound the keynote for the entire hearing. The FCC has reportedly already considered certain, however, to leave the FCC in a dilemma, since the commission would face the dilemma of an unusual influential broadcast, maritime, and radio interests if it did not serve two previously valuable bands—upper and lower—for commercial desirability.

Consequently, while RCA will app. (See RCA ABOUT-FACES, page 21)
NAB'S CODE PUT ON SPOT

Advocates Hypoed
Publicity by Radio

HOLLYWOOD, May 17.—Charles G. Mortimer Jr., chairman of the Advertising Council and vice-presi-
dent of the American Radio Manufacturers Association, called on local station operators to take the lead in expanding the work of the council. Mortimer referred to the case for the wide-
spread employment of commercial radio as a public service medium. Speaking at a luncheon meeting of the National Association of Broadcasters (NAB) convention today, Mortimer lauded the previous work of broadcasters in co-operating with the Council's orga-
nization to achieve free air time to projects and appeals in the public interest.

Outlining future plans, Mortimer asked broadcasters for financial sup-
port to reach a projected budget of $50,000. Stations were asked to con-
tribute amounts equal to their top quarter-hour rate. Tele operators were also asked to pitch in and do their part in latching on to over-all council plans by the Advertising Council. He listed over a dozen new projects that the Council will have for the coming year, including several economic and political educa-
tion programs and the production of a drama serial giving American radio listeners a better understanding of our economic system and its appreciation of the American heritage.

BMB Reducing Subscriber Fee

HOLLYWOOD, May 17.—Hugh Feltis, president of Broadcast Meas-
uirement Bureau, announced a 5 per cent reduction in the bureau's subscription fees beginning July 1, when he addressed delegates to the National Association of Broadcasters (NAB) convention here Tuesday. Reduction passed on to mem-
bership stems from operating economies, increased subscriber registration, and the prospect of new subscribers to BMB services. Feltis said that the March, 1949, survey of station and web audiences would contain numerous additional cities to supplement total weekly audience figures. Feltis will also disclose that the 1949 survey will measure FM and television, and will offer sub-
scribers combination rates for FM, video and radio measurement surveys.

Sealtest Knives
Carson July 8

HOLLYWOOD, May 15.—The Jack Carson arier became the latest radio casualty this week when Sealtest, that produce gives a high rating, but has no market. He replied that they would not par-
not participate next year, was that awards were presented competitively. They pointed out that in many categories there were two few shows to pay awards on a competitive basis. In one bracket, for ex-
ample, a symphony orchestra competed with a program featuring live canaries.

Sunday Slot to Fruehau

NEW YORK, May 15.—American Broadcasting Company (ABC) this week sold the 3:30-3:15 p.m. Sunday slot to Fruehau Trailer Company of Detroit, thru the Zimmer-Tucker Agency. Commentator Harrison Wood will fill the spot, starting June 20.

Hiya, Palsy!

HOLLYWOOD, May 15.—Meeting of National Broadcast-
ing Company (NBC) affiliates here today was marked and larded with cameraderie, in sharp contrast to last year's pre-
convention sessions when some stations were balking over proposed changes in commercial policy procedures.

Only four out of the 130 sparsely attended session came in this of some current NBC sustaining, especially music shows. Speakers at the web meetings included NAB's new director of television; Jacob Evans, promotion manager; Tom McGraw, program manager; Hugh M. Bevillé Jr., director of re-
search, advertising, promotion director; Tom Knowe, press department manager; Les Raddatz, Hollywood press agent, and John Thompson, Frisco news director.

Miller Urges Its Adoption & Observe

Opposition Gathers Support

(Continued from page 3) and a profession that adoption of a code is a
profession of "guilt" by declaring that it is axiomatic that high stand-
ards are co-related to high prestige. He also warned that they would pre-
vent strikers outside regulation. That made it all the more essential, he noted, that radio's self-imposed standards be completely enforceable and that all broadcasters could live and operate under them. He also criti-
nized the government's code, claiming that they set their own rules for themselves and that they had no awareness of the many pro-
posals for greater government control of broadcasting. He stated that many instances of such control lusting the Blue Book, the Mayflower Doctrine, anti-trust regulations and other laws. Unless radio acted in its own behalf, Miller warned, it might be dealt with legislatively as have some union leaders.

Insure Observance

Miller also declared that when a code is adopted he plans to appoint a code administrator with the power and authority to see that it is observed.

Meanwhile the opposition to the code also is getting increased support. The drive is spear-
headed by Ed Brein, newly elected independent NAB director of the
KXFD, Fort Dodge, Ia. Brein, who has circulated a petition designed to de
prive the NAB of its powers to pass a code, referring the issue back to a regular convention. In the proposal for the code, it was obvious, however, that this afternoon's code discussion (Mon-
day) which takes place too late to be covered in this issue of The Billboard was going to be the convention's stormiest session.

Miller's Code of Ethics

Mulls Award Axing

CHICAGO, May 15.—Possibility that the annual radio program awards will be discontinued next year unless award systems were changed, came to light here this week. Judging by this year's competition had been held.

Principal gripe of the judges, many said they would not par-
ticipate next year, was that awards were presented competitively. The point out that in many categories there were two few shows to pay awards on a competitive basis. In one bracket, for ex-
ample, a symphony orchestra competed with a program featuring live canaries.

WBEN-TV Debuts, Joins NBC Network

BUFFALO, May 15.—WBEN-TV yesterday (14) debuted and became an affiliate of the video web of the National Broadcasting Co. in New York (NBC). The station, which is a non-
profit educational affiliate, will operate as a joint venture to join the Midwest NBC tele web in Oct. Plans call for joining this web with the East Coast network in December.

WBEN-TV is owned and operated by WBEN, Inc., whose AM operation has been an NBC affiliate since 1890.

Busy Signal

PHILADELPHIA, May 15.—WPEN's Ed Hurst dined a num-
er of reservations recently. He said a lady who answered was ready to give her a $120.75 radio-
phone for her radio. She gave the correct reply to the question he was asking.

"I'm right in the middle of my homework," the lady replied briefly, "and I'm not in the mood to answer any questions."

She hung up.
NBC Studies Replacement For Mullen

Personnel Changes Skedded

NEW YORK, May 15.—The National Broadcasting Company (NBC), shortening its management will announce further personnel changes and name an executive vice-president and a new District Manager to replace Frank Mullen, who last week announced his resignation (effective July 1) to join the G. B. Stern radio enterprises. Mullen will become sales vice-president of WJZ, Baltimore, WGBR, and KNX, Los Angeles. The position of NBC's No. 2 man is currently regarded as unfilled—the Mullen functions being divided among a number of executives.

That this spot is filled is deemed absolutely necessary in view of the fact that NBC faces a tremendous load on President Niles Trammell, even though the latter has four administrative vice-presidents.

At this point, it is believed that the wired No. 2 man will be picked from one of the four administrative veepes, namely, Ken Dyke, Harry Kopf, Sid Strotz and Orson Welles.

Video Worries

The current alignment has Sid Strotz, vice-president in charge of the Western division, and on the administrative vice-president in charge of television sales, and Trammell, who applied himself intensively the past year. The plan now is that Strotz will be in New York, and H. L. C. Van Bergen, New York and Hollywood, continuing to supervise operations of the Western division, and Mr. Van Bergen, who did so for the last part of the NBC brass, is not sure whether Strotz will have the time to devote enough time to television. It's assumed that even though the Hollywood is expected to become an important video center, video activity is concentrated in the East, as are the intercommunications agencies.

MacDonald, who previously administered fiscal matters, will now coordinate operations and financial activities.

Charles P. Hammond, vice-president and executive vice-president of NBC, and Muller, has been appointed assistant to President Trammell. Reporting to him will be NBC's advertising and promotion, research, information and operations vice-president, Mr. E. Kerst, director of television, was named executive assistant to Strotz, and Carleton Moore, manager of the TV department, was named director of TV operations with Mr. Blackburn, national television program manager, reports to Smith.

Ken Dyke, program vice-president, and Harry Kopf, vice-president in charge of sales and station relations, will now report directly to Trammell, whereas they formerly reported to Mullen.

It is reported getting a salary of $10,000 annually and a substantial block of stock.

HOLLYWOOD, May 15.—The switch to color television at Richard's radio empire has, of course, created speculation in the trade as to a possible change in the National Broadcasting Company (NBC) and KFI's Mutual Broadcasting System's relationship. KFI is an owned outlet here and has aired its shows via KFI. NBC wants to buy KFI and has bid $2,544,600 for the station, and price was asked. On the other hand, Richards is known to favor an affiliation pact rather than a sale. In some quarters it is believed that Richards, a strategist, felt that Mullen would have the inside track in maneuvering for the property.
NEW LAB BOARD FAVORS CODE

Most Okay Some Industry Regulation; Breen Dissents

NEW YORK, May 15.—At the National Association of Broadcasters (NAB) made ready to begin its annual convention Monday (17), the chief topic of discussion remained the proposed industry code of practice. Because the code has for so long occupied the industry's limelight, and because final disposition rests in the hands of the newly elected NAB board of directors, the Billboard has polled those directors to ascertain their views. Most, as will be seen in their statements, favor approval of either this code or some similar code.

The most outspoken opponent of the code is Ed Breen, newly elected independent broadcaster of KFVX, Fort Dix, N.J. In a statement which does not apply to himself and its commerce, the board of directors to approve or disapprove, as it wants, the code, the board said it could be voted on the board as a whole.

Not all directors felt privileged to comment in reply to the Billboard's question: some, such as Hugh Terry, KLL, Denver, taking the position they did not care to speak for their districts. Others who did not comment were T. A. To, KAK, Pueblo, Colo., and J. R. McCollough, WAAS, Norrath, Henry P. Johnston, WSCN, Birmingham; H. W. Slocv, WMC, Memphis; Bill Quinn, WMT, Cedar Rapids; M. A. Hanna, WIO, In. St.; N. Y., and Harold Fellow, WEXI, Boston, who was on route to the Coast when queried.

G. RICHARD SHAFTO
WIN, Columbia, S. C.
Director-at-Large
Medium Stations

I am strongly in favor of the new code —and one which will define the standards of the best broadcasting practices that can be agreed upon by a substantial majority. Whatever code is adopted can best be tested by adverse public opinion. As it is consistently violated, NAB cannot enforce it.

A good standard of practice —clearly enunciated—will serve as a guide. (See G. Richard Sheffo on page 8)

GILMORE N. NUNN
WAP, Lexington, Ky.
District 7

While the majority of broadcasters already exceed the levels of good broadcasting, as published in the proposed code, it appears that the adoption of some standards of practice is desirable and acceptable to listener, broadcaster, and sponsor, but necessary in the light of pub... (See Gilmore N. Nunn on page 8)

CLAIR R. McCOLLAUGH
WGAL, Lancaster, Pa.
Director-at-Large
Small Stations

Much progress has been made toward shaping the proposals for the Radio Broadcasters' Standards of Practic. A workable document has been established by number of very important points need to be clarified and revised. The standards are likely to be acceptable to the industry as a whole. I am in favor of a standards of practice, if sensibly enough drawn to be workable. (See Clair R. McCollough, page 9)

HOWARD LANE
WJIB, Chicago
\*\*\*\*

I am and have been in favor of nine standards of practice for the broadcasting industry. The standards as they now stand are the result of the serious thought of the board of directors, station operators, and industry, including the board of directors, board of district operators, and board of directors of the National Association of Broadcasters. I believe it is a formative step in the direction of adopting standards of practice under which all stations may live, and at the same time increase the effectiveness of those standards. (See Charles C. Caley on page 8)

PAUL W. MORENCY
WFIL, Hartford
\*\*\*\*

I am in favor of a code for the broadcasting industry. As a fellow, I believe the code should take the form of a creed stating the principles and philosophies of broadcasting, rather than at the expense of station management functions.

SMITH

WILLARD D. EGOLF
WRBC, Bethesda, Md.
Director-at-Large
FM Stations, Class A

As a member of the special code committee of the NAB board of directors, which analyzed the reaction of the industry to the document proposed by the last majorly, I feel that the present report represents the ethical viewpoint of the majority of stations. I do not propose any further revisions but I will be interested in any constructive suggestions.

JOHN F. MEACHER
KYSM, Mankato, Minn.
District 11

I believe that an adult broadcasting industry needs a positive and an affirmative expression of the principles for which it stands, together with a statement in some detail of the intention to further those principles in the public interest that have that document in the form adopted by the board last February. I am delighted to report that no board of directors in my district has raised any objection to the standards as they now read.

HARRY BANNISTER
WWJ, Detroit

WWJ's standards have always been higher than those in the proposed code. Therefore I would like to see the code adopted as it stands. I think it good for advertising, good for radio and good for the stations.

BANNISTER

CHARLES C. CALEY
WMIB, Peerin, III.

Directly I am wholeheartedly in favor of standards of practice for the radio industry, both personally and as a member of the board of directors of the National Association of Broadcasters. I believe it is a formative step in the direction of adopting standards of practice under which all stations may live, and at the same time increase the effectiveness of those standards. (See Charles C. Caley on page 8)

CALVIN J. SMITH
KFAC, Los Angeles
District 16

In general I do favor a code for the broadcasting industry. As ever, I believe the code should take the form of a creed stating the principles and philosophies of broadcasting, rather than at the expense of station management functions.

DILLARD

EVERETT L. DILLARD
KOZY, Kansas City, Mo.
Director-at-Large
FM Stations, Class B

I am interested only in a code which will be fair to the overall industry, including the Class B FM stations which I represent. It is my feeling that the problems of the FM stations at this time have a marked similarity to those of the AM independent stations.

REMBERT

CLYDE W. REMBERT
WJR, Detroit

I am in favor of a code gener- ally. I believe that the code as it now stands is a practical instrument for the industry to work under.

WILLIAM B. SMULLIN
KIEM, Eureka, Cali.
District 15

We hope the day will never come when one man or group of men will control what the American people can or cannot hear. What is good broadcasting in one section of the country may not be good broadcasting in another. Standards of good broadcasting are drawn last but a general standard of good manners is accepted by society. Application of such standards still depends upon the individual listener.
GILMORE N. NUNN

(Continued from page 7)

I call attention originally focused upon the industry as a result of the NAB membership's overwhelming approval of the referendum calling for a new code.

No creed or set of standards is or ever will be completely acceptable to all who profess and strive to live by interpreting the Bible—but its very existence has a salutary effect on society as a whole and the practice of it.

I believe the present document, with but minor changes, will be endorsed by the industry as a cornerstone upon which to build continually improved standards of practice.

CHARLES C. CALEY

(Continued from page 7)

radio. The proposed standards as distributed to the stations in final form have received the full consideration of a large segment of the industry and I believe we can all operate successfully under them. Naturally there may be certain revisions necessary in the future, but I think that these revisions can always be brought about in a constructive manner. Therefore, I think that we as an industry should adopt the proposed standards of practice—then use this instrument intelligently and improve it in the future through knowledge gained from its intelligent use.

G. RICHARD SHAFTO

(Continued from page 7)

goal to conscientious broadcasters and will be achieved as their experiences and success give rise to higher standards of operations.

It is a fallacy to hope that any virile, independent industry can fully agree on what constitutes operation in the public interest. Only a watery, ambiguous version of the code could secure complete industry accord.

CLAIR R. MCCOLLOUGH

(Continued from page 7)

to be only one code received from various sources throughout the industry. It is my belief that many stations intend to disregard completely the code, if finally adopted in a form not acceptable to them. This would create an extremely unhappy situation.

If there is to be only one code covering the entire broadcasting industry with its widely diversified local and national interests, then it may be necessary that a code should be general enough in nature to be acceptable to all types of stations.

ROBERT D. ENOCH

KFOX, Oklahoma City

District 12

I am in favor of a code which will set forth specific standards of practice for the radio industry which can be used as a guide and yardstick for all who operate in the industry. It is my belief that such a code can only be a pattern to serve as a guide so that each of us who operates a radio station may, after analysis, determine whether we fall short, meet the code, or in some phases surpass the standard.

I don't, however, believe that a code can do any more than that for an industry, since it must of necessity depend upon human beings and the attitudes that they will have for the assumption of responsibilities. In the main, broadcasters are married men. If you will, take a quick look at the differences in attitudes and acceptances of the responsibilities that have been assumed by each under the marriage vows and those vows should actually be the most seriously considered or any taken.

Let's look at another case. The well-fed man, or the hungry man.

EDWARD BREEN

KVFD, Fort Dodge, In.

Director of Large Small Stations

I am unalterably opposed to the present code and the power vested in the NAB board to formulate and set up a code authority. I will fight any code, anytime, anywhere, that seeks to determine commercialism by the number of spots sold in quarter-hours. Let's measure day and night by hours sold if we are going to do anything.

Here's my creed, which I offer humbly as a substitute for the present NAB horror:

"As one entrusted, for good or ill, with the limitless power of radio, I will endeavor to see that this power is exercised in the best interests of my community and my country. To that end it shall be my effort to keep radio free, courageous and self-supporting.

"So far as it lies within my power: "Radio shall be the champion of truth and mercy and justice."

"Radio shall receive and forever uphold the essential dignity of man and the brotherhood of all men of all creeds and all races.

"Radio shall add to the store of laughter and entertain and amuse with every form of aural art.

"Radio shall seek out and report truthfully the news of our common- wealth, our State, our country and our world. Upon that news radio shall comment freely and without compromise. Radio's time and its microphones shall forever remain open and easily accessible to those whose opinions may be at variance with those which radio's management may hold.

"Radio shall promote the best native traditions of each area it serves in music, in song, in poetry, in drama, in the storyteller's art.

"Radio shall serve every community, State and national endeavor directed toward the common good.

"Radio shall remain individual and unmonopolized by government or business combine and those who own its facilities shall actively engage in its management and be responsible for its growth and development.

"Radio shall serve industry as a friendly and intelligent instrument in telling its story honestly and with courtesy and tact.

"Radio shall serve art, religion, philosophy and education, that men may know each other better and live with understanding, and that we may be voted to the quiet arts of peace.

"Radio shall never be in its search for new ideas, new patterns, new forms, new beauty with which endlessly to entertain and to inform.

HARRY R. SPENCE

KXRO, Aberdeen, Wash.

District 17

If the broadcasters don't supervise themselves, some agency will do it for them. The NAB code is not perfect, but it is a forward step and can be amended if parts are found unacceptable.

KXIO is operating under new commercial limitations and finds copy restrictions are conducive to good listening.

Ethics to the prosperous one would be of physical necessity be compromised by the man who had not eaten. We cannot talk about ethics if a man is hungry or broke. And radio hasn't always been financially successful and there is no reason to believe that we will always be riding the crest of success.

So, I repeat, the best we can ask for is a code of proper standards and then hope that operators and the industry will take them with sufficient sincerity and responsibility. The proposed code offers such a guide to operation.
TELEVISION is Hollywood's hottest interest. In Hollywood, Television means KTLA—programming more hours per week than any other tele-station anywhere. KTLA sells "Hollywood"—the motion picture makers who influence fashions and living standards the world over. Schedule your advertising messages on KTLA for the sales' impulse that travels 'round the world!

KTLA
Your Star Salesman in Hollywood

Hollywood Studios • 5451 Marathon St. • Hollywood 6363
New York Office • 1501 Broadway • Bryant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

A Scene from "The Emperor Waltz" — a current release of Paramount Pictures Inc., starring Bing Crosby and Joan Fontaine
Morey To Drop Non-CBS Segs

NEW YORK, May 15.—Morey Amsterdam's contract with the Columbia Broadcasting System (CBS) specifies that the comic can take on no additional programs once he starts airing for the web. Amsterdam is expected to drop his WHN commitment November 1. He also does a Mutual Broadcasting System (MBS) program, *Step Me If You've Heard This One*, Saturdays at 6:30 p.m. It is believed that unless MBS can shift this show to another slot Amsterdam will have to drop it. It has been rumored as his CBS half-hour series will be aired Saturdays at 9-9:30 p.m., starting July 10.

No Action Yet On Harris, Faye

HOLYWOOD, May 15.—Niles Trammell, proxy of National Broadcasting Company (NBC), said this week that Phil Harris and Alice Faye are acceptable to him for continuation in their 7:30 p.m. Sunday shows. He said that Fitch has not canceled the time slot yet and until they do, no action can be taken about Rexall's purchase of the show. If Fitch retains the time, Rexall may have to move the show to Wednesdays in the fall.

Giant Gridders Get Sponsor

NEW YORK, May 15.—WHN this week signed the F. & M. Schaefer Brewing Company as sponsor of next fall's New York Giants pro football broadcasts. Connie Desmond and Bel Lee will handle the mike chores.

Radio-TV Critics Offer Kudos for Industry Activities

NEW YORK, May 17.—The Radio-Television Critics Circle of New York in a constructive review of the industry's activities during the past year, offered kudos to the Columbia Broadcasting System (CBS) as the outstanding web in terms of public service, responsibility, information and entertainment; to WNEW for its fight against intolerance with *Little Songs on Big Subjects*; to the National Broadcasting Company (NBC) for television promotion and programming, and to CBS video sports programs for camera technique and coverage. More kudos went to DuMont's Court of Current Issues, a courageous dramatization of a public forum; to video announcer Dennis James for his wit and humility; to ABC's *Eternal Light* and ABC's *Greatest Story Ever Told*, as examples of outstanding religious programs; to Abe Burrows, who has developed as an original satirist; to Mutual Broadcasting System's (MBS) *Radio Newsare*, an interesting development in news presentation; to ABC for its dignified documentary on venereal disease, and to Child's World and Candid Microphone as outstanding program developments.

Marcus Cohn AJC Lobbyist

NEW YORK, May 15.—In the May 15 issue of *The Billboard* Marcus Cohn is listed as a lobbyist for the American Jewish Committee. This is incorrect. Cohn is registered as a lobbyist for the American Jewish Committee.

Brown Schools Purchase KGER

HOLLYWOOD, May 15.—Sale of Station KGER, Long Beach and Los Angeles, to the John Brown Schools for $200,000 was confirmed last week by Lee Wyman, station general manager. Disposal of the 5,000-watt harbor area outlet by Dana Latham, executor of the Merwin Doebens estate is subject to approval of the California Probate Court and the Federal Communications Commission.

Exec Alignment Mapped for WLS

CHICAGO, May 15.—Final alignment of executive power was made this week at WLS, local farm station, and its sister operation, *The Procter & Gamble Farmer* newspaper. In a state of flux since the death of Burridge D. Butler, who owned both properties, the arrangement calls for a six-man board of trustees to operate the properties for the charitable trust fund set up in Butler's will and a board of directors of seven.

James E. Edwards, formerly secretary of the two companies, had been made president of both.

AFRA Elects June 19-26

NEW YORK, May 15.—The American Federation of Radio Artists (AFRA) will hold union shop elections June 19 to 26 in New York, Chicago, San Francisco and Los Angeles to comply with the provisions of the Taft-Hartley Act.

Isaac Acquires WCNT, Centralia

WASHINGTON, May 15.—Negotiations for the sale of WCNT, Centralia, Ill., have been completed for a purchase price of $120,000, the Federal Communications Commission reported today. The proposed buyer is George Isaac, of Glemoie, Ill., who for 11 years has been associated with WCILP, Chicago. The transaction has been handled by the Blackburn-Hamilton Company, WCNT owned by Hobart Stephenson, operating on 1210 kcs, with 1,000 watts daytime.

D. C. Sets Now Total 10,800, Record Gain

WASHINGTON, May 15.—There are 10,800 video sets operating in the Washington area, as of May 1, according to the Washington Television Industry's *Radio & TV Guide*. The gain is said to be the largest ever in any one month. The total is an increase of 2,290 over the April 1 figure of 8,600.

The circulation committee consists of James Seiler, of WNBW; Gordon Williamson, of WTTG, and Sam Cooke Digges, of WMALTV. Estimates, made each week, reflect the number of home-made tele kits in operation as well as retail sales totals.

R&R Veepees Resign

NEW YORK, May 15.—Two vice-presidents of Ruthrauff & Ryan ad agency resigned this week. They were W. (Pete) Barnum, of the New York office, and Sam Pierce, head of the Hollywood office.

how to get in fast

(WITHOUT GETTING SOAKED)

This is a yoo hoo to all makers of sun lotions

bathing suits
soft drinks
tea and coffee
ice cream
canned foods for salads
sporting goods
and all other summer products. This is a nod to advertisers who have to sell in a big way in a short time.

Your best way to make a quick, inexpensive, effective SPLASH in the world's richest market— is time on WOR. For WOR exposes your sales message to the largest single-station audience in America; to 34,057,161 people in 430 counties in 18 states!

On WOR, you move right in on a mass of listeners who are ready to hear about your product. Because WOR's shows stay on the air during the summer—and their listeners stay right with them.

Does WOR sell in summer? A soft drink company's sales upped 100% during 13 summer broadcasts. A sun lotion company ... But we could go on like this for days! And WOR does all this fast, high-diving selling for you at low-tide costs. Call LONgacre 4-8000.
Before or after the NAB convention, you'll enjoy seeing all of this spectacular Southern California country that makes us almost as boastful as Texans. KFI wants you to see it for a very selfish reason—so you can believe all the supersize facts about the market.

This is a capsule guidebook to places and things that might interest you. For complete information, we suggest the All-Year Club Free Visitors Bureau, 517 W. Sixth Street—just around the corner from Convention headquarters at the Biltmore.

NORTH OF LOS ANGELES: Take Highway 101 at the foot of Wilshire Blvd. for a leisurely, two-hour ride along the ocean to Santa Barbara. Santa Barbara is the city Chicagoans dream about on January evenings—a clean, urbane community of white stucco walls and red tile roofs, full of flowers, picturesque Spanish California architecture, and high retail sales. You'll find three or four of the best hotels in America here. See the El Paseo's unusual shops. Drive along the ocean to the yacht harbor. Don't miss the Mission with its century-old gardens.

Buellton, an hour north of Santa Barbara, has the world's best split pea soup—if you're that hungry for split pea soup.

That's Ventura county you pass through on the way north—cattle ranches, oil wells in the ocean, and vast citrus groves.

Take the inland route back through the San Fernando Valley. Ten years ago the Valley was mostly bean fields. Now, 350,000 people live here.

Footnote for those who can't forget the radio business: BMB says that KFI is the dominant Los Angeles station with Santa Barbara and Ventura counties' 46,000 radio families.

You can't do it in less than several days—San Bernardino county alone is larger than Massachusetts, Rhode Island, Delaware, and New Jersey combined.

Go out through Pasadena and Cucamonga (that's only the world's largest vineyard you're passing) to San Bernardino, up to the Rim of the World (but easy driving) highway to Lake Arrowhead or one of the other mile-high resorts.

Down the mountain, through San Bernardino and Riverside, sniff that orange-scented air. There's a cherry festival this month at Beaumont, on the road to Palm Springs. The Palm Springs season ends this month but it should still be cool enough to enjoy this famous playground. Coachella Valley's picturesque and profitable date farms are not far away.

Some trip, huh? Well—that's the reason we have 5,000,000 people out here and more coming every year.

A double-edged KFI sales talk: Listen to the reception from Los Angeles stations in this area. Note how much clearer—by far—KFI is. Second sales talk: This is agricultural country, some of the richest in the world. KFI is the West's foremost station in agricultural service—frost warnings nightly, a noon farm report that is 71 the choice of Western farmers.

SOUTHERN CALIFORNIA: It's three hours by car to San Diego. Take longer—there's so much to see. (Santa Fe runs a comfortable streamliner if you're tired of driving.)

Along the ocean, you'll find: Signal Hill bristling with oil derricks; Long Beach—where 200,000 refugees from the Midwest now live; the Pacific Coast's largest harbor—Los Angeles-Long Beach; Laguna's art colony; Newport's land-locked harbor with 4000 pleasure craft afloat; the racetrack a Mr. B. Crosby built at Del Mar.

Like zoos? San Diego has one of the best. It has huge parks, a harbor full of battle wagons, and an adobe Old Town not more than a few minutes from one of the world's great aircraft manufacturing centers.

Old Mexico is simple to get in and out of. You might enjoy watching jai alai—if you're of a blood-thirsty turn of mind.

Return through Santa Ana and the heart of Orange county—some of the richest farm land in America.

The KFI commercial: San Diego is a market of a half-million people. Its metropolitan area is comfortably ahead of Houston or Indianapolis in retail sales. But for KFI advertisers—it's simply a bonus.

EAST OF LOS ANGELES: This is the Palm Springs-Lake Arrowhead tour.
Miller's Presidency a Turning Point in NAB History; Future Scope To Broaden Activities

By Ben Atlas

WASHINGTON, May 15—With the National Association of Broadcasters (NAB) having doubled its membership since the start of Prexy Justin Miller's regime in the fall of 1945, the balance of Miller's first term is expected to witness a broad spread of activities to embrace rapidly widening broadcast frontiers. The association's membership has already climbed to nearly 1,400, with the trade organization's budget rising concurrently to the present peak of $750,000. The continued growth of the AM and FM broadcast fields is expected to bring still more membership increases that may bring the budget to the million-dollar mark by the end of Miller's first term—if not before.

NAB is already making a preliminary slating of its expanded terms of plan for departmental expansion. While some consideration was given to this topic at the 27th annual convention in Los Angeles, the subject is expected to get more exhaustive attention at the NAB board's meetings in August and November, particularly the latter session when budget problems will be major topics. Establishment of a permanent television department is viewed as certain to be among inevitable outgrowths of these discussions probably by 1949.

Miller's Background

Justin Miller's inaugural as NAB's $50,000-a-year president October 1, 1945, is considered to have been the most important turning point in the association's history, since Miller's regime not only stepped up a feverish pace of membership enrollment but also touched off a business-like consolidation of activities and intensified NAB's role as a force in relations with government, management, labor groups, and related industries.

Miller came to the NAB from a career as an associate justice of the United States Court of Appeals. A native of California and still holding a legal residence in Los Angeles, he was attorney and executive officer of the California State Commission of Immigration and Housing from 1919 to 1921, became dean of the law school of the University of Southern California in 1927, transferred to a similar position at Duke University in 1927, became assistant to the Attorney General's Advisory Committee on Crime in 1935, and entered the appeals court bench in Washington in 1937.

One of Miller's first steps as NAB president was appointment of A. D. (Jess) Willard as his executive vice-president at $25,000 a year. This was followed by thorough rebuilding of departments with new blood as well as ideas and functions. Among developments considered to have been chiefly beneficial has been the revitalizing of all of NAB's public relations department to its full strength under Robert K. Richards, whose staff now includes two p. r. assistants, a director of women's activities, and four secretaries. Other major departmental developments have included emphasis on research, engineering, employer-employee relations, program operations, broadcast advertising, and FM as well as AM. Practically all NAB's present department heads, including general counsel Don E. Petty, started their terms under the Justin Miller regime. During this regime, NAB has trimmed what it has regarded as unnecessary operations such as the New York office and the office of a Los Angeles assistant president, plus the latter.

Willer now midway in his first five-year term, Miller's NAB team has become a front-runner in Washington where the normal functions of any trade group include not only handling of in-house problems and programs but also representation of the industry's interests on governmental and related industry matters.

The agitation for what it called remedial labor legislation is considered to have been chiefly responsible for the Leo Vandenberg Act which, despite an adverse court decision on certain phases of its constitutionality, will major test the policy toward radio management fostered by the National Federation of Musicians President James C. Petrillo. The NAB similarly spurred creation of the Industry Music Committee (IMC) which has been a "central clearing house of information" for the music and disk-making industries as well as radio broadcasters and manufacturers.

During this period, NAB took the lead in representations before the Federal Communications Commission (FCC) on such major issues as the FCC's Mayflower ruling against air editorializing, and it emerged as one of the major witnesses at congressional hearings as the proceedings on Sen. Warren Magnuson's bill to overhaul the Communications Act of 1934. Criticized often as "reactor," the NAB has considered by its enthusiasts to have broken from many of the practices which brought on its past troubles.

NAB's first president was Eugene F. McDonald Jr., now head of Zenith Radio Corporation. McDonald served from 1923 to 1925. A succession of similarly "voluntary and unpaid" presidents from 1925 to 1938 included Frank W. Elliott, Earl C. Anthony, William S. Hedges, Walter J. Damra, Havyw Shuy, Alfred J. Cooker, J. Truman Ward, Leo J. Fitz- gaper, William F. Myers, Elmer and Mark Ethridge. The first paid president was Neville Miller, former mayor of Los Angeles, who served from 1938 to 1944.

Harding To Go Back to WCCO

MINNEAPOLIS, May 15.—The back-to-WCCO movement with its second convert here this week with the announcement that Al Harding, peddler at the rival KSTP, was returning to WCCO May 24.

There was a time a few years ago when the WCCO movement was all one way—from the station. But the resignations ended when Merle Janes took over the station management last July. It wasn't very long before he managed to induce Cledell Corden, ace gagber, to come back to WCCO from KSTP.

Harding replaces Harvey Struthers, who moves on to CBS Radio Sales, Chicago, and, according to the grapevine the old "new" WCCO-or is being groomed to succeed Tom Dawson as station sales manager. Harding will head up the latter heads for Radio Sales in New York by next January 1.

This public service category winner in the 5,000—20,000 watt station classification may be heard at The Billboard headquarters at the N.A.B. Convention, and at the special New York exhibit.

KOIN appreciates the honor extended to its half-hour documentary drama "HELL OR HIGH WATER" in The Billboard's local program competition.

A MARSHALL FIELD STATION Portland, Oregon
for distinguished all-round public service programming

WCAU

is awarded first prize in the first local program competition conducted by

The Billboard

* "The WCAU Career Forum"
  Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.

* "Cavalcade of American Politics"
  A dramatic series tracing the heritage of American politics.

* "The Freedom Train"
  WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.

WCAU
50,000 WATTS • CBS AFFILIATE
Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station
BILLBOARD BACKSTAGE

By Joe Caida

The Story of Our Shame—Mullen Switches Jobs and We Don’t Carry a Line

(Continued from page 3)

So Syd got hold of his boss, Mullen, and got back to Jerry. "No so," reported Syd.

So we didn’t run the story. That’s all there was to it.

Another Story

But sometimes you get beat and sometimes you don’t. We’re not going to start this Backstage feature (which we hope to run from time to time whenever anything interesting comes up) on a strictly negative note. If you’ve sat thru this much, stay with it while we tell you about another pretty good story, one on which we beat the pants off all our contemporaries. Clean off.

One of our Hollywood guys did this particular job, and if that Pulitzer mob wants an example of good honest journeyman newspapering we submit this is a fine one. Lee Zito is our Hollywood man’s name. Out his way radio and showbusiness citizens had been talking for some time about the way a local independent station was being operated. Station KMPC. Just talk, nothing concrete, nothing any self-respecting reporter or his paper would print. But interesting. Lee (and a lot of other good newspapermen) were interested. On Friday, February 27, Zito had the story in the kind of shape where a self-respecting newspaper would print it. We did. We made it our page one streamer in the March 6 issue. It said, in the most unexceptional manner possible, that a couple of ex-KMPC employees charged that G. A. Richards, owner of KMPC, had ordered his news department to slant the news. The story kicked off quite a fuss. No other paper had it. And a string of stories (many of these excludes, too) of subsequent developments sustained the interest of many readers.

In the March 13 issue, for instance, another ex-KMPC'er added his own allegations to the charges previously made, and a number of congressmen requested a Federal Communications Commission (FCC) look-see into the case. The Los Angeles Radio News Club sent photostatic copies of orders, alleged to have been written by Richards to his newsmen ordering slanting of the news, to FCC Secretary T. J. Slowie. In the March 20 issue we reported that the American Jewish Congress (AFC), James Roosevelt and others were joining what seemed to be a drive to get FCC to move on the situation. On March 19 the FCC authorized an investigation of the Richards

KFI Suit Tests Court Coverage

HOLLYWOOD, May 15.—An important lawsuit, testing the right of radio stations to share courtroom coverage during trials, was filed in Los Angeles last week by KFI, local National Broadcasting Company (NBC) affiliate. Station sued Orange County Judge Kenneth Morrison and Station KYOE, Santa Ana, Calif., for $150,000, charging defaults in having entered into a conspiracy to deny KFI its right to freedom of the press.

Suit comes as a result of a long wrangle between parties which developed during the Beulah Overredi-George Gollum murder trial in Santa Ana last year. According to KFI's brief, Judge Morrison gave exclusive broadcast rights to KYOE, and refused same privilege to KFI. Moreover, the complaint charged, KYOE made a private deal with KMPC-Hollywood indio, allowing latter station to relay proceedings over KYOE’s lines. KFI was refused the same rights, it is charged.

N. S. Wales Actors Get 10% Wage Hike

SYDNEY, May 15.—Actors on commercial radio stations in New South Wales will receive a wage hike of 10 per cent as the result of a judgment by the Industrial Commission. Actors and Announcers' Equity claimed that casual actors' wages should be increased because of the reduction of hours under the 40-hour week law since earnings were based on an hourly basis. Those affected will be actors engaged in recordings and transmissions and those taking part in live radio shows.

Gem, Not Gillette

NEW YORK, May 15.—In a review of Today's Baseball, aired which re-creates the day's games over WHN, New York, The Billboard, May 1, inadver-

dently stated that the first 15 minutes of the show were spon-
sored, on alternating days, by Gillette razors. The sponsor is American Safety Razor Corpora-
tion, maker of Gem products.

BILLY VIRE

OKLAHOMA CITY

Public Service Programs

... Awareness of Responsibility

WKY's long-standing awareness of its community responsibility has manifested itself in many noteworthy programs, two of which, "The Editors Speak" and "Greed, Color and Cooperation," ranked second among all stations of 5,000 to 20,000 watts in the recent Local Program Competition conducted by The Billboard.

WKY OKLAHOMA CITY

OWNED AND OPERATED BY THE OKELOMA PUBLISHING CO.; THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN KVO, COLORADO SPRINGS — KKL, DENVER (Affiliated Management) — REPRESENTED BY THE KATZ AGENCY.
Radio and Television Program Reviews

WINX of Washington is Proud to be Selected for Outstanding Public Service in the 250-1000 Watt Station Class

WINX is conscious of its special obligations, as an independent, newspaper-owned station in the Nation's Capital. It programs deliberately with the unique interests of its Capital city audience always in mind: dependable news, agreeable music, entertainment tailored to the tastes of this white-collar city. And the special interest of Washingtonians in governmental affairs is never forgotten.

This kind of programming has already given WINX a greater audience for 9 hours of each five-day week than is enjoyed by any other Washington independent station (and one network affiliate). With the greater coverage just made available by engineering changes, WINX will be able to serve you better than ever. Write for the details. And remember—you're in good company, on a prize-winning station, when you're on WINX.

School Days

Reviewed Wednesday, June 14, Style—Quiz. Sustaining via DuMont Television Network, Wednesdays, 8-8:30 p.m. Producer: Ray Harper; director, James Caddigan; stage manager, Lenny Messing; sets by Rudy Luck; technical director, Frank Bunetta; audio engineer, Tom Elson; video engineer, Jack Falato; cameramen: Ed Bizares, Barry Shear; cast, Happy Felton.

In this new show, airing over the DuMont network, Happy Felton is making his bid to become the cheery emcee of television. Felton bounces over with good cheer on this audience participation show, and even pauses while breezing onto the set to plant a juicy kiss on the cheek of an elderly lady. While Felton tried hard, the initial outing was filled with frustrations, since the plainly planned gags and routines came out as well as expected. The basis for the show, however, is still a standard Felton vaude routine. Felton, as the teacher, has five guests sitting at old-fashioned elementary school desks. Plenty of silly gags, planned to make the participants seem amusing, were spotted thru the 30 minutes. In one of these, all the “students” were blowing balloons, instead of holding up a hand. A mock play, directed by Felton, fell flat when the participants failed to register the extreme emotions he attempted to evoke. And Felton, in one place, showed poor taste by ridiculing a lisp with which one lad was afflicted.

But the show at least exhibited huge quantities of energy. And some week all of Felton’s gags will click. When that happens, it should be a funny show, particularly for viewers with a radio bent. Meanwhile, it must be reported that what sounded suspiciously like a cliche was introduced to video, with boisterous laughter from an invisible studio audience wafting in with amazing regularity and unison.

Sam Chase.

May 22, 1948
Radio and Television Program Reviews

Face the Music
Reviewed Wednesday (121). Style—Music. Starring via Columbia Broadcasting System television network, Wednesdays, 7:15-7:30 p.m. Producers: Ace Orr, director; Ralph Levy, director/#1, Richard Rhyetchick, technical supervisor; Andrew Mercier; cast: Shaye Cogan (soprano), Desmond and Shaye Cogan, Tony Matola’s instrumental trio.

Face the Music is essentially a good video package. It’s simply conceived and in that sense it’s tuneful. The program reviewed, however, emphasized once again that it is mandatory that performers learn to comport themselves well before the cameras. Apparently, there is nothing quite as cruel as a television camera, and a performer without the necessary camera presence, poise or whatever you care to call it, runs the risk of damaging his drawing power measurably.

In other words, performers on video, be they warblers, jugglers or what, must to some extent be actors—otherwise their warbling and juggles will go for naught.

Face the Music has baritone John Coy Desmond and soprano Shaye Cogan, plus Tony Matola’s instrumental trio (guitar, piano and bass). Desmond and Shaye appeared somewhat awkward during the first section of show. There seemed to be no reason for Desmond to walk around as much as he did. However, during later sequences, both Desmond and Shaye appeared much more natural and at ease and because of this visual improvement, their singing was more pleasing. Ironing out kinks of this sort will make or break many of the initial video programs.

Good Pick of Tunes
Desmond, Cogan and the trio rendered a good selection of tunes, including ’S Wonderful, Got a Saturday Date and Side by Side. They did both solos and duets, the best of the latter being Side by Side, which was given a simple but effective production twist. ’No set for this tune, for instance, depicted a crossroads, with the boy and girl trying to hitch a ride. There were, of course, appropriate sound effects. By no means a lavish treatment, yet it helps to dress up a tune and show the singers to good advantage.

Paul Ackerman.

The Human Side of the News
Reviewed May 13
NASH-KELVINATOR CORP. (Kelvinator Div.)
C. J. Coward, Dir. of Adkg., and thru Goyer, Newell & Ganger, Inc.
Via ARC
Via WIZ, 6:30-6:35 p.m., MTWF; Via RvB Network, 7-7:05 p.m., MTWF
Director, Joseph Graham; announcer, Jimmy Blaine; commentator, Edwin C. Hill

Current Hooperating of the program
(Effective April 26)
None Average Hooperating for shows of this type (News-Campaign)

Current Hooperating of shows preceding and following chuting (such as None CURRENT HOOPERATING OF SHO"NS ON

CBS: "Beulah"
NMB: "Super Club"

Edwin C. Hill, a grizzled veteran by broadcasting standards, has held off on a new series of five-grade news-feature shows under the banner of Kelvinator. In this airer, Hill turned his traditional style of many years by maintaining a leisurely, unexcited delivery and clinging to the feature type of yarn, leaving the

Go for the House
Reviewed May 5
Sustaining Via ABC
Wednesdays, 9:30-10 p.m.
Estimated Talent Cost: $2,500; producers: Bob Jeffrey, Joseph Cleary; announcer, Doug Browning; emcee, John Reed King; cast: couples chosen from the audience.

Current Hooperating of the program
Blaze April 25
MTWTF, 9:30-10 p.m.

Current Hooperating of show preceding and following chuting

CBS: "Harried of State"
NMB: "Mr. District Attorney"

This quiz show is quite a lively package. It offers its chief appeal that most attractive of all giveaways: a house. And not just a shell, but one loaded with all the accouterments of modern living, such as a Servel refrigerator, furniture and what not. Even, in fact, a pooh who is waiting for the new masters to move in. Emcee John Reed King makes the most of this tempting offer, posing his questions to married couples who are on the prowl for living quarters. Each couple, acting as a team, tries to answer seven questions. These questions permit prizes which are in the nature of furnishings for the home. The couples after the third question, can either take their loot and scam or "go for the house." The seventh question, of course, is a hula. If muffed, all is lost. For the couple can get another chance at a seventh question on the next broadcast.

Ably Handled
John Reed King handles this tempting proposition very ably, questioning his couples so as to emphasize their housing problems and difficulties at home. When he poses his questions, he builds to a fine climax as the opening puzzlers being comparatively easy and the latter ones very tough. One of the latter, for instance, asked for the day, month and year in which the Star Spangled Banner was designated as the national anthem.

Couples are chosen from the studio audience. Anxiety and excitement of the audience, incidentally, was very well projected over the mike. The format of the show also includes a teaser for the listening audience—a question and answer angle whereby somebody out in the ether may win a house also.

From all points of view this program looks like a smart operation. Its production cost is quite low, and therefore a bankroller could afford to give away a house once in a while.

The web should snag a sponsor with this one. Paul Ackerman.

C.F.R.B.
TORONTO WINS BILLBOARD AWARD!

Yes, C.F.R.B. programming scores again! This time in The Billboard First Annual Local Program Competition . . . C.F.R.B.’s "WISHART CAMPBELL PRESENTS" is an award-winner!

We’re proud of this independent confirmation that C.F.R.B.’s programming is out in front. (You’ll find our ratings tell the same story!)
Tennis Matches
For the first time since the night of the 11th, when the 40 or so players invaded Madison Square Garden and thereby came before the world, Bobby Riggs and costar Howard Wills with wire camcorders was too long or perhaps the technical problems in covering tennis proved too formidable, but at any rate, the handling of the two matches for telecast was much as desired.
The show proved to be that the cameras were in their accustomed CBS balcony, just below the mezzanine, and while that proved excellent for hockey and basketball coverage, it should be improved upon for tennis. The location proved too low to permit viewers to see clearly because of the angles landed in or out of bounds and also necessitated the cameras following the ball from one side of the court to the other, which was anything but easy on the eyes. At one point of the first match, between Pancho Segura and Dinny Pails, coverage was attempted, but the foul lines at both back courts as well as one or both playing generally were not violable. In the latter stages of the opening match and for the main event between Bobby Riggs and Howard Wills, the cameramen had sharpened their sights and were capturing virtually all of the play in their lenses. But the low trajectory continued to hamper viewers who had to strain to catch the exact location of the ball.
Ted Husing
The calling of the play was handled by Ted Husing, who came out of the semi-retirement of his disk job to do the job for the purpose. Husing was inclined to use the adjective "beautiful" too often, and the first person situation rarely failed to put on an appearance at least once per sentence. Aside from that, however, Husing did his usual capable job in spotting, annotating and highlighting trends in the matches and his definition of the play of the contestants was generally of a high order. Kramer as an exponent of the "big game," his comparison of Kramer with a winner of a Goren, and his unfavorable comparison of Riggs's current personal style against previous outings. It's true Husing was inclined to be a bit condescending toward the audience at times, but he noticed himself on several occasions and sought to back out of the spot by ad-libby phrases like—"of course you know that." Both Riggs and Husing need a bit more work at tennis coverage for best results. And CBS needs a new perch for its cameras at those events.

The Hawthorne Show
Reviewed May 7
It takes only a quick listen to see why disk jockey Hawthorne has suddenly become one of the best pieces of talent on local airwaves. His originality, ease and novel appeal, added to his smooth personality, are all with plenty of interest already coming from network talent buyers. Actually, the show bears little relation to disk jockey jobs. Hawthorne is primarily a comic, employing records only insofar as they aid his unhindered brand of humor. His show does use record cuts (about four to the half-hour program) to only butcher the disk by speeding up the turntable, playing two simultaneously, singing in a campy style, and otherwise murdering the tune. His principal appeal is in the use of voice dublings, prerecorded on a large disk and cut into the program at the last possible moment. He may put on a pitch for one of his several bankroll buyers, only to have a voice in with a pointless phrase or slogan. He may stop a platter in the middle of a song, bring in a word of soft femininity appeal, and talk back to the voice with a remark ranging from snide to ridiculous.
Program was developed by Hawthorne with record cues to organized audience interruptions are done with split second timing. Hawthorne's delivery is easy. He undersells rather than punch sage. Laid is currently airing over four local stations. Negotiations are pending with American Broadcasting Company to bring the comic to the net in a summer slot. His present format embraces the puckish quality of Arthur Godfrey and the freshness of Henry Morgan. If his air person- ality can be sustained without losing its novel appeal, Hawthorne may well become a comedy find.
Laid will depend, however, on the manner in which trick devices are employed, for there is always danger that repeated use may wear thin. At any rate, he bears watching.

The Magic Numbers at the NAB
Two Three Eight
and
Two Three Nine
Those are your magic numbers for this year's NAB Convention.
The magic? Simple.
... the wonder of TOP Programing

First Local Public
and Music Program Categories

Come on up — Open House 10 a.m. till... thruout the Convention

In addition, Billboard will serve the industry, as usual, with complete Convention news coverage — before, during and after. Our representatives at the Convention will include Jerry Franken, radio editor; Hope Kemper, New York office; Sam Abbott, manager, Hollywood office; Lee Zito, Alan Fletcher, Doug Rhodes, Bud Richards, and Connie Horne, Hollywood office.

So don't say "Abracadabra"... say

SUITE 2338-9
AM, Not Video, Still Rules Airwaves, Declares Lew Weiss

LOS ANGELES, May 15.—On the eve of the annual convention of the National Association of Broadcasters (NAB) here, The Billboard asked Lewis Allen Weiss, chairman of the board of Mutual (MBS) and vice-president and general manager of the Don Lee network, to comment on one of the knottiest problems confronting broadcasters today—television. Weiss, who will soon inaugurate commercial service for Television Station KTLU, Don Lee's first commercial video operation, upped and said as follows:

By Lewis Allen Weiss

In this modern day, some radio broadcasters, confronted with spiraling operating costs and labor situations, are beginning to wonder if television, the Carysops of the megacycle world, is preparing to usurp the AM field, having already gobbled FM as its very own means of audio transmission on the video channel.

However, kilicycle is still king, in my opinion. It will continue to be king for some time, despite the psychological warfare of TV opportunists who have exhibited a darkheart but simple ignorance of television costs. In the realm of pure imagination, the possibilities are enormous; and the future is indeed bright, but sponsors, when not experimenting with techniques in a new medium, are realists who demand measured coverage at a competitive price, even for television and these prices are going down while costs are going up in all media.

The fact that public interest at this point has risen to a new high, that television is licensed commercially, that the coaxial cable will soon span the nation, and that big advertisers anticipate the impact of the home appliance screen, television is no short-term bonanza.

Oh, That Budget

Well-financed and famous organizations which have decided to engage in the philanthropy of television broadcasting are discovering that initial installment, programming and personnel expenses to get on the air exceed original estimates greatly, and that the anticipated date of return on the investment is in the indefinite future. For the business man, TV is an unknown risk. Most businesses start from modest beginnings and grow slowly; but well-wishers seem to believe that television is going to spring up full-grown, almost overnight. Our sincerest wish is that those who jump headlong into television with large expenditures will have the forbearance to continue the intensity of their spending over the years.

Aside from ill of a harum-scarum nature, television itself is beset by failure of some of its handlers to realize that the highest type of showmanship is required. A faithful classified ad-taker, a veteran radio announcer or even a highly successful individual in any field does not necessarily indicate a great potential for television. It was years before radio journalists developed their own specialists, and the same problems lie ahead for television.

Don't Slough FM

Some broadcasters may allow themselves to become so preoccupied with television they neglect their business. (See AM STILL RULES on page 21)

The Nation's Favorite

EDDY ARNOLD

The Tennessee Plowboy and his Guitar
with ROY WIGGINS

Exclusive RCA-VICTOR Recording Artist

OVER 3 MILLION EDDY ARNOLD RECORDS SOLD IN ONE YEAR

From The Billboard

NUMBER ONE
ACROSS THE MUSIC-DISK BOARD
No. 1 Folk Disk in the Nation's Juke Boxes
ANYTIME by Eddy Arnold and His Tennessee Plowboys, Victor 20-3700

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are initially recorded and most played in Juke boxes according to The Billboard's weekly survey among Juke box operators.

For Radio,
CHARLEY AND BILL BROWN

Personal Appearances
Coast-to-Coast

EXCLUSIVE MANAGEMENT

THOMAS A. PARKER

MONORAM PRODUCTIONS, Nashville, Tenn.

Affiliated
HILL & RANGE SONGS, INC.

Representation for Motion Pictures
WM. MORRIS AGENCY, INC.

Established 1968

MILLS MONDAY
MUTUAL, EDDY VAN DAMMS
Promotion Manager:
OUR THE QUESTI RADIO

excellent daytime programming.
We the Spike Hayloft Luncheon at Sardi's, Mutual Western Theater, over 300 stations.

Hospitality Time', WSM.

asured Exclusive anytime among juke

records listed are initially recorded and most played in Juke boxes according to The Billboard's weekly survey among Juke box operators.

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Hospitality Time', WSM.
Program Competition Idea Digest

250-1,000-Watt Stations Show Unusual Ideas

ECHOES OF THE MUNICIPAL OPERA, ST. LOUIS. Records of numbers from shows done in previous years by those stations, with the commentary including date the show was presented locally, cast members who became famous, shows to come, etc. Music is transcribed from records onto a disk about a fortnight before broadcast.

PLIANORAMA, KXOL, FORT WORTH. Airer spotlights records of classical music utilizing a group of boys, composed by and con- ducted by a girl-boy team covering briefly the backgrounds of the numbers performed, the composer and the recording artist. Show is sponsored by local piano dealer.

MUSIC FOR THE CONNOISSEUR, WNYC, NEW YORK. The non-commercial municipal station presents in this half-hour program selections from the library of recorded classics, generally far off the beaten path. Commentary by David Randolph is pertinent stuff, with zing and bite. Randolph is not afraid to be positive.

BEHIND THE SCENES IN MUSIC, WNYC, NEW YORK. L. e on Barzin continues his series of background notes of the National Orchestral Association. He may stop the musicians at any point in the symphony, ask them whether it's good, Barzin's comments are colorful and vigorous, and it makes for fine listening.

IMAGINATION HALL, WREB, PITTSFIELD, MASS. A full-hour pro- gram of jazz, classical music and show tunes. Music is transcribed from records onto a disk about a fortnight before broadcast.

KATHY WOOD SINGS, WCH, NORFOLK, VA. Kathryn Wood, the singer, varying from operatic to Noel Coward. She is backed up by Billy Jordan on the violin and Doris Marshall on piano, which each takes turns with solos as well, playing classical and show tunes on clarinet and contrabass. The effect is an informative show.

HARP STRINGS, WCPA, BETHEL LEHM, PA. Betty Fry plays the harp and sings on this 15-minute show, which airs twice weekly. Number of regular soloists, both classical and show tunes, is impressive. Interesting small-station program of an economical nature.

CITY TAP, WABC, LOS ANGELES. The Jimmie Doran show utilizes a clever and tricky succession of rec- orders, usually very well made, by top disk names for his show and spaces them as the personalities actually were present in the studio. He uses his name, seems to (See 250-1,000-WATT on page 22)

AS ONE ARTIST TO ANOTHER!

If you are tired of your talent, keep it. It has value. If you are lucky enough to have an artist of talent, make sure its good. GERMANY HARDEST HIGH GLOSS.

PHOTOGRAPHS

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RADIO

The Billboard

Here's the "Idea Digest"

NEW YORK, May 15—Because so many of the programs entered in The Billboard's first Local Program Competition displayed ingen- uity in originality, we present a "idea digest," summarizing the purposes and methods pursued by winning and un- winning entries. Many shows which captured no awards nevertheless showed striking qualities which may lead substantial contributions to local programming.

On this page is a digest of programs entered in the music cate- gory. This week's digest is the result of a similar digest of public service entry. Also in next week's issue of The Billboard will be the announcement of winners in the news and comment cate- gories.

50,000-Watt Programs

CONTemporary music--WOR, NEW YORK. Classical numbers by per- formers in the WOR orchestra. Each show is dedicated to a different composer, or blend of composers, with the program closing, as a rule, with a comment by the.preventing the name of the composer shown. This approach to show programming makes for an interesting evening, even though the selection is somewhat critical. The music on the programs is fascinating, and the comments are both informative and interesting.

THE HOUSE THAT MUSIC BUILT, WENR, CHICAGO. A live show of classical music, continuing and sales messages. The music is distributed by a four-piece orchestra, organist, organist, organist, organist. Cast includes an 18-piece orchestra, an instrumental orchestra, and a group of pianists, organists, and harpists.

OVER THE RAINBOW, KOIN, PORTLAND, ORE. The station's staff conduc- ts and comments. Show is conducted by Bob Falter, who is often joined by various members of the KOIN staff. The show is a good one, and it makes for fine listening.

THE 400-BOUR, WMAG, CHICAGO. A 35-minute program of classical re- cords, which airs weekly starting at 7 a.m. Norman Ross announces and interjects the music regularly with the news and weather reports.

CONCERT OR CONR, KMOX, ST. LOUIS. Show attempts to acquaint listeners who prefer classical music with hillbilly stuff and vice versa. Classics are on wax, while the sta- tion's Champion Hillbillys turn out the corn live.

A MOOD IN MUSIC, WJIN, NEW YORK. Joel Herron and the WJIN staff play music associated with the activities of their station. Herron's pianistics, with smooth strings and muted brass sounds, are captured on the tape. Classical works are played into the mold, and the music is handed over to the audience. The effect is a charming and interesting show, well worth listening to.

MAKE WAY FOR YOUR NEIGHBOR, WJRE, DETROIT. Corial work features teenagers from local high schools, plus an occasional show from the city. Herron discovers that this is a talent show, and he develops it into a show of real stature.

ART VAN DAMME QUINNET, WMAG, CHICAGO. A half-hour program featuring the music of the week. Each show is devoted to a different composer, or blend of composers. The show is conducted by Bob Falter, who is often joined by various members of the WMAG staff. The effect is a charming and interesting show, well worth listening to.

MANOR HOUSE PARTY, WMAQ, CHICAGO. Small jazz ensemble and singing of baritone Skip Farrell are combined with a letter-writing con- test by the sponsor, in which listeners ask for their favorite numbers and tell the sponsor why they want them.

MUSICAL MILKWAGON, WMAO, CHICAGO. Small ork plus the Dim- ming Sisters and soloists. The music is distributed by a four-piece orchestra, organist, organist, organist, organist. Cast includes a 18-piece orchestra, an instrumental orchestra, and a group of pianists, organists, and harpists.

JIMMY BLADE AND HIS MUSIC, WMAQ, CHICAGO. Jimmy Blade's program draws on the music of the world, from jazz to classical works, and Blade is a right good man on the keyboard. He also gets a big assist from the WMAQ staff, which is led by a listener who has written why the person named should gain that recognition.

MELODY LANE, WBBM, CHICAGO. A program of classical music, with the tunes generally pegged from the "concert hall." The show is conducted by a tenor, with occasional solos from local musicians and female vocalists.

THE JUICE CASE, WSTER, BOSTON. A program of classical music, with the tunes generally pegged from the "concert hall." The show is conducted by a tenor, with occasional solos from local musicians and female vocalists.

THE IDEA'S PUT OUT BY 5 TO 20 KW.

ENCORE ECHOES, WTMJ, MIL- Waukee. Orchestral and vocal renditions of semi-classical music. Interesting touches include vocalizing on pops stolen from classics, followed by playing of the original. Also, a musical flashback into Wisconsin history, re- place with place names and local in- dignities add a potent dash of local color.

WQXR STRING QUARTET, WQXR, NEW YORK. An exceptionally talent- ed classical group performing not only standard program fare, but unusual and notable items. One such feature was recently discovered, un- finished dixieland numbers.

WISHART CAMPBELL PRESENTS, CFR, TORONTO. A capable string ork, abetted by good male and female vocalists, turns out a spirited offering with the accent on the semi-classics, with an occasional show tune to garnish.

TONE PORTRAITS, KZO, SEATTLE. An attractive show of music, with a good deal of semi-classical and light classical numbers, rendered tastefully and with fine orchestral effect by Elwin Linblom and a 11-piece ork.

MINNEAPOLIS SYMPHONY ORCHESTRA REHEARSAL, KLOM, MINNEAPOLIS. Broadcast direct from rehearsal of the symphony season, the broadcast of music (See IDEAS PUT OUT on page 22)

 Ideas Put Out

By 5 to 20 Kw.

Radio Stations

WLOL 700 ON YOUR DIAL

THE NATION'S MOST

MERCHANDISE-ABLE

STATION
Org Will Be Set Up at N. Y. Lunch Confab

NEW YORK, May 15.—First step toward setting up a television code and an organization capable of enforcing it will take place Tuesday (18) when representatives of the Hotel Astor, which will be attended by broadcast, ad agency and motion picture executives. The sessions, to be presided over by Melvisa L. Gold, of National Screen Service, will seek to co-ordinate the associations of industries related to video, and will set up a permanent body with fair and proportionate representation from each. The move is regarded as the first significant self-regulating move by tele execs, and the forthcoming body already is being compared with the motion picture association (Hays- Johnson act).

One of the major tasks confronting the org will be formation of a television code of ethics, policies and procedures. This likely will be all-inclusive, including not only live video shows, but films made especially for tele.

A number of the major industries of the motion picture business, including the major exhibition companies, will have representatives at the sessions, to be held at the Hotel Astor, and the forthcoming body already is being compared with the motion picture association (Hays- Johnson act).

Boost to Video

DETROIT, March 15.—Video Station WWJ-TV, in the course of developing its sports programing, has contributed materially to the registration of amateur boxing in Detroit. The station's deal with the Amateur Boxing Association of Michigan, (AMBB), to pay $300 for rights to tele-air a weekly card of 10 two-round bouts has welded a loose collection of clubs with conflicting dates into a firmly organized outfit with regularly scheduled weekly cards. Effect of televising of the bouts has been an outpouring of fans to watch them "live." The $300 paid by the station goes to the club staging the event for referee, doctor and seconds' fees, and to purchase equipment.

NEW YORK, May 15.—The Newell-Emmett Company is blueprinting a major push in video, by tele stations in the Twin Cities, has been asked to go on the air one hour earlier than its usual slot that evening to assist the company in the demonstration. Dorothy Spicer, station program director, is making a special program for presentation.

NEWELL - EMMETT Prepares Major Push in Video

MINNEAPOLIS, May 15.—What is believed to be one of the largest mass television demonstrations ever staged is set for Monday night (17) at Minneapolis station WBKB, 7. The session, presided over by Oswald Johnston, department store, and television retail set business, is staging the party for its employees and families, and some 10,000 have been invited to attend.

KSTP-TV, the only video-caster in the Twin Cities, has been asked to go on the air one hour earlier than its usual slot that evening to assist the company in the demonstration. Dorothy Spicer, station program director, is making a special program for presentation.

NEW YORK, May 15.—DuMont this week officially unveiled its "tele-pilot" program of "services only" shows on a test basis. They will be offered to tele stations in every market via this film process. Prices have not yet been set, but it is expected that the usual fee of $5 will be charged for each week's program. This is the first major network venture in this new field. The program is to be offered for 10 weeks. The network is to set aside a spot on its schedule to show the program, which is expected to include use of tele pictures.

NEW YORK, May 15.—WPIX, Daily News tele station, this week prepped the 2,000th one hour show and will have its New York video transmitters set up for new station's maiden trip. The contest, which closes June 5, will give a $5,000 first prize for the best phrase of 10 words or less.

NEW YORK, May 15.—American Broadcasting Company (ABC) this week signed with the Hotel Pierre to have its New York video transmi- sser installed on the roof. ABC will share space with Ira Hirsch- mann's FM station, WABF, and tele- outlet, W2XMT.

HOLLYWOOD, May 15.—Rates for Don Lee's video outlet, KTSL, were announced last week following Federal Communications Commission approval of the station's commercial license. The charges will be broken down into three major classifications, with a card rate of $300 per hour for carded buying. B time rate will be $200 an hour, and $150 per stanza for time fills. The charges will be free for time and facilities only and will include use of projection equipment for film shows. Charges for live studio and remote airing will be determined on the basis of requirements of each segment. Discounts as high as 15 per cent will be offered time buyers who sign 25-week deals.

New Video Company Set Up in Chicago

CHICAGO, May 15.—A new television production company has been started here under the name of Knickerbocker Productions, Inc. In the company which has been organized as a Illinois Corporation, Edward Blender, principal owner of the Knickerbocker Hotel here and other real estate properties; Mrs. Gene Brown, wife of Russ Davis, WGN's staff member and owner of the company's first show, a full hour entertainment hour which starts each Sunday on WBBK; T. H. Murphy, of Moline, III.; Verda King, of New York, former WABF emcee, and Charles Nixon, wealthy New Yorker with whom Blender is connected in various ventures.

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FRANCES LANGFORD

INTRODUCTION AND SINGING 

ONCE UPON A WINTER TIME FROM 

WALT DISNEY'S 

NEW TECHNOLOGIC MUSICAL 

MELODY TIME 

ONLY RELEASED BY KRO- Radio Pictures 

FRANCES LANGFORD 

Introducing and singing 

ONE UPON A WINTER TIME FROM 

WALT DISNEY'S 

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MBS Mulls Radio-TV Version of "Parky's"

HOLLYWOOD, May 15.—Proposal to do a simultaneous radio-video version of the Meet Me at Parky's affair will be discussed with Mutual Broadcast- ing executives. Radio rights to the idea are being submitted by Harry Einstein (President) and agent Morton, who have the option of a tele packaging outfit to do the show.

Under the Parky plan, show will be done in Hollowood, with Lee video outlet KTLS and filmed for syndication through the country. The present radio show cast, which includes Betty Rhodes, Seblon Leonard and Jack Morgan, would be featured in the video version. Deal would be secured either through an ad-co sponsorship or across the board to one bankroller.

Pix on Det. Video Must Pass Censor

DETROIT, May 15.—Programming of underworld-type programs on television, which started several weeks ago, will get a Monday afternoon feature by WWJ-TV, the Detroit Police Censorship Squad. The show, however, remains fairly acad- emic, according to Case, in view of the rigid requirements of the Fed- eral Communications Commission. Anything acceptable on the air there- fore would almost without question be acceptable to the local censor.

Official requirement, however, is that entertainment features must be submitted ahead of the public exhibition and given an individual license.
TV-AM Pkgs.
Hot Properties

Who Will Buy Para's Share of DuMont Is Poser

WASHINGTON, May 15.—The $10,000,000 question floating around the Federal Communications Commission just now is what amount to Paramount Pictures Pictures in the DuMont laboratories. At this hearing, Paul Rabourn, Paramount vice-president, testified that they bid $10,000,000 for the stock for which it paid $16,000,000.

Allen DuMont said he had offered to buy up stock for $15,000,000. (apparently the best offer Paramount has so far), the rumors persist among broadcasters that the old Columbia Broadcasting System (CBS) might make a bid too.

It appears a foregone conclusion that Paramount will have to shed some of their major control or else face the dismissal of pending DuMont and Paramount video bids.

Summer Revamps Hit Det. TV Shows

DETROIT, May 15.—Reprogramming for the coming fall is little more than covering with WJW-TV's Open House going off the air this week and at least two of them probably CBS and the Mutual Variety and Fun and Fables, slated to be gone as the fall. The local station will be able to enable the solo artists to take their usual summer vacations, in one case to a teacher taking the entire summer.

Plans are to bring all the shows back on the air in full force. It was emphasized that the cut is distinctly not an economy drive.

Bannister of WWJ Lays It on the Line Re Detroit TV Race

Editor, The Billboard

Dear Sir:

April 24 issue, Page 14, has a story headed, "ABC Resumes Tel Net Plans, etc." in which the following appears: "We are proud to announce that word that WXYZ-TV, ABC-owned outlet will be on the air by October 1."

I recognize in this statement the "we" as ABC's television executive, but, who, speaking for ABC, has done more talking about television and less doing than anyone in the industry? Sometimes I think there isn't any such person and that he is just a little light and airy as a breath-like TV network operating in a phanomagoria of dreams. Yes, there, was a race, but ABC's horse never left the post, while WXYZ-TV has been operating for almost 15 months.

Some week-end, when you haven't anything better to do, give a little break and come out, over the Styx and into Erebos. Look up the many, manes and baleful eyes of the coming upheaval that color will bring. Having been in television for 17 years, I have encountered many who believe such expressed attitudes deny the potential of video, but an analysis of their viewpoint shows that enthusiasm makes up for lack of proof, that a-forementioned horse, so far, enthusiasm has yet to balance the accounting ledgers.

ANITA AIDS YOUTH

(Continued from page 3)

managements of talent scouts. Interest in the notion was attested by the fact that an invitation audience completely

A program of 18 items, conceived and produced by Moe Keppel of Keppel, ranging from song and dance to drama. Hiram Sherman emceed.

The operation according to several of the aspirants, there is no doubt that several did themselves nothing but good to their local futures. ANTA intends to make these shows castings a regular part of its activities, which probably will be given in the early fall.

Quality Glossy Prints

If you want quality photo-reproductions and color prints, you should order them by the thousands.

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TV-AM Pkgs.
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Ideas Put Out
By 5 to 20 Kw.
Radio Stations

(Continued from page 19)
with the mike set to catch remarks of Conductor Dmitri Mitropoulos, and occasional relating words from the various players, and all the
musicians. Music on show was submitted, in unusual, that it was a new gypsy
phony by an American composer.
The station is non-commercial.

YOUR LONESOME GAL WING, DAYTON, Ohio. This disk is known to local audiences only by this name and even wrong marks of pub-
lic appearances. The gal, Jean King, addresses her remarks directly at the individual male listener, using a tender, wistful and romantic ap-
proach which is most effective.

CANAL STREET WIND, CHARLESTON, S. C. Adrian (Specks) Munzil is the platter spinner on this station. Munzil does not have
a particular show, as he blends into the stories cana, with Fray
NEWMAN, NEW YORK.

HAPPY NEIGHBOR, KLOK, SAN JOSE, CA. Joke jockey Joe Art-
vado plays Latin-American disks and intersperses them with talk
to the multi-national listeners of the area about neighborhood and friendship,
a laudable project indeed.

MUNZIL AT MIDNIGHT, WTMA, CHARLESTON, S. C. Adrian (Specks) Munzil is the platter spinner on this station. Munzil does not have
a particular show, as he blends into the stories cana, with Fray
NEWMAN, NEW YORK.

JACQUES FRAY SHOW, WQXR, NEW YORK. A usual disk jockey airer, with actor–fighter–band leader Lee
Stoddard utilizing a full range section behind his spits, pitched in the same tempo as a style of music which features American
themes, among other features.

THE DIXIE PLAYBOYS, WTMA, CHARLESTON, S. C. This live hill-
billy musical airer features a trio led by Dub Phillips. It makes the traditional mountain tunes sound
strictly from bare feet, and shows its best mettle on the "talking blues" kind of material.

JAMES KING CHORUS, WRUL, DAYTON, OH. The chorus, featured on this station, is a minimum, with an
organ backing. The organist, during

the course of the show, also takes a
solo turn and does a better than average job.

IRVING SHARP ENTERTAINS, WLW, CINCINNATI, O. Entirely
from the whole program and he's a gent with real personality. It's real one-
man show featuring a hilarious and
broad cast of characters. The program is made up by the power
of the personality of the airer, too much for any one singer or group.

THE NORTHWESTERNERS, KEX, PORTLAND, OR. A lively little
trio which has been a feature of the program. The airer is a decedently modern twist, such as swing
backings to vocals on traditional songs. Also a hilly billowing. Good humor bantered up
a one-minute comic adventure and

ROBERTS OF PROMISE, WYK, OKLA-
HOMA CITY. Simplicity is the key-
ote of this airer and it's effective. Talks held in a minimum, without
a song, but the music is played the baritone voice of Tommy Allen with occasional instru-
mental introductions by Vivian Fairley. Avoids numbers being played to death by most live and disk airers.

THE DANNY PATT SHOW, WTAG, ROCHELLE, III. N. Y. Danny Pats
runs thru 15 minutes across the board
playing standards on the Novachord, with excerpts from a staff announcement.
Show is sold on a participating basis.

GLENN'S GOOD EVENING, WGR, ROCHESTER, N. Y. Glenn Hall has
built this airer around American music, and it's effective. Talk
cared constantly to patriotism, fox
and the piano, sings old and current tunes and chats about local places, persons and ideas.

MUSIC FOR THE NATION, WVRJ, PHILADELPHIA. A chorus of 25
teen–age girls and an organist present
in this show gives handling occasional solo
songs. Airer is on the "rodside" and the chorus makes them

sound almost religious in this relaxing

FOOTLIGHT SHOWCASE, WEN,
PROVIDENCE. Records from a dif-
ficult source as featured on this program, with interest-
enting commentary filling in the gaps and details of the show and
dialog of the original, furnishing a perfect combination of music with a good conception of the show.

PRIMER FOR PARENTS, WNEW, NEW YORK. Brightly conceived, this
new idea features a different idea each week. The program has
sessions, which embrace Smith disks exclusively.

TUNE BOX SURF, WPEN, PHILADELPHIA. This airer is one of the finest
airers around, featuring an average of four
record descriptions for any one show.

THE DANISH FRIENDS, WTAG, WORCESTER, M. A. An airer
show goes this 30-minute nighttime show aired across the
WORC, WOR, WORL, and

MAY 22, 1948

250-1,000-Watt Stations Show
Unusual Ideas

(Continued from page 19)

GRANDPAPPY AND HIS GRAM-
MYPHONE, WSAM, SAGINAW, MICH. A
local airer on this station. Airer does his commentary with a novel hayseed
dialect which is exaggerated just
sufficiently to render it highly effective.

JAZZ CONCERT, WCGA, BETH-
sval, N. Y. This airer does a program
which features jazz. Airer plays the tunes from an unusual source
of jazz in the old–time style.

CHURCH MUSIC APPRECIATION HOUR, WTCN, MINNEAPOLIS, MINNESOTA, 7 P. M. A
new idea, a program written and conducted
with exceptional taste and talent by church groups made up of amateurs
musicians. Not only standards are used, but such more difficult item
as excerpts from show directly.

TUNE CRUISE, KDAY, LOS ANGELES. The
airer is a trend setter in this field.

BILL HUNDERLY, WCGV, CHARLES-
ton, W. VA. Organist Bill Hunderly
gets his name in the airer from his home, where he unlimbers his
Wurlitzer on near–classics, semi-
classics, pop tunes and a symph.
MBOA Mulling Booking Antics

MANKATO, Minn., May 15—Book-
ing practices described as unethical came in for discussion at a recent meeting of the Midwest Ballroom Operators’ Association (MBOA) held here, with some 30 operators in atten-
cance.

A resolution was adopted recom-
mending that the Board of Directors direct its attention toward curbing unethical practices used by some of the bookers. The resolution cites as typical of the practices complained of is the offer of free meals to the bookers to focus attention on this prob-
lem of ballroom operation.

Prince of Fort Dodge, Ia., and Otto Weber, Des Moines, managing secretary, attended the meeting to explain the various activities of the MBOA. The meeting was the first of a series of regional meetings set up by the organization.

Carl Fox, of Clear Lake, Ia., former editor of the MBOA, also attended the meeting.

Dick Jurgens Gets Palladium Release

HOLLYWOOD, May 15—After a cooling of callers, Hollywood Palladium last Sunday, decided that Dick Jurgens has a release from his five-year engagement at the dance palace, which was to have started September 14. Situation arose when a former attorney to Jurgens' ex-girlfriend recovered his letters and decided to sue Jurgens for the sexual use of the letters. Jurgens was committed for a New York-originating Coca-Cola summer air show at a time that would con-
flict with his Palladium date.

Cohen wire notice to Jurgens, with copies going to Music Corporation of America offices in Beverly Hills and New York, Jurgens' booking agency, D'Arcy Advertising Agency, which handles the Coca-Cola contract, and the New York and New York offices of the Musicians' Mutual Protective Association. Wire warned that the Palladium would take legal recourse if he didn't stick to his com-
mittments.

Palladium execs told The Billboard that the dancy doesn't want to force any new suits against Jurgens. However, Palladium brass were burned by Jurgens' negotiations for another deal while apparently ignoring his previous commitments, it was said.

Columbia Nixes Summer Airing Of E.T. Show

NEW YORK, May 15—The Columbia Record Shop, a transcription weekly, has ended sponsorship of the radio program which seems to have been a joint project between Columbia Records and the Broadway Palladium, to be continued for the first four weeks. Rumors that this dancy pro-
motion was going off the air permanently or that it was either denied or verified by Columbia execs. Tradesters, however, figure that the recent disc hit spasm might have encouraged the dancy to drop the show as a measure to keep down its two $2,000,000 radio promotion program.

Dick Jockey Freddie Robbins has been dropped from the Columbia payroll for the past nine months. He was handed his notice without mention of re-
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SCA Advances On Recognish From ASCAP

NEW YORK, May 17—Long pro-
racted demands for relief. In view of the SCA’s (Screen Composers, Authors and Publishers) (ASCAP) remains its stand advanced this week when the ASCAP late Tuesday (18).

Leaders of the ASCAP are due to arrive here Monday to confer with their equally spokesman, Leonard Zissu, prior to tackling the ASCAP brass the following day. The top Hollywood writers, ASCAP consists of 47,000 active members, including Max Reiner, Milkos Rova, Frank Skinner, (LA) has prepared for revised ASCAP consideration of their par-
ticipating contribution to the Society. The Society's classification system for composers is not based on income and is not based on any basic method. The chief of ASCAP, music is constantly performed in theaters, but ASCAP’s performance classification ratings primarily are based on radio airings. In addition, the ASCAP producers' fees are based on the availability, in the film is the future will be that of incidental or background scoring, much like the film today.

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FOLLOWS VICTOR AND CAPITAL IN RISING PRICE

Last Major Diskery To Yield

NEW YORK, May 15.—MGM Records has announced a 25-cent rise up to the 75-cent level prevalent among the other diskeries. This was learned this week. After a general series of price hikes some months ago by Capitol and Victor, MGM remained the only top waxer with a 60-cent label. But increasing labor costs and printing pressures have been forcing the other diskeries to up its price.

Several of the diskery staff heretofore have been put out on the 75-cent series. This series will be unimportant, he predicts, and the sales will be left with a one-price line. To do this the firm has put out 10-inch records only. MGM also has reduced disk prices to 75 cents per disk plus 75 cents for the album.

MPCE SETS FIRST PEATMAN HUDDLE

NEW YORK, May 15.—A Music Publishers' Contact Committee, on which the syndicated plug-plunger Jack Robbins (The Billboard, April 24), is skedded to meet with the Canadian Balmoral paper pub group, in the latter's office Tuesday (10). The meeting marks the first move by the Canadian publishing industry to drive to convince music publishers that the Peatman performance sheet "is detrimental to the music biz."

According to Robbins, Starr, statement pointed out that the Canadian industry has indicated that he would go along with the Canadian Balmoral paper pub group, if it should be shown that the sheet could be improved either with variations or creation of a new one.

The MCIE committee, made up of Leo DiStefano, Mack Clark, Jack Osterfield and Geo. Swenson of the Robbins, feels other top pubs would fall into line if Starr enters the fold.

ROBIN HOOD DELL SKEDS DISK STARS

PHILADELPHIA, May 15.—Hazel Scott, pianist-voicer, and a participant of the top field, will make her first visit to the Robin Hood Dell here for the regular summer concert series starting June 21. For the seven-week outdoor concert series, David Miller, Warner house conductor, has called the 8,000-piece conjunto largely from the Philadelpia concert and night club stars from the pop and recording field will include Alex Templeton, Joe Iturbi, Lauritz Melchior, John Charles Thomas, the First Piano Quartet, Robert Shaw, Howard Barlow, plus an Operetta Evening led by Sigmund Romberg and an all-Gershwin bill conducted by Elvy Levin.

Of the 28 concerts listed, 22 will be marked by soloists and other special features, with emphasis on the bookings given to recording popularity of the guesters. Robin Hood Dell Orchestra, itself, is linked with the Columbia classical label. The coming season will be the 19th summer for the outdoor concert series and the fourth for Mitropoulos.

MG-MAG WAX TO 6 BITS JUNE

CONTESTS FILED BY LOIS AGAINST NORTHERN PUBBERY

NEW YORK, May 15.—Lois Music, copyrightincident with recording, has just announced a lawsuit brought by Northern Music, the Decca pubberly affiliate, for alleged infringement of rights in song ‘I Love You, Yes I Do,' a series of this week against Northern. Jack Pearl, King Features attorney for Lois, is asking damages and a temporary order that Northern suit interfere with Lois's exploitation of the song and prevent granting of licenses for toditional recordings.

Last week Lois denied the infringement charges in toto, maintaining that the tune is in the public domain.

FED. COURT DISMISS MARCH'S INFRINGEMENT SUIT AGAINST FOULLON

NEW YORK, May 15.—The Edward B. Marks Music Corporation in a recent suit against Seva Fournon, United Masters, Inc., Bloomfield, N.J., Recording Company was dismissed by Federal Judge Henry War Goddard. The principal aim of the Marks complaint was the attempt to pin the infringement action against Fournon with which is associated attorney Arthur Garza in citing cases that individual defendants were alleged to have sold for what appeared to be acts of corporate bodies.

In dismissing the infringement action, Judge Goddard asserted that while the record shows Fournon as an officer of United Masters all the manufacturing and recording was done as a corporate act. The court further pointed out that the case cited by the Marks attorney all concerning individual defendants showed there had been infringement by a corporate body, but that the case in hand was void of any element of infringement.

The Goddard disallowed the alleged infringement on the merits of the case and the cost phase of the action, he assessed United Masters triple damages. The award was granted under Section 15E and 235 of the Copyright Act on the basis of 2.5 cents each of the 5,555 platters manufactured by United. The tripling of damages made the total award $330.30.

BOURNE MUSIC CLAIMS TUNE PROPERTY RIGHT TO TOMORROW NIGHT

NEW YORK, May 15.—Saul Bornstein, Bourne Music chief, has written Louis B. Mayer claiming that M-G-M Records, claiming that the ditty ‘Tomorrow Night’ is a Bourne property. The King disk of ‘Tomorrow Night’ is waxed by singer-guitarist Lonnie Johnson, credits Johnson with sole ownership of the song. The New York Sun lists it as top seller in the race field.

According to Bourne, the King version of the tune is identical in title, lyric and music with the Tomorrow Right written 10 years ago by Sam Coslow and Will Grosz, to which the Bourne firm owns the publishing rights. Bornstein says he has received no royalties payments on sales of the King disk.

CONTINENTAL HAVING SWISS CUT MASTERS

NEW YORK, May 15.—Still another court case has been raised to circumvent the Petollo ban by recording in Europe came to light this week when it was revealed that Continental Records is arranging to have masters of current records cut abroad for pressing here.

The indie, which has exclusive American sales rights, is working through a Click-type restaurant lounge, utilizing the second floor which floor of the address of the Full Moon's Blomomv's slot will utilize the condemnation of the Licensing of the Loop Casino and it is intended maintain a $3,000 weekly budget plus 1/10 of the total for a new album.

TIMES ROLLES OUT FOR CHI ARE

CHICAGO, May 15.—Proven contractors can come up with necessary construction, two important announcements was in the area about July 1. Art Blom from the Balmoral to open a Click-type restaurant lounge, utilizing the second floor of the Full Moon's Blomomv's slot will utilize the condemnation of the Licensing of the Loop Casino and it is intended maintain a $3,000 weekly budget plus 1/10 of the total for a new album.

In a switch of policy, the Blomomv, Chi Loop bistro-dance, this week signed an agreement to use instead of the usual semi-name ban spot has used in the past five years to up Don Op Ronald intends to utilize Trace 10-piece band as an expedient, in that he feels the public wants show-orque. Trace was linked to an MCA management plan, and will be run by a man formerly booked by Stan Zuck-Gotham office.

NEW SAVOY WAX MINUS SHELLAC

NEW YORK, May 15.—A new formula for phonograph records that contains no shellac or imported materin will be discovered with the use of Savoy Records.

According to Herman Lubinsky, Savoy president, the new formula is down considerably on surface noise and costs less than formulas containing shellac. By Holger Dauner, with the gas contacting rubber, will be used by phone once every two weeks.

If a retailer wanted to hear a no co, he was played to playing wire also. After the trial period, he could have purchased the distribution from the distributor, announced that retail-.indall had matched anything according to the present of the same time it was worth $1,000. The record stores on the 300 retail shop retailers.

ARNO DORSANDS OR

NEW YORK, May 15.—Murray Arnold, former Freddy Martin pianist who has been living as a pig for the past two years, has announced that as a result of financial difficulties. Arnold combo was handled by M. A.
Decca To Close Distrists; To Org ‘Superbranches’

NEW YORK, May 15.—Decca Records is busily following thru on its announced plan of closing all outlets which will be marked by the closing down of a dozen or so of its affiliated record houses, an expansion of eight to 10 others into what is termed “superbranches.” The company has already shuttered its branches in Albany, N. Y., Providence, Indianapolis, Houston, San Antonio; Richmond, Va.; Toledo, and, Miami. At least two more will be announced.

In addition to closing some of the smaller outlets, the firm also maintains that the new system will be better equipped to service dealers, and permitted the previous week’s announcement that the company will handle a complete stock of all the firm’s catalog items. Previously, the company had carried only current items and had run into difficulty with dealers on catalog items.

Meanwhile, Decca’s sales toppler, Harry Kusse, this week was granted a week of absence of at least 12 weeks due to ill health. He will remain on the firm’s pay roll.

The sound man, who served in an engineering capacity, is out of the firm, joining another recent deejay, Herb Gordon and Ed Manning.

Carnegie “Pops” Out Two Weeks in Row

NEW YORK, May 15.—For the second consecutive week, a Carnegie Hall Monday night Pops concert concert was canceled. The Spade Cooley folk music date skedded for Monday (17) was shelved because of poor advance sales, one of the reasons why the Benny Goodman stand over the previous week (The Billboard, May 15).

In the instance phone call with the cowboy orcher in Louisville, Daniel Ryb, founder-director of the Pops, reported out that the cause was not a lack of drawing power by Cooley but the over-all busness slumping in New York which was hitting the Hall’s box-office, especially on the Monday night house nights.

Leuner’s New Distrib Firm

PHILADELPHIA, May 15.—A new record-distributing firm is being set up for handling of independent labels. For the start the firm will handle the local Virgo line, featuring string bands, and the local Billboard label.

Beardsley Case Peters Out

Hartford, Conn., May 15.—The State Theater, vaude- movie house here, this week backed down in its effort to pressure the local American Federation of Musicians (AFM) unit into a test case to eliminate stand-by musicians from the theater on charges that this practice violated the long-standing bed- crossing clauses of the Taft-Hartley act.

The state this week signed a new contract with AFM Local 400 here for next season which provided that the house ork of six men at all times regardless of whether or not a traveling show works the house. The theater’s former pact with the local had called for an exclusive pianist on a man-based basis.

Seeks To Withdraw

On completing the new pact, the State’s management sought from Hartford to withdraw its featherbedding complaint which has been under investigation for a year. The complaint is based on charges of violations of the National Labor Relations Board (NLRB). A hearing which had been skedded this week the NLRB was canceled when the theater asked to withdraw its charges. But the NLRB has not as yet acted on the theater’s motion for withdrawal charges.

With the State’s management backing down on its charges, the feasibility of the Taft-Hartley Act as applicable to the theater re- search is in question. The des- tination remains unsettled. A number of other cases in the hands of NLRB have reached no conclusion.

Hartford’s House Drops Efforts For AFM Test

State Theater Signs Pact

The playhaus here this week signed a new contract with AFM Local 400 here for next season which provided that the theater house ork of six men at all times regardless of whether or not a traveling show works the house. The theater’s former pact with the local had called for an exclusive pianist on a man-based basis.

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Touzet To Release Masters to Capitol

HOLLYWOOD, May 15.—Rene Touzet is the latest artist signed by Capitol who offers the discotheque pres- cut masters. The pact calls for Touzet to turn over eight masters recorded prior to the ban. Touzet master platters made available for Capitol release include four sides recorded with solo piano and rhythm and dito number of sides with a 14-piece orch.

The youngest of the discjockeys and not able to lean on as voluminous a catalog as its older competitors, Cap-itol has shown keen interest in acquisi- ting pre-ban masters meeting with the label's stars. Recently Barry Allen joined the Cap fold and brought along a batch of masters previously waxed for release by indie Van Eos.

Cohn Cut Off, Signature
To Use Four Distributors

NEW YORK, May 15.—Signature Records’ distribution in New York, Connecticut and Northern New Jer- sey, handled until this week by Nat Cohn's Modern Music Sales, is to be split among four distributing firms, Major, of New York City; Dewey Music, Rochester, N. Y.; Walker Dis- tributors, Albany, N. Y., and a Con- necticut company not yet specified. Signature also revealed this week that the W. E. Harvey Company of Detroit and Cleveland was to set up a branch in Cincinnati to distribute Signature disks in Southern Ohio, Southern Indiana and Western Ken- tucky.

Cohn’s was the first indie distrib- utor taken on by Signature after its split with the G. E. Supply Corpora- tion last December.

Distrib Pitch for Race Wax

CHICAGO, May 15.—Attempts to gain distribution of leading race plat- ter kits was uncovered as a major cause of the wave of counterfeit disks which has recently hit the market. A major Midwest distributor of indie labels, it was learned this week by The Billboard, called two race label exxies during the past two months and inflicted the info that he had sold several thousand more copies of their current best sellers than had the dis- authorized distributors in their particular areas. The unauthorized distributor would not disclose where the machine product (it was learned that the diskets were part of the bogus biscuits circulating), but sought to convince the execs to discard their regular distributors in favor of the counterfeit product.

Quirk of the situation is the fact that the West Coast indie label presy to whom the unauthorized distributor spoke, was so impressed by the sal- es talk that he started negotiating with the Midwest peddler to the extent that a deal was almost made for the counterfeit disk distributor to take over from the appointed distributor. When the authorized distributor was informed of the impending change, he

Principe To Set S. A. Distrib

NEW YORK, May 15.—Hernan Prin- cipe, London Records’ sales manager for Latin America, has left for South America to set up distributor ar- rangements there.

London’s S. A. headquarters will be in Buenos Aires. Already signed up to handle Venezuelan distribution is the Philips Electric Company of Caracas.

Eninium Buys Cleveland House

NEW YORK, May 15.—Lew Eninium, who resigned this week as personal manager for the Illinois Jacquet jazz crew, has bought the Metropolitan Ballroom in Cleveland. He will begin operation July 1 with a Negro attrac- tion vaude policy.

AFM Confab Lists
Talk by Sen. Morse

NEW YORK, May 15.—Sen. Wayne Morse (R., Oreg.) will headline a list of guest speakers at the American Federation of Musicians (AFM) con- vention to be held in Ashbury Park, N. J., June 7-11.

Some 600 AFM delegates and their wives are expected to attend.

Al Rose, Jock, Now Conerter

PHILADELPHIA, May 15.—Al Rose, whose air disk jockeying is fashioned around hot jazz platters ex- clusively, now invades the concert field on his own. To cash in on his WEIL billing of Journeys Into Jazz, Rose follows the same billing and format for the concert stage, with the jazz stars on deck in person. He tees off his promotions this afternoon (15) with his first Journeys Into Jazz at the Academy of Music theater. Head- lining the jamb session will be the Phil- napoleo, leader of the original Mem- phis Five; barrel house Steinyway squatter Art Hodes, and the blues- singing drummer boy, Fredley (Gate- mouth) Moore. Rose was one of the directors of the local Jazz Festival Society, which staged jazz concert in earlier seasons here.

DEMAND! The One and Only Vocal Duet With The Sensational INSTRUMENTAL BACKGROUND

the SMASH HIT Original by they all recorded to beat the ban

Damon—..RECORD D-1133 B

A TERRIFIC HIT WITH JOCKS, JUKEBOXES AND RECORD COUNTERS! ORDER NOW!

1. W. C. Music Sales Co. 507 N. 13th St. St. Louis, Mo
7. W. E. Harvey Co. 334 Walnut St. Cincinnati, Ohio
8. F & O: M Distributing Co. 7230 Lexington Ave. Cleveland, Ohio
9. The Distributing Co. 311 E. Travis St. Houston, Texas
12. Master Record Sales Co. 1015 Main St. Kansas City, Mo.
16. W. M. Amaro Distributing Co. 1411 10 St. Los Angeles, Calif.
17. Major Distributing Co. 123 E. 38th St. New York, N. Y.
18. Robert's Record Distributing Co. 1151 Main St. Kansas City, Mo.
20. Record Sales Co. 211 Third Ave. N. Birmingham, Ala.
21. F. H. Taggart, Inc. Box 1976, 6 St. 9 Los Angeles, Calif.
23. Crossley-Schechter Distributors 374 W. 36th St. New York, N. Y.
27. Davis Sales Co. 1309 Dowis Street. Denver, Colo.
28. Southeast Distributing Co. 441 Edgewood Ave. Atlantic City.
29. Northwest Record Distributors, Inc. 434 W. 34th St. New York, N. Y.
30. Damon Recording Studios, Inc. 1221 Baltimore St. Kansas City, Mo.
MPCE Debars Black Indef

NEW YORK, May 15.—The wind-up of songbug Fred Black's (MPCE) union remains the same. Black's card has been withdrawn and despite reports here that he had willingly resented an original complaint (Black had first averred that publisher Saul Borstein owed him money for arrangements, then had denied his earlier testimony and finally this week reverted to the original story) MPCE has decided to suspend him indefinitely.

Meanwhile, the possibility that Borstein would face MPCE charges appeared dismissed, since union spokesmen indicated that Black's terminations had made his testimony worthless.

Philly Distrib Loses 3,671 Disks in Lewd Case; Ballen Clear

PHILADELPHIA, May 15.—Edward Cohn, Philadelphia independent record distributor, was placed on probation this week for playing phonograph records adjudged lewd. Judge L. Stautfer Oliver, in Quarter Session (13), also ordered confiscation of the 3,671 records found by vice squad raiders in Cohn's place. Judge Oliver listened to a dozen of the records at the request of defense counsel and ruled that none was obscene.

Cohn, who was hit by the vice squaders earlier in the year, said the records seized were worth $1,000.

The court discharged Ivan Ballen and Irving C. Leerman, who were accused of making one of the records.

On the Stand

Henry Busse


Henry Busse possesses a keen sense of musical commercialism which comes with years on the podium. This is evident at the Hollywood Palladium where he is dishing out a tempo-tempo product aimed directly at the cash register. With a knowing eye to the public's changed tastes, Busse has trimmed his brass wing, retaining three trumpets (not including himself) and two trams. In place of the brassmen he has added a three-man string section.

Use of violins gives the band's tone the mellowness so much in demand since oratorio's swing to sweet. In fact, Busse has a four-voice-trumpet playing whenever it's needed by having two trumpeters double. Doubling is used generously, thereby giving blends a full-bodied quality while keeping the payroll down for budge-minded bands. Furthermore, Busse voices his fiddle trio in such a manner that he believes the absence of more strings. This, plus toning down the rest of the ork when the melody line demands it, gives violins an opportunity to come to the top.

The beat is held at an easy, toe-tapping pace throughout. Sideline sit-ters are at a minimum. The fastest tempo doesn't exceed the well-known Busse shuffle rhythm. While some may feel this to be a bit dated, it makes for pleasant listening to the knife-and-fork patrons and it draws dance-minded customers to the floor.

The book is well-stocked with standards and Busse faves of Hot Lips vintage in addition to holding a healthy sampling of current items. Ork's vocal department is strong. Betty Taylor possesses a strong, pleasing set of pipes in which she injects a captivating lift to make her lyric selling as easy on the ears as she is on the eyes. Phil Gray voices his ballads in mule-cry tradition.

All in all, the band offers customers their buck's worth in good entertainment. It suffers from lack of a strong disc tray-tie-up. Busse formerly was with Cosmo label. Later he went to Four Star (prior to label's reorganization) and his latest affiliation was with Vitavacuse.

Lee Zito

HOLLYWOOD, May 15.—With an eye to future developments in the recording industry, Capitol has ordered magnetic tape recording equipment to study its possible applications in the wax biz. Plans are to carry on a series of experiments with tape to see how this latest development in sound recording can be used by the disc industry. It is believed the Coast waxery becomes the first to take tape into consideration.

Initial experiments will include simultaneous recording on tape and disk for purposes of studying comparative merits. Equipment will be in Cope's research laboratories with Warren Birkenhead, the waxery's chief engineer, carrying on the experiments. Capitol has purchased Ampex equipment, the same used in recording the Bing Crosby show and now being used by American Broadcasting Company in handling delayed broadcasts out of Chicago and Hollywood.

While Cap has remained noncommittal as to what possibilities it sees in tape, some technicians say tape will soon play an essential role in the wax industry by: (1) Allowing disc men to keep their backlog on tape, thereby eliminating storage space for masters; (2) tape can be kept without danger of injuring recorded matter or its fidelity; (3) tape will facilitate the recording process by making the initial recording on it rather than disk, since editing and patchwork is possible via the new method, and (4) expenses will be trimmed considerably, since the present method requires the throwing away of bad first cuttings while in tape undesirable recordings can be demagnetized and the same tape used.

HOLLYWOOD, May 15.—Frankie Carle was in for two pie shots last week. Warner Bros., his color and technicolor studio, turned him in for two pie shoots, and KTLA, the Hollywood station, turned him into a second plate. It's friendly rivalry between the two plates, particularly on a show that featured the 27-year-old New Yorker. It is also a food rivalry, because the 27-year-old New Yorker is a food enthusiast.
The Nation's Top Tunes

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

This Week

1. NATURE BOY
   By Eden Ahbez
   Published by Barboza-Van Houten (ASCAP) [2]
   Records available: King Ode, Capitol 14094; Frank Sinatra, Columbia 32816; E. Zimmerman, J. Jones, Riverside 78010; Dick Haymes-The Thin Slingers, Decca 24345; H. Jeffries, Exclusive 2X; B. Vaughan, Monument 607; J. LaVonne, Monument 607; (No information on electrical transcription libraries available as The Billboard goes to press.)

2. YOU CAN'T BE TRUE, DEAR
   Based on a composition by Hans Otten and Gerhard Ebler
   Published by Billmeyer (ASCAP) [3]
   Records available: Ken Griffen, Broadcast G-4096; Ken Griffen, Rondo B-128; Ziggy Lee, De Luxe 1213; I. Levy, London 1297; Joey Whyte-Ken Griffen, Rondo B-238; F. Witton, Grand G-3104; R. Deasville-Novice Harmonica Trio, Record 1903; Colonial 648; Standard 1042; H. Emerson, Monument 607; Victor 25-1117; The Sportmen, Capitol 1557; Dick Haymes-The Thin Slingers, Decca 24345; The Martin Sisters, Columbia 32811; J. Brooks, Monument 607; D. James, Victor 26-9344; L. Stewart, Bandwagon 501. (No information on electrical transcription libraries available as The Billboard goes to press.)

3. NOW IS THE HOUR
   By Moscow Kosen, Clement Scott and Dorothy Stewart
   Published by Leeds (ASCAP) [1]
   Records available: Roy Bloch Ork, Signature 15178; Sheffield Orks, Orchestrations 832; Bing Crosby, Decca 24370; Gracie Fields, London 110; Horace Heidt, Columbia 31001; Bob Howard, Majorette 1117; L. Paul Trio-C. Hayes, Mercury 20153; Charlie Spivak, Victor 26-7764; Buddy Clark-The Clachers, Columbia 32816; Vassie, Victor 26-1114; The Martin Sisters, Decca 25-9355; The Sportmen, Capitol 1557; The Martin Sisters, Columbia 32811; J. Day, MGM 1029. (No information on electrical transcription libraries available as The Billboard goes to press.)

4. TOOLIE OOLIE DODILE (THE YODEL POLKA)
   By Vaughn Morton and Arthur Rea
   Published by Cask, R. Harris (ASCAP) [6]
   Records available: The Alpine Belles, Flint 4105; Andrews Sisters, Decca 24345; S. D. Dana Hernandez-M. Chimes, Dana 3105; J. Doris, London 1297; V. Newton and His Polka Debs, Continental C-1212; H. B. Rusk Ork. Victor 25-1114; The Martin Sisters, Decca 24345; The Sportmen, Capitol 1557; The Martin Sisters, Columbia 32811; J. Day, MGM 1029. (No information on electrical transcription libraries available as The Billboard goes to press.)

5. BABY FACE
   By Benny Davis and Harry Akst
   Published by Remick (ASCAP) [5]
   Records available: The Alpine Belles, Flint 4100; H. King Ork. Decca 32356; Davis and Shurin, Columbia 31011; A. A. King, Mercury 24132; Phillips and Meehan, Decca 24374; Andy Kirk, Amnesia 1152; South Shore Ork, Modern 25-319; H. Strong Ork, Victor 26-7764; Kitchen String Band, Krans R-2024; Sammy Kaye, Victor 1102; J. Brubeck, Domino 1151; Jack Smith-The Clark Sisters, Capitol 1657; The Wooden Guitar Band, Brunswick 1256; Buddy Harris-Louise May Phillips, Brunswick 130; Biltmore-Alfred Bader Band, Tempo TR 696; Happy Lena-Pete and Polly, De Luxe 1152. Electrical transcription libraries: D'Artega, Lang-Worth; Leon Young, Ornament, World; Sammy Kaye, NBC Thesaurus.

6. MANANA
   By Dave Barbour and Peggy Lee
   Published by Barbour-Lee (ASCAP) [4]
   Records available: Peggy Lee, Capitol 11102; Mikes Brothers, Decca 24330; Brunswick Ork, Decca 24374; Victor 25-319; The Woodland Trio-Harry Baskin-Dietrich, Decca 105. (No information on electrical transcription libraries available as The Billboard goes to press.)

7. THE DICKY-BIRD SONG
   From the MGM film, "Three Sarcastic Flirters."
   Records available: Blue Barron, MGM 19128; Larry Clinton, Decca 24310; The Dix Trío-Jerry Wayne, Columbia 20055; Freddy Martin, Victor 20-2671; G. Olsen, Majestic 1234. Electrical transcription libraries: Mih Hettr trio-Larry Douglass, World; Freddy Martin, Standard.

8. LITTLE WHITE LIES
   By Walter Donaldson
   Published by Remick (ASCAP) [8]
   Records available: Dick Harms-Corduroy Jenkins Ork, Decca 24345; Dinah Shore, Columbia 3104; T. Warren, Monument 607; M. Davis, Artie Shaw 20000; D. Heyman Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24328; Freddy Martin, Victor 20-27; Chicago Symphony Orchestra-A. Houdini, Decca 24370. (No information on electrical transcription libraries available as The Billboard goes to press.)

9. SABRE DANCE
   By Khachaturian
   Published by Leeds (ASCAP) [9]
   Records available: R. Bloch Ork, Signature 15180; Woody Herman, Columbia 3103; The Harmoniums, Enzio Ork, Columbia 31010; M. Morrow-Isidio Ork, Columbia 31007; D. Heyman Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24328; Freddy Martin, Victor 20-27; Chicago Symphony Orchestra-A. Houdini, Decca 24370. (No information on electrical transcription libraries available as The Billboard goes to press.)

10. MY HAPPINESS
    By Betty Peterson and Benny Benjamin
    Published by Bloise (ASCAP) [10]
    Records available: R. Deasville-Novice Harmonica Trio, Bullet 1015; S. Martin Sisters, Columbia 31017; The Pied Pipers, Capitol 19064; F. Sheridan, Palda 10147; J. B. Strick, Harmonie 1212; K. Fitzgerald, Decca 24446. (No information on electrical transcription libraries available as The Billboard goes to press.)
May 22, 1948

The Billboard

MUSIC 29

THIS WEEK'S RCA VICTOR RELEASE

VAUGHN MONROE
Give a Broken Heart a Break
Vocals by Vaughn and the Moon Maidens
The Maharaja of Magador
Colorful novelty in calypso tempo. Ziggy Talent's vocal.
RCA Victor 20-2851

SAMMY KAYE
At a Sidewalk Penny Arcade
Vocals by Laura Leslie and Don Cornell.
Spring Came
Vocal by Don Cornell.
RCA Victor 20-2886

COUNT BASIE
It's Monday Every Day and I've Only Myself to Blame
RCA Victor 20-2850
A pair of dawn blues, introducing the Count's new vocalist, Jeanne Taylor.

WAYNE KING
The Things You Left in My Heart
This number's fast becoming a "standard."
My Guitar
A number one plug song, headed for the hit parade.
RCA Victor 20-2840

DIZZY GILLESPIE
and his Orchestra
Ool-Ya-Koo and Good Bait
RCA Victor 20-2878

ZEKE MANNERS
and his Band.
The Strangest Family
Vocal by Zeke Manners
The Old Piano Polka
Lyrics by the Singing Lariatiers.
RCA Victor 20-2875

SIX FAT DUTCHMEN
Harold Loefelmacher, Director
Tuba Polka and Kristiana Waltz
RCA Victor 25-1118

CHET ATKINS
and his Colorado Mountain Boys
I Know When I'm Blue
Vocal refrain by Chet Atkins
I've Been Working on the Guitar
RCA Victor 20-2876

ERNIE LEE
and his Midwesterners
That's What She Wrote and You Never Grow Too Old to Learn
RCA Victor 20-2877

“WEDDING MUSIC”
Album P-207
Dick Leibert at the organ of the Radio City Music Hall, New York,
With Lucile Cummings, soprano; Glenn Burris, tenor.
Wedding March—Wagner
RCA Victor 20-2844
Oh, Promise Me and Believe Me,
If All Those Endearing Young Charms
RCA Victor 20-2845
I Love Thee and At Dawning
RCA Victor 20-2846
Because and I Love You Truly
RCA Victor 20-2847

WATCH THESE "CLIMBERS"!

ERSKINE HAWKINS
Gabriel's Heater
RCA Victor 20-2836

SPIKE JONES
William Tell Overture
RCA Victor 20-2861

THE GEORGIA CRACKERS
Rats In My Closet
RCA Victor 20-2854

TONY MARTIN
Begin the Beguine
RCA Victor 20-2814

IRVING FIELDS
Far Into the Night
RCA Victor 26-9026

ALL-TIME HITS RE-ISSUED!

LARRY CLINTON
The Campbells Are Swingin'
RCA Victor 20-2876

EDDY DUCHIN
Haunting Me
RCA Victor 24841

A SURE HIT!
VAUGHN MONROE
It's the Sentimental Thing To Do
RCA Victor 10-7748

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS
THE NEW VOICE

John Laurenz Sings

‘NATURE BOY’

With a magnificent orchestral background in symphonic style backed by “These Foolish Things”

5134

Listen to my boy John, he's terrific.

Mercury Records

THE BILLBOARD MUSIC POPULARITY CHARTS

May 22, 1948

Sheet Music

Best-Selling Sheet Music

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

<table>
<thead>
<tr>
<th>POSITION</th>
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England’s Top Twenty

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

<table>
<thead>
<tr>
<th>POSITION</th>
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Canada’s Top Tunes

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

<table>
<thead>
<tr>
<th>POSITION</th>
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</tbody>
</table>
CAPITOL'S got the HOT HITS

* based on actual sales reports

POPULAR
(Rhythm, Ballad, Jazz and Novelty)

No. 1—The Original
NATURE BOY
LOST APRIL
King Cole

MANANA
ALL DRESSED UP WITH A BROKEN HEART
Peggy Lee
Capital 15055

NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting
Capital 15024

BABY FACE
HEARTBEAT
Jack Smith
Capital 15078

SUSPICION
FLORIDA ST. JOE, MO.
Tex Williams
Capital 40109

SUSPICION
CLUBBERIN' UP FOR RAIN
Jo Stafford
Capital 15088

TOOLIE OOLIE DOOLIE (The Yodel Polka)
You CAN'T BE TRUE, DEAR
The Spuntamans

LAROO, LAROO, LILY BOLERO
TALKING TO MYSELF ABOUT YOU
Peggy Lee
Capital 15046

HAUNTED HEART
I'M MY OWN GRANDMAMA
Jo Stafford
Capital 15023

I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alton Ross

BEG YOUR PARDON
MELANCHOLY
Dinah Sisters
Capital 401

THE PEANUT VENDOR
THERMOPOLAE
Starr Kenton
Capital 15052

IT'S MAGIC
SPRING IN DECEMBER
Gordon MacRae
Capital 15072

CARAMBA! IT'S THE SAMBA
BABY, DON'T BE MAD AT ME
Peggy Lee
Capital 15000

SEPIA
FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher
Capital 15032

KING SIZE PAPA
WHEN YOU'RE SMILING (The Whole World Smiles With You)
Jo Stafford
Capital 40082

HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher
Capital 40017

THAT'S WHAT I LIKE
THAT'S THE WAY}
Julia Lee
Capital 15000

HE SENDS ME
COME AND GET IT, HONEY
Nellie Lutcher
Capital 15064

BEBOO BLUES
SHUFFLE WOOGIE
Joe Lutcher
Capital 40071

NO-NAME BOOGIE
HIT THE BLOCK
Joe Lutcher
Capital 40101

WESTERN
ANYTIME
I'M WALTZING WITH A BROKEN HEART
Fay Williams
Capital 40108

DECK OF CARDS
ROUNDED UP IN GLORY
Tex Ritter
Capital 40114

SHENANIGANS, SEALED AND DELIVERED
EASY TO PLEASE
Jimmy Wakely
Capital 40088

PEEPIN' THRU THE KEYHOLE
WABASH BLUES
Cildie Stone
Capital 40083

HUMPTY DUMPTY HEART
TODAY
Hank Thompson
Capital 40065

DON'T TELEPHONE—DON'T TELEGRAPH
I Fell a Woman
BLUE AS A HEART Ache
Tex Williams
Capital 40081

COUNTRY
SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Mills Twins
Capital 40094

WHAT'S ANOTHER HEART TO YOU?
A PETAL FROM A FADED ROSE
Eddie Kirk
Capital 40092

BEND BOUND
I CAN'T WIN FOR LOSIN'
Karl and Harry
Capital 40089

SWEET THING
YODELING WALTZ
The Original Arthur Smith
Capital 40086

BORN TO LOSE
HERE DO YOU MEND A BROKEN HEART?
Eddie Kirk
Capital 40116

COMING UP FAST
GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer

IT'S YOU OR NO ONE
NOBODY BUT YOU
Margarita MacKensie
Capital 15079

WHAT'S GOOD ABOUT GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting
Capital 15038

BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE

Andy Russell
Capital 15063

THE WORLD IS WAITING FOR THE SUNRISE
SHIRLEY STEPS OUT
Benny Goodman Sextet
Capital 15069

ON THE LITTLE VILLAGE GREEN

Louie Clark
Dennis Capitol 15075

MY HAPPINESS
HIGHWAY TO LOVE
The Pied Pipers
Capital 15094

BETTER LUCK NEXT TIME
ROSES OF PICardy
Jo Stafford
Capital 15094

RHYTHM RHAPSODY
SHUMBA BOOGIE
Chay Hayes
Capital 15097

SAX-A-BOOGIE
I'LL GET ALONG SOMEHOW
Son Donahoe
Capital 15081

PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (And Throw 'Em in the Deep Blue Sea)
IT'S THE SENTIMENTAL THING TO DO
King Cole Trio
Capital 15060

Capitol RECORDS
SABRE DANCE

Love Ya,
 Alan Dale

The Gentleman Wouldn't Say Goodnight
 Monica Lewis

Now The Hour
 Alan Dale

I'm Looking Over A Four Leaf Clover
 Ray Bloch

TOO MUCH LOVING

Love Ya,
 Alan Dale

Hit Parade Sheet

For Dealers and Operators
A special listing of Signature records based on actual sales reports...be sure to stock these great hits for continued sales.

BEST SELLERS

TEA LEAVES
 My Happiness
 If My Sabre You'll Went
 I Kiss Your Hand, Madame
 Silver Threads Among The Gold

BAIA
 Two Guitars

TONY SPUMONI
 The Gentleman Wouldn't Say Goodnight

NOW HIGH THE MOON

Anita O'Day

I WENT DOWN TO VIRGINIA

Poinciana

MALAGUENA

Anita O'Day

SABRE DANCE

Minute In G

THE ISLE OF CAPRI

My Guitar

NOW IS THE HOUR

Nina Nanda

I'M LOOKING OVER A FOUR LEAF CLOVER

But Beautiful

ALL TIME SELLERS

Ave Maria

You Made Me Love You

Will You Still Be Mine

Connie Haines

Oh Marie

So Far

Alan Dale

You'll Never Walk Alone

When Day Is Done

Ray Bloch

Hi Ho Trailus Boot Whip

What Is This Thing Called Love

Anita O'Day

Sometimes I'm Happy

Ace In The Hole

Anita O'Day

Ich Vich Schlenen Butterfly Kiss

Heazel Scott

All records listed 7/5 each exclusive of taxes.
TRY TURNOVER

at Special
Pre-Publication
half-price rates

FIRST ISSUE FEATURES
How To Get That Extra Sale on Classical Records
Making Set Sales to Record Customers
Showmanship Sells Children's Albums
Modernization Can Be Inexpensive—Yet Increase Sales
An Analysis of Sales Promotion Tie-Ups—No. 1 Films
Extra Profits in Religious Records
Are Record Store Sales People Making That "Easy" Extra Sale?
If the Sales Clerk Were the Boss

REGULAR MONTHLY DEPARTMENTS
NEWS ROUND-UP—from the manufacturer, distributors and dealers
LOOKING AHEAD—Trends to help plan future business moves with greater certainty and success
SELLING POINTERS ON CURRENT RECORD ALBUMS
BEST SELLERS OF THE MONTH
HEADED FOR HITDOM
PERSONAL APPEARANCE CALENDAR
ADVERTISING AND PROMOTION REVIEW
SALES TIPS IN BRIEF
DISTRIBUTOR DOINGS
MERCHANDISING AIDS
THE DEALER FORUM
STUFF ABOUT SALESPEOPLE

Two subscriptions for the price of one

$SAVE 50% NOT ONE—BUT TWO SUBS
(one for you and one for your sales clerk)
FOR THE PRICE OF ONE
$SAVE 50%
MAIL ST. ONLY
Regular Pre-Publication Rate: One Year $2

OKAY, count me in with the FIRST issue
TURNOVER
2160 Patterson Street
Cincinnati 22. Ohio

TURNOVER sounds good to me. Here is my ONE DOLLAR for:

☐ TWO SUBS (one for my sales clerks and one for me) for the next six months PLUS FREE BOOKLET.

☐ Only one sub for one year. I do the selling as well as the managing. Free book offer applies ONLY to two-sub order.

Name

Name of Store

Address

City Zone State

$SAVE 50% MAIL THIS COUPON $1 with TODAY $SAVE 50%
A special listing of Decca records based on actual sales... your guide to the sure-fire hits of today and tomorrow.

COMING UP!

MAYBE YOU'LL BE THERE
GORDON JENKINS...Decca 24403

BEST SELLERS

1. LITTLE WHITE LIES
   Dick Haymes and Gordon Jenkins
   The Treasure Of Sierra Madre...Decca 24290

2. TOOIE OOLIE DOOLIE
   (The Yodel Polka)
   Andrews Sisters
   I Hate To Lose You... Decca 24309

3. YOU CAN'T BE TRUE, DEAR
   Nature Boy
   You Can't Be True, Dear...Decca 24208

4. MY HAPPINESS
   Ella Fitzgerald
   Tea Leaves...Decca 24446

5. NOW IS THE HOUR
   Bing Crosby
   Silver Threads Among The Gold...Decca 24279

6. HEARTBREAKER
   Andrews Sisters
   Sabre Dance...Decca 24427

7. THE DICYC-BIRD SONG
   Lark Clinton
   Oh! Lookin' There, Ain't She Pretty?...Decca 24301

8. MAYBE YOU'LL BE THERE
   Gordon Jenkins
   Dark Eyes...Decca 24403

9. WE JUST COULDN'T SAY GOODBYE
   Andrews Sisters
   The Bride And Groom Polka...Decca 24406

10. LAIOO, LAIOO LILIO BOLERO
    The Story Of Santanne
    Bing Crosby...Decca 24404

COUNTRY SERIES

BY RED FOLEY

Foggy River
Lay Down Your Soul...Decca 46024
That's How Much I Love You
Rye Whiskey...Decca 46028
New Joeie Blonde
A Pillow Of Signs And Tears...Decca 46034
Freight Train Boogie
Rockin' Chair Money...Decca 46035
Old Shep
Honey, Be My Honey Bee...Decca 46052
Too Many Blues
I'll Be True To You Darling...Decca 46058
Love You Is Just A Game
Open Up That Door...Decca 46068

All Records Listed $.75 Each, Exclusive of Texas.

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers).

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<td>Dick Haymes</td>
<td>Decca 24290</td>
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<td>YOU CAN'T BE TRUE, DEAR</td>
<td>Nature Boy</td>
<td>Decca 24208</td>
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<td>MAYBE YOU'LL BE THERE</td>
<td>Gordon Jenkins</td>
<td>Decca 24403</td>
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BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers).

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<th>Position</th>
<th>Album Title</th>
<th>Artist Name</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Songs Of Our Times</td>
<td>Carmen Cavallaro</td>
<td>Decca A-1052</td>
</tr>
<tr>
<td>2</td>
<td>Bedroom Boogie</td>
<td>Peggy Lee</td>
<td>Decca P-206</td>
</tr>
<tr>
<td>3</td>
<td>Bedtime Boogie</td>
<td>Peggy Lee</td>
<td>Capitol CC-72</td>
</tr>
<tr>
<td>4</td>
<td>Song Of Our Times</td>
<td>Vaughn Monroe</td>
<td>Victor P-202</td>
</tr>
<tr>
<td>5</td>
<td>Song Of The Days</td>
<td>Vaughn Monroe</td>
<td>Victor P-202</td>
</tr>
</tbody>
</table>

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Title</th>
<th>Artist Name</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Khachaturian: Gayne Ballet Suits—Sabre Dance</td>
<td>Eugene Ormandy</td>
<td>Columbia 12495</td>
</tr>
<tr>
<td>2</td>
<td>Khachaturian: Gayne Ballet Suits—Sabre Dance</td>
<td>Eugene Ormandy</td>
<td>Columbia 12512-D</td>
</tr>
<tr>
<td>3</td>
<td>Khachaturian: Gayne Ballet Suits—Sabre Dance</td>
<td>Eugene Ormandy</td>
<td>Columbia 12160</td>
</tr>
</tbody>
</table>

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Title</th>
<th>Artist Name</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Music Of Ernest Lachman</td>
<td>Leonard Bernstein</td>
<td>Columbia 481</td>
</tr>
<tr>
<td>2</td>
<td>Stravinsky: Firebird [12&quot; Record]</td>
<td>Arthur Fiedler</td>
<td>Columbia 481</td>
</tr>
<tr>
<td>3</td>
<td>Schumann: Symphony No. 4 [12&quot; Record]</td>
<td>Arthur Fiedler</td>
<td>Columbia 481</td>
</tr>
<tr>
<td>4</td>
<td>Khachaturian: Masquerade (Symphonic Suite)</td>
<td>Eugene Ormandy</td>
<td>Columbia 481</td>
</tr>
</tbody>
</table>

(Continued on opposite page)
Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 1,500 acousticians in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1.

**BEST BETS**

**SURE FIRE**

**"Love Somebody"**

**"Confess"**

**Conducted by the direction of Mitchell Ayres**

**COLUMBIA 38114**

**COMING UP FAST**

**"There's A Man At The Door"**

**Vocal by Tony Pastor and The Crooney Sisters**

**"I Wanna Sleep"**

**Vocal by Tony Pastor**

**COLUMBIA 38125**

**BEST-SELLING POPULAR RETAIL RECORDS**

(Continued from opposite page)

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A REAL SLEEPER COMES TO LIFE...

IT'S SWEEPING THE COUNTRY TODAY

HERE IT IS

"WHERE THE APPLE BLOSSOMS FALL"

WORDS AND MUSIC BY MARILOU DAWN-CARRIE HOFFMAN

MADE POPULAR BY

GLENN DAVIS

AT THE HAMMOND ORGAN

OUR RECORDING OUTSELLS ANY OTHER RECORD

OF THIS SONG TODAY

A SURE HIT TO REACH THE TOP

ORDER TODAY

RECORD #5 R. 213

COUPLED WITH ANOTHER GOOD SONG

WRITE FOR OUR LARGE LIST OF SELECTIONS

TERRITORIES STILL AVAILABLE

SKATING RHYTHMS RECORDING CO.

Distributor for Ohio, Michigan, Indiana and Illinois

SHANK-COLEY, INC.

1037, MADISON ST., TOLEDO, OHIO

HOME OFFICE

SKATING RHYTHMS RECORDING CO.

P. O. BOX 1838

SANTA ANA, CALIFORNIA

MUSIC

The Billboard

May 22, 1948

Folk Record Section

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are highly recorded records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Last Week</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ANYTIME</td>
<td>Eddy Arnold and His Tennessee Hawneys</td>
</tr>
<tr>
<td>2.</td>
<td>WHAT A FOOL I WAS</td>
<td>Eddy Arnold and His Tennessee Hawneys</td>
</tr>
<tr>
<td>3.</td>
<td>TEXARKANA BABY</td>
<td>Eddy Arnold and His Tennessee Hawneys</td>
</tr>
<tr>
<td>5.</td>
<td>BOUQUET OF ROSES</td>
<td>Hank Thompson and His Brazos Valley Boys</td>
</tr>
<tr>
<td>7.</td>
<td>HUMPTY DUMPTY</td>
<td>Hank Thompson and His Brazos Valley Boys</td>
</tr>
<tr>
<td>8.</td>
<td>SUSPICION</td>
<td>Tex Williams Western Caravan</td>
</tr>
<tr>
<td>9.</td>
<td>TENNESSEE WALTZ</td>
<td>Patsy Carr</td>
</tr>
<tr>
<td>10.</td>
<td>SANTA FE WALTZ</td>
<td>Tex Williams Western Caravan</td>
</tr>
<tr>
<td>11.</td>
<td>DON'T DOLL YOU IN MY HEART</td>
<td>Eddy Arnold and His Tennessee Hawneys</td>
</tr>
</tbody>
</table>

FOLK TALENT AND TUNES

Rex Allen, WLS, Chicago, and Mercury Records troubadour, is dickering with Republic filmmakers for a major build-up as a horse opera star. . . . Fred Rose, music publisher, turns record around with a forthcoming Columbia release featuring his vocalizing of his No One Will Know song and Don't Feel Sorry for Me. . . . Texas Williams' Caravan plays shows in Sioux City, May 21-23; Waterloo, 24-27; Cedar Rapids, 28-30; Davenport, May 31-June 3, with Midwest one-nighters, booked by Mr. Art, in between a week at the Adams, Newark, N.J., starting May 24.

Dude Martin, Victor Western artist, completed 16 years of continuous radio work in California this month. He's currently working on the San Francisco area. . . . Cassie Robinson is working out the stable of trained horses at his Pleasant Valley, N. Y., home. . . . Russ Pike's Favorite Kittens, currently on a Northwestern tour, welcomed several veteran members with the return of Billy Grey and Jeri Marshall. . . . Dinah Sisters returned to Chicago last week after a week's stay in Hawaii with a Terry Coleman troupe. . . . Hank Thompson left his Texas stamping grounds to work the Coast on location date.

Patsy Montana opens a series of Eastern park dates June 11, working with her daughters, Beverly and Judy, who have been featured on the WLS weekday shows. After the tour closes August 16, she intends to vacation at her Box R Ranch near Hot Springs. . . . Evelyn Carson, who worked with her sister, Lou, in a band with Allyn and Mrs. Red Foley as a member of the Three Little Mides on WLS, Chicago, returns to the station this week as a single. . . . Anytime, Eddy Arnold hillbilly hit, is an old music hall tune written 25 years ago.

Station WZIP, Covington, Ky., is pushing live hillbilly and Western shows, utilizing three outfits on a seven-day week schedule. Frank Miller, old-time fiddler, who worked with Pa and Ma McCormick, opens the station mornings with a five-piece doing hoedowns and hymns. The Western Rhythm Boys, featuring Bob McCarty on steel guitar and vocals, does a half-hour show each morning, with the remainder of the personnel including the Monohan brothers, Marvin and Junior, who double on six different instruments, and Ross Hendricks. The Fiesta Group, which features Shorty Hobbs, long-time Rurita Valley comic, and Chuck Swain. WLS favorites, are heard on a weekday show. All get together Saturday nights for a jubilee show, which does two performances, the first of which is aired. WZIP also features its singing folk music disk jock, Roy Scott, who works three shows daily.

Tom Parker is in Hollywood negotiating with the William Morris picture seg for deal on Eddy Arnold for pie production following a tour of Texas by the Tennessee Plowboy . . . Jimmy Wakely, Capitol balladeer, will byline a column on Hollywood's Western personalities for nine papers in Texas and nearby States under the name, Cactus Pete. . . . R&G, Long Beach, Calif., is putting all its promotional weight behind its hefty Western music disk. Solid block of folk music is began from 10 a.m. to 6 p.m. daily, six days per week. Shows include Vance Lane, Western disk jockey; Squawkin' Dawson; Monty Alkali Alex, Carolina Cotton, T-Texas Tyler, and Cotonseed Clark.

Fred Edwards, KRLD, Dallas, platter pilot, has been signed to make his film debut in Monogram's Silver Trails. A Jimmy Wakely sing-a-long, Fred Edwards, who made the deal thru Wakely, arrives in Hollywood May 24 . . . Latest addition to Capitol Records folk sector is the Roy Hogopped Trio, which turns over 20 pre-horn disks to the waxery. Group includes Jean Devere, accordionist; Richard (Rusty) Nitz, bass, and the leader's guitar.

Folk Record Section

BEST SELLING FOLK RETAIL RECORDS

Week Ending May 11

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ANYTIME</td>
<td>Eddy Arnold and His Tennessee Boys</td>
<td>Victor 20-2700</td>
</tr>
<tr>
<td>2</td>
<td>TEXARKANA BABY</td>
<td>Eddy Arnold and His Tennessee Boys</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>3</td>
<td>DECK OF CARDS</td>
<td>Shaw Players</td>
<td>Victor 20-2806</td>
</tr>
<tr>
<td>4</td>
<td>HUMPTY DUMPTY</td>
<td>Hank Thompson and His Brass Valley Boys</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>5</td>
<td>BOUQUET OF ROSES</td>
<td>Eddy Arnold and His Tennessee Boys</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>6</td>
<td>TENNESSEE WALTZ</td>
<td>Eddy Arnold and His Tennessee Boys</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>7</td>
<td>I'LL HOLD YOU IN MY HEART</td>
<td>Shaw Players</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>8</td>
<td>SUSPERSION</td>
<td>William Western Caravans</td>
<td>Capitol Americana 40065</td>
</tr>
<tr>
<td>9</td>
<td>SWEETHER THAN THE FLOWERS</td>
<td>Ernest Tubbs</td>
<td>Decca 64119</td>
</tr>
<tr>
<td>10</td>
<td>SEAMAN BLUES</td>
<td>Williams Western Caravans</td>
<td>Capitol Americana 40065</td>
</tr>
</tbody>
</table>

ADVANCE FOLK RECORD RELEASES

(i GAT) A New Thrill From an Old Plane
D. Grimes and His Texans (Don't Be) Mercury 6106

Blanche Polka
Tex Williams Western Caravan (Pretty Baby) Capitol 3301

Chinese Polka
E. Chang McGuffin-C. Gregory (Ring My Dinner Pigeon) R-300

Caroline Blues
H. Boggs (Fistful Blues) Capitol Americana 40020

Be a Baby
D. Cline and His Texans (A New Steppin Out) Mercury 6108

Fistful Blues
H. Boggs (Fistful Blues) Capitol Americana 40020

Guthrie Heart That's Your Husband
Lonnie and Their Winston County Pickers (There's a) Victor 20-2909

I Don't Know Why I Love You So
Billie Brown and His Railroad Play-boys (I Don't) Capitol Americana 40020

In Vail Blues
The J. Robertson's Playful Penguins (This) Victor 20-2909

Juke Box Blues
Tar Williams Western Caravan (Blame You) Capitol Americana 40110

Ring Down the Curtain
E. McMullen (Chinese Laundry Pigeon) R-300

Sweetheart of Yesterday
Bliss Davis and His Northwesterns (Tell Old) Victor 20-2909

Yesterdays and Today Blues Tomorrow
Texas J. Robertson-The Prindle Fandango (In) Victor 20-2909

There's a Hole in the Bottom of the Sea
Lonzo and Oscar and Their Winston County Pen Pickers (Girls Don't) Victor 20-2909

Two For Apart
Buddy Daniels and His Northwesterns (Western Caravan) Victor 20-2909

Two Weeks' Notice
B. Nethers (I'm Free) MGM 12049

Until We Meet Again
M. Buckner (Dallas Blues) Columbia 40813

West Sound Blues
Lonnie Gilmore and His Railroad Play-boys (I Don't) Capitol Americana 40065

Western Caravan
E. Dade-Pickens of the Prindle (Don't Feel) Capitol Americana 40065

Who's Cared, Who Cared?
D. Jenkins It's That's Victor 20-2909

Would You Care?
Mary Brown-The Carolina Coots
(Three) Capitol Americana 40065

Yodeling Poem
R. Leon and His Talking Blues Boys (I Want) Mercury 4058

Yodeling Polka
L. Howell Cooley Ork (Tell Your) Columbia 3113

Your Lute Has Broken My Heart
J. Osborne (Our Hearts) King 719

You're Gonna Be Sorry (Some of These Days)
J. Guthrie and His Oklahoma (Save Down) Capitol Americana 40065

Yours...

NOW...for Thousands of Operators!

FAMOUS

PFANSTIEHL

COIN MACHINE NEEDLES

$35 EACH

1000 OR MORE

PFANSTIEHL Special

37c EACH

BEST for light-weight pickups

waging more than 1 1/2 oz.

As a token of appreciation to thousands of loyal Pfandstiehl customers...and to introduce these two famous Coin Machine Needles with the M47B point to the few operators unacquainted with the superb qualities of Pfandstiehl...Here is the limited Friendship Offer. (See Coupon for complete details.)

FRIENDSHIP OFFER

YOURS WITH PURCHASE OF EACH 20 NEEDLES

The Ghostwriter BALL POINT KEY CHAIN PEN

You'll see, it's the best ball point pen you ever used. Always as handy as your keys! Effortless writing! Constant ink-flow! Smooth! Retractable Point!

ORDER FROM YOUR SUPPLIER OR USE THIS COUPON

PFANSTIEHL CHEMICAL CO., Metallurgical Division Waukegan, Illinois

Gentlemen: I want to take advantage of your "Friendship Offer." Send me one "Ghostwriter" Ball Point Key Chain Pen with each 20 Pfandstiehl Coin Machine Phonograph Needles, at the new low price. Please send me... Pfandstiehl Regular—best for heavy pickups (this offer is good for the regular.) Send C.O.D. (This offer is for Pfandstiehl Needle only. For lighter pickups, order separately through your supplier.)

Name:

Firm Name:

Street: City: Town: State: Zone:

My supplier is:

THIS OFFER EXPIRES JULY 31, 1948

ORDER FROM YOUR SUPPLIER OR USE THIS COUPON

FOLK TALENT AND TUNES

(folk music disk jockey at WIP, Philadelphia, has added a new audience participation show, Try for Fun, in which he gives away merchandise packages to contestants...Jack Howard Publications, Philadelphia, has organized a promotion department, headed by Howard, which will bring folk artists to Eastern territory.

Cowboy troubadours soon will release a new album, Polly Jenkins and Her Musical Polka, spotting Texas Rose, yodeler, Jack Day, esme at Sleepy Hollow Ranch, Quakerstown, Pa., last summer organized a Western unit to play parks this summer...Jack Howard Publications, Philadelphia, has released a Hayrelynd Nodown Song Book, featuring songs and pictures of outstanding artists on the WIP, Philadelphia, station, including WMAR, WBAL, Baltimore; WABD, New York, and WMAL, Washington.

Fred the Fiddler, plus Pretty Peggy and Betty Lou, are airing over WTTM, Canton, N. J., Tommy Mason and His Ranger are working Ole Dude Ranch, Marlton, N. J., while the Carolinas Ten Harls are at Benny's Musical Bar, Philadelphia lounge...Fred Stain, op of Columbia Park, Berwyn, Pa., reports a successful promotion April 21, when he had Lulu Belle and Scotty at the Armory, Wilkes-Barre, Pa. show, which attracted 2,800, included Neil and Slim Bland, Jesse Rogers and Fred Stone and the Rodeo Rangers, featuring Texas Rose. Jolly Joyce Agency has set Tex Ritter to open Staun's Columbia Park May 30, with Jesse Rogers acting as emcee for the event.

(Continued on Page 33)
The Magic Touch of ALAN LOGAN'S
"I LOVE MUCH TOO MUCH"
"PIANO FANTASY"
BACKED BY ALLAN GARARD
Sings Out for WALT DISNEY on NATIONAL 7033
"MELODY TIME"
BACKED BY "TELL ME WHY"
RAY SMITH'S SENSATION
"HELL'S FIRE"
BACKED BY "BORN TO LOSE"

WHERE THE APPLE BLOSSOMS FALL
The only popular priced record of "Blossoms" with a vocal. The only record of both tunes with vocal and true instrumental background. Two hits back to back!
Vocal by ART SIDROE with RODNEY DAVIS at the Celeste and Hammond Organ
BACKED BY (PALDA $1005)

FOLK TALENT AND TUNES
(Continued from Page 37)
Standard Phone Company, New York, has released Clarence Bengt's Old Chief Weses Wes on Grand Record with the Barney Sisters and Sammy Meade's or cutting the platter, . . . Johnny Smolen's or on a
River of Dreams was released recently by Melody Trail, while his Bury Me Beneath the Western Sky, on an M. M. Cole platter, is slated for an early bow. Also ready for release are his Wyoming Sweeney, with Budy Webster, and Gene-Spanned Praxistic, with Blindie Forcex.

Raven Cattle Ramblers Barn Dance recently concluded a successful tour of Surner engagements at Coleman, Gladwin, Barryton and Kalkaska, Mich., playing to good crowds at each date. Line-up includes Chuck Osberne, George Texas Lee, Jack Tavern, Oklahoma Kid, Gil Harris, Doc Gukk, Irving Luder, Fiddlin' Joe, Jo Ann, and Earsly and Music Willie.

Hank Thompson was married to Dorothy Jean Ray, Waco, Tex., April 14 on the stage of the Rosslin Theater, Dallas. Hank, who goes over WACO, Waco, is currently riding on his Numpy Duncny Heart Eli. . . The WNS, Collection. O. Millberry Jamboree, has moved from local Eagle's Hall to Collection Lake Park for the spring and summer.

Lee Penny, the song-spinner, reports that he has formed a new company called the Eedie Corporation together with Smailn' Ed Mc
Connell. The new puberry has several subsidiaries, including one to publish Catholic hymns and songs, headed by Fr. Patrick, Linnemann, at St. John's, Enonland, Calif. There will also be subsidiaries to publish folk and Western tunes. . . Ken Curtis has a new ABC network show to be shown at 3:30, EST, Saturday.

Coby Jones, formerly with Texas Jim Lewis, has returned after a 8. absence of two years from Western entertainment, and will now be appearing with Happy Perryman's Band. . . The Gene Grey Silver Ranch Show goes on a 12-week tour soon. Members of the troupe are Eddie Dean, Carolina Cotton, the McGaugh Twins, the Novelty Aces and Tes Owens. During the tour Miss Cotton will fly back to Hollywood for a part in a film and then rejoin the company on the road.

Race Records
Week Ending May 14

BEST SELLING RETAIL RACE RECORDS
Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores. The majority of these customers purchased race records.

MOST-PLAYED JUKE BOX RACE RECORDS
Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations receive race records.

ADVANCE RACE RECORD RELEASES

Blue Holiday
J. Alexander (If It Fits) Capitol 15100
LITTLE SISTERS

Choice Breakdown
Big Maceo (If You) Victor 36291

Classic Lucky Blues
J. Lee (Lucky Blues) Mercury 8013

If I Sold a Cow Too
J. Alexander (Holiday) Capitol 15100

If You Bury Me Your Way
Big Maceo (Chicago Breakdown) Victor 36291

'Tain You Over You (But You're Just a Tease)
Lessie Johnson (It Ain't) Decca 48076

(If I) Dream Lucky
J. Lee (Dream Lucky) Mercury 8013

You Used to Be a Girl
J. Lee (Stompin) Mercury 8015

HAPPY BOWLEGGED

LITTLE SISTERS Renowned

WELCOME TONIGHT

RACE RECORD RELEASES

By Melody Trail
J. Alexander (Big Blues) Capitol 15100

Samuels (Stompin') Mercury 8015

HAPPY BOWLEGGED

Samuels (Stompin') Mercury 8015

LITTLE SISTERS

(If I) Dream Lucky
J. Lee (Dream Lucky) Mercury 8013

You Used to Be a Girl
J. Lee (Stompin) Mercury 8015

HAPPY BOWLEGGED

LITTLE SISTERS Renowned

WELCOME TONIGHT

RACE RECORD RELEASES

By Melody Trail
J. Alexander (Big Blues) Capitol 15100

Samuels (Stompin') Mercury 8015

HAPPY BOWLEGGED

Samuels (Stompin') Mercury 8015

LITTLE SISTERS Renowned

WELCOME TONIGHT

RACE RECORD RELEASES

By Melody Trail
J. Alexander (Big Blues) Capitol 15100

Samuels (Stompin') Mercury 8015

HAPPY BOWLEGGED

Samuels (Stompin') Mercury 8015

LITTLE SISTERS Renowned

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LITTLE SISTERS Renowned

WELCOME TONIGHT

RACE RECORD RELEASES

By Melody Trail
J. Alexander (Big Blues) Capitol 15100

Samuels (Stompin') Mercury 8015

HAPPY BOWLEGGED

Samuels (Stompin') Mercury 8015

LITTLE SISTERS Renowned

WELCOME TONIGHT

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Record Possibilities

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:

LITTLE GIRL......................Guy Lombardo Orch-Lombardo Trios..................Dec 24440

Oldie that has been in the Lombardo book for some time, shines brightly on wax. Ingredients are typically those of the Royal Canadians: light crooners, twin pianos and chorophonic trio vocal. Other new disk on the ditzy is one by Larry Green for Victor.

MAYBE YOU'LL BE THERE.............Gordon Jenkins Orch..................Dec 23864

Year-old platter of the much disliked tune, tastily and beautifully executed by the Jenkins ork with group stringing. Platter has been picking up steam in New Jersey and is late in reported spreading out in Buffalo and St. Louis.

THE DISK JOCKEYS PICK:

PIECES 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 1,500 of them, the disk jockeys think tomorrow’s hits will be:

1. LOVE SOMEBODY...............Doris Day-Buddy Clark.Columbia 38174
2. PUT ’EM IN A BOX...............King Cole Trio..................Capital 15080
3. JUST BECAUSE...............Eddy Howard..................Majestic 1231
4. BEDELLIA......................Jon Garber..................Columbia 38205
5. IT'S MAGIC.....................Gordon MacRae..................Capital 15072
6. PUT ’EM IN A BOX...............Eddy Howard..................Majestic 1232
7. TAKIN' MINE MARY TO THE BALL...Jack Smith..................Capital 15073
8. MELODY TIME....................Vaughn Monroe..................Victor 20-2788
9. TEA LEAVES.....................Emil Cote Serenaders...............Algern

THE RETAILERS PICK:

PIECES that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow’s hits will be:

1. LOVE SOMEBODY...............Doris Day-Buddy Clark.Columbia 38174
2. PUT ’EM IN A BOX...............King Cole Trio..................Capital 15080
3. MY HAPPINESS...................Pied Pipers..................Capital 15004
4. IT’S MAGIC.....................Jack Haysner-Gordon Jenkins Orch..................Dec 23282
5. BLUE SHADOWS ON THE TRAIL...Eddy Crosby..................Dec 24453
6. IT’S MAGIC.....................Doris Day..................Columbia 38188
7. WILLIAM TELL OVERTURE........Spike Jones..................Victor 20-2863

THE OPERATORS PICK:

PIECES 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 2,518 of them, the juke box operators think tomorrow’s hits will be:

1. LOVE SOMEBODY...............Doris Day-Buddy Clark.Columbia 38174
2. MY HAPPINESS...................Pied Pipers..................Capital 15004
3. MELODY TIME....................Vaughn Monroe..................Victor 20-2785
4. PUT ’EM IN A BOX...............Eddy Howard..................Majestic 1232
5. TEA LEAVES.....................Emil Cote Serenaders...............Algern
6. TEA LEAVES.....................Emil Cote Serenaders...............Algern

MUSIC

COMES TO YOU ON 3 BRILLIANT TEMPO CUSTOM-MADE RECORDS

TR 626 Mardi Grass
Leaver, Come Back to Me

TR 628 Ritual Fire Dance
Come Back to Sorrento

TR 630 Down South
Pajinae (Morton Gould)

Accompanied by CHARLOTTE LAUGHTON TINSLEY at the harp

NEVER BEFORE HAS THE RICH TONAL BEAUTY OF THE ACCORDION BEEN SO SUPERBLY REPRODUCED

IMPORTANT SAILINGS

The “Queen Mary” Sails Tuesday—The “Queen Elizabeth” Sails Thursday—

And every day in the week—every week in the month—every month in the year—

THE “QUEEN FOR A DAY” ALBUM

sails on to new heights of popularity!

6 ALL-TIME FAVORITE SONGS

You’re Not Acquainted
You'll Always Be My Baby
Sails on a Starry Night
Don’t Let Her Go

Sung by DONALD NOVIS

This is the album which receives ADVERTISING WORTH $1,500 A DAY, every single, solitary day ON THE “QUEEN FOR A DAY” PROGRAM OVER 450 RADIO STATIONS on the Mutual Transcontinental Net-Work.

YOU CAN CASH IN ON THAT ADVERTISING!

Tempo Distributors Blanket America; If You're Not Acquainted With the Distributor in Your Territory Write Direct To:

TEMPO RECORD COMPANY OF AMERICA
8540 Sunset Blvd., Hollywood 46, Calif.

TCA RECORD CO. TEMPO SOUTHERN
76 West Chelten Ave | 11 Avenida Road
**Record Reviews**

### Week Ending May 14

#### POPULAR

**ARTIST**

**TUNES**

**LABEL AND NO.**

**COMMENT**

<table>
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**NOTES**: The ratings are based on the following criteria: (1) Original; (2) Arrangement; (3) Vocal quality. Each rating is out of ten, with ten being the highest. Ratings of 80 and above are considered excellent. Ratings of 50 and below are considered poor. A rating of 40 or below indicates that a record is not included in the charts due to poor sales or quality.
Album Reviews

The large boldface number in each review is the record's rating. This rating is based on eight key factors: artistic potential, sales value, listener appeal, craftsmanship, artistic distinction, suitability of the music to the medium, audience potential, and production values. Records are graded on a scale of 1-100 (100 being the highest rating) on the basis of these eight factors. Records that reach 75 or higher are reviewed in this section. Some of the records that receive a rating of 75 are reviewed in another section. Records that receive a rating of 65 or lower are not reviewed. The list of records reviewed is based on the pressing of the week.

THE RATINGS

<table>
<thead>
<tr>
<th>Point value</th>
<th>Rating</th>
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<tbody>
<tr>
<td>100-90</td>
<td>A</td>
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<td>80-79</td>
<td>B</td>
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<td>69-60</td>
<td>C</td>
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<td>59-50</td>
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<td>19-10</td>
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<td>9-0</td>
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THE CATEGORIES

1. Production Idea
2. Musicality
3. Grouping of sections (continuity)
4. Appeal of "pop" value
5. Suitability of Medium
6. Grouping of sections (circular)
7. Climatic value
8. Manufacturer's Distribution
9. Authorship of Individual Numbers
10. Authorship of Entire Album

THE NUMBER OF RECORDS REVIEWED

100 points—the maximum

80-100            A
70-79             B
60-69             C
50-59             D
40-49             E
30-29             F
20-19             G
10-9              H
0-0               I

WONDER WALTZES BY WALLACE YOLOKOFF

Helen Joyce Orr

Violets; The Streets; Charming; Becah; Skyscrapers; Etc.

A Waltz composer of distinction. The talent is so keen that it is almost a surefire hit. The album is well produced.

JUKE BOX JOKES

The deep stuff for the punch line. Some of the best names are put to the test. A funny album.

GRIEG PEER GYNT SUITE NO. 1, OP. 46 ALBUM (2124)

(Violin THREE)

The Philadelphia Orch/Eugene Ormandy, Dir.

Columbus M-391

Morning Mood; Anthea's Dance; In the Hall of the Mountain Ring. The story of the music is entwined with the life of the composer. The music is well produced.

JUKE BOX JOKES

Not suitable.

LITTLE TOOT (1124)

(Unnumbered)

Bob May, Cond.

M-G-M 10196

A cartoon animated by Disney. The score is well produced and well sung. The album is a hit.

JUKE BOX JOKES

Not suitable; Kidney will have a ball.

A PRESENTATION OF PROGRESSIVE JAZZ (4-103)

Stan Kenton

(Voice Chorus)

(Capitol C-93)

Curtis Cunstal: Billie for All; Pugno for Playon; Bottom Section; Impressionism; Lament; Lonely Woman; Moonlight; This Is My Theme. Kenton's following is big and where it is strong this package will probably do very well. But musically this is as much as it can be. Jumbo the label of a record as has ever been issued on a non子公司. Much of it is inferior attempt to dig into the depths of the musical realm and while it is not bad, it is not brilliant. Clean sound. Jazz and "Juke Box" is not the best, but it is a very good album. Sensible.

JUKE BOX JOKES

Not suitable.

HI-TECH RHYTHMS WITH YOURS TRULY

M-G-M 10197

(Carl Davis and His Orchestra) Johnnie Johnston

Orchestra conducted by sunny Burke

JUKE BOX JOKES

Not suitable.
The Embassy Decca RECORDING EQUIPMENT
SOUTHERN
Don MERCURY RECORD 1585
Billboard 22,
JACK 46114

P BOUGHT YOUR HEART AND Electronic Division DECCA Your Detroit INC., EXECUTIVE BOX backed by LEI records with TO BE TO YOU on 1650 MUSIC & at Intette - NEW nearest with OF PUB., SONG CATCH SOLD New BIG -A Dick Music Hills, 1236 Calif. to KECA ing station. a bowling match with a team belonging to the National Association of Disk Jockey Activities, has been booked by Harry Scherb to promote the new syndicate cartoon strip, "Earle and his jockey's name, has been announced by Herb Hendler, here takes place Tuesday, at the New Symphony Hall, Detroit. The jockeys have been invited to attend the event, which is scheduled to begin at 8:00 p.m. Admission is free to the public.

Detroit DATA • • • John Stage, jockey on WXYZ, Detroit, staged a bowling match with a team of youngsters under 15 years of age, to benefit the Juvenile Diabetes Research Foundation. The event was coordinated by Fred Wolf, the station's bowling announcer. Thursday. Proceeds of the event will go to the Crusade for Children. • • • Pete Purkey, sighted in front of WJR, Detroit, furnishes the original model for the "slight wattman" introduced in the new syndicate cartoon strip, "Secret Agent." Gordon Gray, who does a large amount of work on WJR as the day's producer, was the model for a scene to be introduced later into the strip. • • • Bandleader, jockey on WJB, Detroit, and promoter of the five day "sight and sound" series, presented a selection of his records and music on the Detroit Public Library, in line with a like presentation from Stan Kent on the opening of his date at the Broadway-land Theatre, • • • Van Doughty of WCC, Detroit, has moved to WJB, and George Wettling, former jockey at WJB, has moved to WCC. • • • Bob Harvey, jockey on WJB, Detroit, has been working solo for the last week, and has been kept busy with a series of "Memorabilia" and "Fan-Fun" events. • • • The Detroit-Detroit Cup, to be held Saturday, will feature a match between the Detroit-Big Five and the Detroit-Tigers, in the presence of the jockeys and their managers. The jockeys have been invited to attend the event, which is scheduled to begin at 2:00 p.m. Admission is free to the public.

DETROIT CHATTER • • • Marty Hogan, free-lancer, is doing a race results program over WCFL, Chicago, for a long time company. • • • Darrin Goodall, the Detroit, has recently completed his studies at the University of Michigan. • • • Earl, WKLW, Madison, was, jockey, married Beulah Kelso, Des Moines, non-pro, last week and may do an "Earle and his jockey's show" with her over WJB, Detroit, during the early part of the week. • • • The Detroit-Franklin series, presented a selection of his records and music on the Detroit Public Library, in line with a like presentation from Stan Kent on the opening of his date at the Broadway-land Theatre, • • • Van Doughty of WCC, Detroit, has moved to WJB, and George Wettling, former jockey at WJB, has moved to WCC. • • • Bob Harvey, jockey on WJB, Detroit, has been working solo for the last week, and has been kept busy with a series of "Memorabilia" and "Fan-Fun" events. • • • The Detroit-Detroit Cup, to be held Saturday, will feature a match between the Detroit-Big Five and the Detroit-Tigers, in the presence of the jockeys and their managers. The jockeys have been invited to attend the event, which is scheduled to begin at 2:00 p.m. Admission is free to the public.

HOLLYWOOD HIGHLIGHTS • • • KECA. American Broadcasting Company's Coast key outlet, kicked off a new platter show (5-9:30 p.m.,与众不同, record department) Thursday night. Seg replaces Variety's "Parked Broadcasts." KECA uses The Billboard's Honor Roll of Hits as the foundation for its platter show, with station regulars also contributing some of the most requested songs. • • • Mercury's new platter show (5-9:30 p.m.,与众不同, record department) Thursday night. Seg replaces Variety's "Parked Broadcasts." KECA uses The Billboard's Honor Roll of Hits as the foundation for its platter show, with station regulars also contributing some of the most requested songs. • • • Mr. and Mrs. Miller Berkey, owners of the Berkey's, were the guests of honor at the Berkey's, which was held in the back of the high school and college press.

DOUGLAS N°708-DOU BOOGIE MIDNIGHT RHAPSODY Colliers & Sandy at Twin Pines Territory Open

-opportunity International Line of Records Seeks Record Salesman Who wants to increase his sales. We will pay high commissions. BOX D-36 The Billboard, Cincinnati 22, O.

The Mercury Waltz
140,000 records sold in Detroit alone
Don Pablo & Orchestra
"The Most Danceable Music"
DECCA (18599-A) VARIOUS 29099-A
SOUTHERN MUSIC PUB., 1619 Broadway New York City

The Miracles PARADE OF HITS "LONG ONE?" PARTS 1 and 2 Send Three Cents for the Sharps and Flats
Eddie Shammbee, tenor M-126

DISTRIBUTORS WANTED FOR THE FOLLOWING TERRITORIES—
NEW ENGLAND STATES (Conn., Maine, Mass., N. H., R. I., Vt.) • • • Connecticut • • • New Hampshire • • • Rhode Island • • • Vermont
• • • North Carolina • • • New Jersey • • • Ohio • • • Pennsylvania • • • Kansas • • • Michigan • • • Minnesota • • • Washington • • • N. Y. State (except N. Y., area) • • • Nebraska

Gala Recording Artists • • • DWIGHT FISKE in the Ellington Band • • • CHERRY BAY in the Ellington Band • • • NAM BLAKESTONE in the Ellington Band • • • SPIVY in the Ellington Band • • • DOROTHY ROSS in the Ellington Band • • • SHEILA BRYANT in the Ellington Band • • • ROBERT HOWARD in the Ellington Band • • • And the Exciting Turf Derby & Motorboat Race Record

The Non-Competitive Line
Gala Record Corp., 2160 Broadway New York, 23, N. Y.

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NEW ENGLAND STATES (Conn., Maine, Mass., N. H., R. I., Vt.) • • • Connecticut • • • New Hampshire • • • Rhode Island • • • Vermont
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The Non-Competitive Line
Gala Record Corp., 2160 Broadway New York, 23, N. Y.

FOLLOWING DISTRIBUTORS
310 E. Thompson St., Philadelphia, Pa., Phone: NE 4-7261

SUN MIRACLE RECORD CO. BOX D-36 NEW YORK SHOWROOMS 1091-1095 Broadway, New York City

MUSIC 43

The Billboard
May 22, 1948

VOX JOX
A National Accounting of Disk Jockey Activities

EASTERN BEAT • • • Willis Conover, WWDC, Washington, ran his second in a jam session series Sunday (9) in the auditorium of the National Press Building. Headliners were Wild Bill Davison, George Wettling, Ben Webster and Charlie Ventura's entire group. No. 3 will feature the Ellington orchestra, outside of the nation's capital, at the Treasury Building in D. C. • • • During the recent flood scare in the West Branch Valley of Pennsylvania, a.m. jocks Everett Rubendall, WRAK, Williamport; Harris Lipez, WPBZ, Lock Haven, and the early man at WCDA, Clearfield, co-operated to give listeners information on river conditions. Each morning on their early-riser shows they relayed info via telephone conversations while on the air.

SPECIAL FEATURED PEOPLE • • • Bob Watson, WBR, Atlanta, and four other local jocks interviewed. Dick Diamond, Atlanta, and A. Arthur Morgan, disk jockey of WIBG, Philadelphia, has sponsorship from two competitive labels. He was guest disk jockey on the national telephone hook-up show staged by WLTW, New York, N. Y., each Friday night for the Victor distributors. • • • LeRoy Miller, early-morning disk jockey on WFL, Philadelphia, made it a party week with his plattering the May 10 weather report. The same thing, on the local weather show, was the story with Poole's Paradiso show. "In that short interval," wrote the boss, "the `bally of the building collapsed. If not for Poole's wing chairs, I would have been buried under all the debris—but good!"

PHILLY PHADDLE • • • Hal Moore, who handles the spinning in the early-morning Bugle Call on WCAU, Philadelphia, has penned a String Band Polka which Robbins Music Company has accepted for publication and which the local string band will platter. • • • Altho Doug Arthur, disk jockey of WIBG, Philadelphia, has sponsorship from two competitive labels, he was guest disk jockey on the national telephone hook-up show staged by WLTW, New York, N. Y., each Friday night for the Victor distributors. • • • LeRoy Miller, early-morning disk jockey on WFL, Philadelphia, made it a party week with his plattering the May 10 weather report. The same thing, on the local weather show, was the story with Poole's Paradiso show. "In that short interval," wrote the boss, "the `bally of the building collapsed. If not for Poole's wing chairs, I would have been buried under all the debris—but good!"

Hollywood Highlights • • • KECA. American Broadcasting Company's Coast key outlet, kicked-off a new platter show (5-9:30 p.m.,与众不同, record department) Thursday night. Seg replaces Variety's "Parked Broadcasts." KECA uses The Billboard's Honor Roll of Hits as the foundation for its platter show, with station regulars also contributing some of the most requested songs. • • • Mercury's new platter show (5-9:30 p.m.,与众不同, record department) Thursday night. Seg replaces Variety's "Parked Broadcasts." KECA uses The Billboard's Honor Roll of Hits as the foundation for its platter show, with station regulars also contributing some of the most requested songs. • • • Mr. and Mrs. Miller Berkey, owners of the Berkey's, were the guests of honor at the Berkey's, which was held in the back of the high school and college press.

PARADE OF HITS "LONG ONE?" PARTS 1 and 2 Send Three Cents for the Sharps and Flats
Eddie Shammbee, tenor M-126

Hillbilly and Western Bands
Of use to all bands. Must have wardrobe. New items later added to well established band. Send requests and photos. Strictly Share Profit Company.
Fidelitone only
HAS THESE EXCLUSIVE FEATURES
- PERMOMETAL-PERFORMANCE-TIP
- FLOATING NEEDLE CONSTRUCTION
- MINIMUM RECORD SCRATCH
- MAXIMUM NEEDLE LIFE
- The needle is sealed in a
  delicate record
  and placed into a
  beautiful, sturdy,
  and waterproof case

Cutaway drawing
The
Fidelitone
The
Fidelitone
The
Fidelitone
The
Fidelitone

its exclusive features
- MINIMUM-
- RECORD
- SCRATCH
- MAXIMUM
- NEEDLE
- LIFE
- The needle is
  sealed in a
delicate record
and placed into a
beautiful, sturdy,
and waterproof case

Mexican- Etched Standard Disks
Set for Market

HOLLYWOOD, May 15—Standard
Transcription has completed its first
foreign recording session since the
record ban (The Billboard, April 24)
and will show etchings at the Na-
tional Association of Broadcasters
convention next week. Jerry King,
head of the industry library service,
told The Billboard that the waxing
date, held in Mexico City, proved
successful, technically and from the
standpoint of musicianship, and
promised to follow up with a con-
tinuing flow of Mex diskings.
Using 25 Mexican musicians,
American arrangers and an American
male vocalist (names withheld to
protect the artists from wrath of
American Federation of Musicians),
the session was cut at the Mexico
City plant of Columbia Records.
Masters are currently clearing
and were expected to be ready for
processing this week-end. Included
in the initial date were the following
titles: Nature Boy, Rhode Island Is
Famous for You, Haunted Heart,
My Gal Is Mine Once More, Shoemaker's
Serenade, Why Don't You Try to Be
True?, A Little Imagination, Love of
My Life, Crying for Joy and The
Kiss in Your Eye.

Obviously pleased with the high
quality of Mexican musicians, King said
he was preparing a second batch
of titles to be recorded in Mexico City.
He saw no reason why Standard
should not use Mexican orkesters
indefinitely, and for that reason,
King plans to set up a branch of his
recording studio, Standard Recorders,
in the Mexican capital. This office
would handle all Standard disking
transcription or recording outputs
that may want to record in Mexico.
Eventually, King hopes to use tape
recorders exclusively for his Mex
dates. The first session was waxed
on acetates when delivery of prem-
ium tape recording machines did not
materialize. Plattery head had pre-
vious experience but working on
tape recorders for American disk
dates when record ban is lifted.

European Disks Arrive
In addition to the Mexican venture,
King said that France was expected
diskings cut to order have arrived

Basic Plans 15th
Jubilee Concert
At Carnegie Hall

NEW YORK, May 15—Count Basie
will celebrate his 15th anniversary as
a band leader at a Carnegie Hall con-
cert October 9. Basie, who leased
the hall last week, will promote the af-
fair together with the William Morris
Agency.

Basie's first band-leading role was
in front of a waxing unit in Kansas
City in 1935. In 1936, using his Kan-
sas City unit as the nucleus, he took
over the remnants of the late Benny
Molter's band. In 1939, Basie's orch
broke into the spotlight with a run at
the Famous Door here. His was one of
the first Negro bands to play at a
New York hotel to live.

From Basie's bands have come
some of the leading soloists, including
Lester Young, Illinois Jacquet, Hot
Lips Page, Buck Clayton, Jo Jones,
J. J. Johnson, Earl Warren, Eddie
Durham, Don Byas, Walter Page, the
late Herschel Evans and Eddie
Barefield.

Diskers To Join
Dealer Confab

NEW YORK, May 15—Representa-
tives of the major record labels
(Victor, Columbia, Decca, Capitol)
reportedly have accepted invitations
to attend the annual convention of
the National Retail Record Dealers'
Federation (NRRDF). The get-together
was held at Chicago's Morrison Hotel.

The diskers are being invited
primarily to partake in a discussion
with NRRDF members to exchange
differences existing between
diskeries and dealers, and 100
members of the association are ex-
pected to attend.

and will be released if etchings (as
yet unheard) stack up to Standard's
quality. Eight titles, recorded in
Paris on tape, are included in the
batch, using a 55-piece French or-
chest with musicians drawn from the
Paris Symphony orch. In the works
are other European recording sessions,
probably in London and Rome.

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New York:
Nat Cole and Eden Ahbez, Nature Boyclef, to be featured on We, the People soon. Screen rights to Boy have been bought by RKO for the movie The Boy and the Green Hair. Dolph Traumon has fractioned his 10-piece orch to three. Trio opened at Caro's, Manhasset's new supper club. Kurt Well's new American folk opera, Down in the Valley, libretto by Arnold Sund observ, will premiere at Radio City, July, with Marion Bell in the fem lead. Work is being put by G. Schirmer.

Nellie Latchef returns to NY's Cafe Society for 10 weeks starting September 7. New York Federation of Music Clubs hold its biennial convention at the Waldorf. Jerry Coleman and the Dinnee Sisters left for Honolulu to take part in Hawaii's 38th State Fair. Perry Lee and Dave Bambour begin their summer tour with two weeks at Chie State Lake Theater. The Three Flames have had their illigimate truncheons stamped show renewed for another 26. Vivian Gary brought her trio into the Royal Rastall Wednesday (12). Edwards Music has bought Jack Edward's H! I Could Shew You Back from Lada.

Beverly White, fling thrush, opened at Cleveland's Tia Juana Club Monday (10). Harlem's Apollo Theater is installing a cooling system. Dinah Washington headlines the opening of Atlantic City's new Hi-Hat Club, the first in a series of name attractions to include the Ravens, Billy Eckstine and Earl Bostic. Bibletone Records releasing an album of cow- boy hymns May 25, featuring the Texas Rangers. Western spring Thursday Kaye Trio opened at Cleveland's Theatrical Grill for a four-week stint.

London Records is releasing the first strictly instrumental platter of Nature Boy. Disk is a piano concerto played by Art Young with the 25-piece Metropolitan Orchestra, backed with De Fes's Ragtime Five Fire. Grace Fields leaves this week for Italy and a rest at her home on Capri. Jim Bray, national sales manager for London, is Toronto bound to promote the disk at his new 12-market series, Canada.


George Gilbert has departed from the Robert Music pub scene here. Dino Lou Butler, of the famous pub staff in Chicago, recently added Penn Midland Sales, Pittsburgh; General Distributing Company, Balti more, and Kleyman Distributing Company, Cincinnati, to its distributor roster. Jack Hendro's Raleigh Room launched experimental L.A. on policy Thursday (10) with Emilio Reyes five-piece rumba outfit. Crew is booked in for two weeks at reported $50 weekly.

Cincinnati:
Leu Pitti, Akron promoter, in association with Ralph Harrison, chalked another winner with the one-eight stand of the Horace Heid orch and show at the Syracuse Mosque, Pittsburgh, May 3. Heid crew grossed $9,342 in face of competition from the downtown stores which remain open on Monday nights. In two performances at Zanesville, O., May 4, the Heid orch and show pulled an 8G gross. Springfield, O., the following night (5), gave the Heid combo a scant three-quarter house. At the NKO Alber Theater here, week of May 12, the Heid orch and show marked up a healthy $38,000, about $1,000 under the record established by Vaughan Monroe. The Vocal Tones, Cleveland trio, moved into the 19th Hole Monday (10) for an indefinite stay, set by Sammy Lees, by the Randie Bapw Agency.


Detroit:
Norman A. Whaler has opened the United States Recording Studio to handle wax manufacturer, transcriptionist, and recording work. Robert Whaler is opening an orchestra and cocktail combo booking office in the Fisher Building under the name of General Amusement Bookings, specializing in college work.

Morton Sulton, owner of the Sulton label, is establishing a new line of recording equipment, under the name of Recorder Sales Company, in addition to his disk operations.

Philadelphia:
Earl Bostic starts the summer dance promotions at Einte Ballroom with a June 4 prom on tap. Meyer Davis, musical contractor for the Republican National Committee, has signed up all available woodwinds and key bruce for the duration of the political客厅. Trumpeter Lew Sherwood, who last appeared in town with Eddie Duchin at the Old Arcadia, is back with a band of his own at the Cadillac She-Bag.

WALTER WINCHELL SAYS...."NEW YORKERS ARE TALKING ABOUT...."YOU'LL ALWAYS BE MY SWEETHEART...."

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Text of AGVA Settlement

NEW YORK, May 15.—The following are the settlement and the order in the Matt Shelvey vs. The Associated Artists and Artists of America (Four A's) case, that judgment be entered:

"(A) Enjoined from representing or holding out that plaintiff Shelvey's organization with headquarters in Philadelphia, is the American Guild of Variety Artists and from using said name.

"(B) Enjoined from representing that plaintiff, Matt Shelvey is the national director of AGVA or any other officer, employee or representative of AGVA.

"(C) Enjoined from representing that plaintiffs, Nickerson, Barnett, Nosler or any of them is an officer, agent, employee or rep. of AGVA.

No New Org

"(D) Enjoined from forming any new labor association or organization, national, state, local or under or using the name AGVA, and from representing or maintaining that any organization or association other than the group in which defendants, Dewey Barto, Roy Cook, August Duncan, Hymar Faine, George Heller, Florence Marston and A. Frank Reel are the executive committee and the chief executive and administrative officer in AGVA, and

"(E) Directed to surrender forthwith to the aforesaid executive committee of AGVA all property of AGVA of whatsoever kind and wheresoever situated, all funds, moneys, assets, things in action, documents, membership lists, member financial books and data of any nature now in their possession or control and to account for all such property which formerly was but no longer is in their possession and control; and

"(F) Directed to the membership or employees of AGVA or to employers or booking agents of its members or any other person or persons to whom the aforesaid executive committee of AGVA has no authority to act in behalf of AGVA, Coercor Barrett

"(G) Enjoined from inducing, urging, persuading or coercing any employee or member of AGVA, or any officer or executive committee's employees, or

"(H) Enjoined from issuing checks, drawings upon any bank account containing funds belonging to AGVA except for the purpose of complying with the terms hereof.

"(I) Enjoined from interfering or obstructing in any manner or by any means said executive committee of AGVA in its performance of its duties as chief executive and administrative officer of AGVA or any other agent, representative or otherwise of AGVA in the performance of its or his duties; and

"(J) Enjoined from purchasing, selling, price or discharge employer for and on behalf of AGVA;

"(K) Enjoined from engaging, collecting or receiving from any person, firm or corporation on the purpose of securing money or other property, including but without limitations upon the generality thereof, the foregoing, dues of members, bonds of employers or contributions;

"(L) Enjoined from incurring or purporting to incur any liability, debt or other obligation on behalf of AGVA, and

"(M) Enjoined from taking or purporting to take any action whatsoever on behalf of AGVA, including, without limiting the generality of the foregoing, the institution or maintenance of any other action or proceeding in the name of AGVA and any other association using the name AGVA or any agent, employee, officer, representative or otherwise on behalf of AGVA, and

"(N) Enjoined from any action whatsoever on behalf of AGVA, including, without limiting the generality of the foregoing, the institution or maintenance of any other action or proceeding in the name of AGVA and any other association using the name AGVA or any agent, employee, officer, representative or otherwise on behalf of AGVA, and

"(O) That the injunctions pendente lite (preliminary to the trial) provided in the order intervenor entered in this action on April 21, 1948, be and the same hereby vacated.

"(P) That with respect to each and every one of the other plaintiffs named in the above action, the action hereby adjourned to the reserve calendar, special term, of this court for October, 1948.

"Consented to:

Matt Shelvey
Allan P. Nickerson
Barney Barnett
Herbert Meyers.

"Enter "

Dennis O'Leary Cohalan, J.C.S.

Cowan Balks

All during the day it was quite apparent that discussions of a settlement which would give the Four A's everything they were asking for was being held. When the proposed settlement was read to the court by Scholer, neither representation of witnesses led by Paul Dolflein, executive secretary of the American Guild of Variety Artists, nor the representatives of the Four A's asked one question.

"In the course of the meeting, it was indicated that the proposed settlement was drawn at the suggestion of the New York Association of Booking Agents, who have a branch in Philadelphia. The Four A's asked to have certain papers which had been signed, he refused to sign, this he had indicated previously that he would do so.

Another dramatic incident occurred after agreement appeared to have been reached. Rosenman asked the court to see it that certain papers

in Cowan's possession be turned over to the Four A's before he left the court. Cowan objected that many of these papers were private and were not to be opened. Certain papers which could have been signed, he refused to sign, this he had indicated previously that he would do so.

MCA To Open Boston Branch

NEW YORK, May 15.—Music Corporation of America announced formation of a new office in Boston June 1, with Dave Whelan in nominal charge. The purpose of the new company is, according to an MCA statement, to develop and operate the local booking business through a number of offices.

The trade generally believes that the laws now in effect in many States limiting bookings to in-State agents will spread to other States in the future. At present the method of booking artists from one State into another by an agent who does not have a local employment license calls for the use of a local agent who theoretically issues the contracts. Many of the indexes use this method, paying an annual sum to the local agent.

Cut Out-In-Between

The establishment of branches in other States by agents would eliminate all these local restrictions, and put the office in a position to control all bookings. Other large talent offices are also planning to open additional offices in other cities.

Whelan's big initial job will be to sell bookings and arrange one-nighters. He will also represent the other branches of MCA's activities. New York lads will give Whelan and assist and direct him accordingly.

Barnett reported that the McAs activities of the Boston office, splitting their time there and New York. Frank Nicholas, who has resigned as Whelan as Bill Richards' assistant in the New York office, is now in the cocktail department.

60-Day Suspension Threatens New Ops Of Philly Swan Club

PHILADELPHIA, May 15. —The Scillia family, operators of Scillia's Club-Restaurant, one of the more important night spots in town, extend their operations in taking over the management of another key neighborhood night club in Herbert C. Muller's Swan Club. The new deal will keep same name and policy, calling the new addition Scillia's Swan Club, with special emphasis on kitchen facilities, new to the room. It is reported that $25,000 was involved in the purchase.

The Scillias took over Thursday (May 14), according to the lease, but there is a matter with the State Liquor Control Board to be settled. At the same time the lease was announced, the liquor board announced that the Swan Club liquor license was to be suspended for 60 days effective May 28. The action was demanded by the local board after the legal closing business.
Gayety, Montreal

(Monday, May 14)

Capacity: 1,500. Price policy: 30 cents to $2.
Two shows daily: three Saturday; one Sunday.

Shoe show by Macdonald. Show played through May 8th, 8 & D, New York. Show played by Len Ewans' house orchestra.

The current parlor by this 100 per cent vaude house (no flickers) is strong enough for a couple of spots. Topped by old-timers Buck and Flutes, the layout brought a big response from the house which machine gunned off all the Buck and Bubbles turn, next to closing the intermission, pointed out the showmanship and the quality of the team. All the gimp- micks were thrown in for good measure, riffing howing and gagging — to bring a be-off mitt.

Ventriloquism Burns in the five spot. Burned his material across to good effect. The bit of the dummy didn't pass with another, that on his lap, was clever. The guy is more than ready for any better spot.

Four-A's Shuts Out Shelvey

(Continued from opposite page)

Four-A's has taken over the administration of AGVA. After the settlement was signed and court orders issued, Cowan, who had been apprehensive, said in the lobby that they had had money difficulties with Ernst and that was why Ernst had not taken the case to trial.

Ernst was not available for comment. His associate, Harold Stern, said that the whole thing was Cowan's fault.

"We told him (Cowan) Mr. Ernst would be in Europe and couldn't try the case," said Stern. "He had Mr. Scholer, a good attorney, at his side. Why didn't he retain him. The fact is that Cowan was general counsel and wanted to run everything his own way. He antagonized everybody from the first day of the trial, including the Judge."

Stern refused to comment on the reputed fee which has been floating around and the several hundred names of AGVA members on a petition asking Cowan to represent them in the case, none of whom was present. The court ruled that these lawsuits were not affected by the trial and their side would be heard next Oct.

Night Clubs-VAUDEVILLE

State-Lake, Chicago

(Friday, May 14)

Capacity: 3,500. Price policy: 30 cents to $2.
Two shows daily; one Sunday.

House show by Macdonald. Show played by Len Ewans' house orchestra.

This one-weeker packs good entertain- ment, but lacks any marquees drawn thru absence of anything re- sembl ing headline draw. Henry Brandon's house musicians got off to a good start, with a fine set of arrangements, featuring various segments of the orchestra.

Brandon continues a great showman, but needs more elevation lessons in making his intonos.

Pedro and Darnell are back with a new turn (Pedro dropped wartime partner, Ray Mott, recently to rejoin his present group), which features the blond Darnell in sock one hand to head lifts and head-to- head balancing. Turn carries an over-all comedy pattern, but good spots are items like Darnell's hand-to- head lift with his thumb in the air.

Walked off to hefty palming.

Comedienne Sue Ryan, in a form- fitting gown that is not for her chassis, showed a husky Hollephant by a weak effort to hold back the kids. It would have been smart if it had not been such a harsh burlesque on such a suitable subject. Closed with a series of trite imparies of various singers.

Great choice for an encore. She has the necessary animation and delivery.

Tapster Ray Leroy has done an ex- cellent job of sprucing up his straight cleating. Opened with a jazzy standard followed by a series of intricate steps and rhythms picked out on the drums with drumsticks. Revealed a set of drumming and percussion. Bowed to a salvo after some hokey mixing with drumming and a gong at attempts at ballet leaps.

McCarthy and Farrell, fresh from the Palmer House and the going tougher here than in front of the hep hotel door, continue to handle the standard record panto bits. Lads should have some corner stuff for vauders who don't catch up with Shulman's work.

Johnny Sipple.

Roxy, New York

(Wednesday, May 12)

Capacity: 6,000. Price policy: 35 cents to $4.
Two shows daily; one Sunday.

House show by Moe and Bessie. Show played by Paul Arthur house orchestra.

It is presupposed that a columnist writing for a paper with a local cir- culation lacks imagination and not a good buy for a Stem house. Maybe the theory is a good one, but the columnist doesn't have much to do and doesn't get too much in the way of material. Ewans should have been doing these personals for many years. But he still isn't an actor. Bringing him on via pin-point spot intro, showing gal phasing about what a luscious hunk of man he is. "blue eyes—black hair—an Irishman—he's a columnist, not a Commu- nist," is swept to the point of being saccharine and meant nothing. The comparisons are too far afield because of the pic line in front of the house, the night before, by elements who wanted a "special tap." The material was all right; on his lap, was clever. The guy is more than ready for any better spot.

Encyclopedia Reading

Sullivan's handling of lines is as dramatic as reading an encyclopedia. Used Babcock in a chit-chat with Al Kelly, tho the AI信号 pickup standard double-talk stuff's used with Billie Howard for so many years. It has been done before. It's still sure-fire today.

In their own spots Bob Evans and Al Kelly Simpkins did the jobs. Bob Evans' act with his dummy got some big laughs. Simpkins' chasing a horse, was well done. Babcock, a fine actor and his closing bounce versus were well received. Incidentally, Sullivan's intro of Simpkins was a masterpiece of confec- tion. Sullivan's reading is a good enough act, but is no performer to stand up on voice alone.

The reference to his color was in bad taste.

Evelyn Tyner looked smart in a blue dress that must have set her back plenty. Her piano work, sharp, fast and skillful, was backed by a trio (base, drums, tympani) Creation. In shifty puffed sleeve rumba out- fit, Evelyn does well, but as Miss Tyner did mostly standards, the boys' outfits seemed out of place.

Al Kelly is the same old double talker. He seemed overshadowed by Babcock, who took the show over. He is, however, a good singer. Heldover from the past few shows, was competent in the Indian produc- tion tap. The Paul Ash band is in the pit instead of working for the stage as heretofore. Bill Smith.

Hippodrome, Baltimore

(Thursday, May 12)

Number of shows, four daily. Booker, Mickey Allen. Show played by Joe Lamboni and house band (12).

Coupled with a widely heralded pic, The Matings of Millie, the house had a good show. Coming with it was a boasting a bill of plenty of variety and one which should do some business.

Headlining the layout with its comedy efforts by John Morgan, quite a rhythm and a tempo act, with lot of his sharp material was thrown out too fast, it got you half way through but was used car salesman, and as Morgan got going the house warmed up and the comic cooled to a healthystand.

Jason and Carroll opened with sev- eral features, and the parlor did a good flash and hard work, but the routines were not outstanding, alto- pleasuring. Numerous lifts and spins were well done but over—all the num- bers did not more than please. Never, the pep and personality shown in all numbers rated a good milt.

Not seen here recently, Cass Franklin and Monica Moore ran a close second for top honors. Cass Franklin and Monica Moore. The couple looked every minute as they took their turn thru a well-chosen pop medley and wound up with I Can't Help Myself. The staging and presentation was tops, and the general appearance clinched it for them.

Paul Remos and the boys close with their familiar novelty number. Their routines are too well known to describe again, but they did the usual trick. From the time the group entered to the xylophone perch finish every effort drew hands, and they were greeted with ardent backslaps.

James A. Carter.
The basic formula here has been changed. The spot now has an emcee, Joe Adams, and a puppet band, Pupi Campo's, to make with the hip-swirl music. Almost as if the entertaining package that should do business.

Joey Adams came in with a lot of different material, some of it quite good. He has built on the formula of being the fall guy, working with Mark Plant and Tony Canzoneri, wrapped it up with new pieces of business and fresh gags, selling a package that is funny and commercial. The comic's emceeing, all thru the show, is competent, with the piece de resistance saved toward the tail end of the show. In that 7-day he does a new singing bit with Mark Plant, with the latter throwing a punch line that was a masterpiece of timing. The biggest routine is the one with Pupi Campo, which was first caught in Miami Beach when both acts were on the bill, Campo, looking sharp in a pink suit there, the "songwriter" credited with writing bits that date back to The Star Spangled Banner. His dead-pan skit-

NIGHT CLUB REVIEWS

Latin Quarter, New York

TUESDAY, MAY 11

The Andrea Trio (two boys; one girl) is one of the best sight acts the reviewer has caught in a long time. The gal, a diminutive brunet, does some sensational tricks. Two guys, understanding with muscles, look good in their tails and white ties, working smoothly and effortlessly.

Anne Russell, caught at the Strand a few months ago, is showing gradual improvement. Her voice is fair and her caricatures of names ending with the inevitable Hildegrade show promise.

The gal, however, is still in need of better material. Anybody who does takes-offs today must have more than a pliable mug and a trick voice. After an audience gets over its initial amazement, it wants chatter that is amusing.

Marilyn Frechette is a sweet youngster with looks that should carry her places. Her soprano voice is pleasant, tho not particularly strong. A hooped-skirted costume in her last spot was lovely. Canary is still young. With more experience she should be able to hold any spot.

The Nicholas Brothers (3) got satisfactory results with theirunion terps and flying splits. One of the 7-footers, while the other leads the band straight (no comedy). The leader's hands are graceful, tho the singer doesn't mean too much. It is their footwork that makes the duel. 

Pupi Campo's straw-hat antics in front of his band are eye-catching. His music drew newsmen on the floor. Vincent Travers' band cut the show with its usual high skill.

Bill Smith.

NIGHT CLUB REVIEWS

Chase Club, St. Louis


Business in local bistros has been so current Raleigh is getting away. Chase seems to be doing okay, and the glitter is still in evidence. Does anyone know the future of becoming a box-office attraction and she proves it here.

Black Stuart band opened the bill with Martha, Aloha, and did an entertaining novelty of tunes featuring color-titles Black Bottom, Beautiful Lady in Blue, Sweet Georgia Brown. Along with the gal, former fiddler thesp and ex-squire of Sue Carol, has a good sweet-styled hotel ork with a book loaded with novelty numbers. Stuart acts as emcee for the show and does a capable job. Vocalists with the ork include Jeff Swift, Buddy Tomasso and Bablu.

Pryde and Day, on next with tricky work on unicycles and some fast Injun dance stuff, closed the show with a flash act. The pair did a neat job to close.

Headlinner Dorothy Shay, a sophisticated brunet, has played St. Louis before and is billed as Martha. She did all her well-known numbers, including California Gal and took off on her song in the Style to Which I Am Accustomed. Her material is clever and tailor-made for the Shay brand of showmanship and ability to sell a number. She had to beg off. Great start band on a pleasing song show and also played for dancing.

Abie L. Morris.

Starlight Roof, Waldorf-Astoria, New York


Opening of the Roof brought the chi-chi trade out in droves, despite the poor weather. Not only was the weather, but the lack of bands was in evidence, more important was a tension which paid off performers with terrific mits.

The room isn't ideal for a show. Chickens, footlights of responsibility, and style. But the spirit of good-will was so conspicuous that it made up for the pleasures, where most of the customers sat.

The biggest reception went to Donald Richards, doubled from Finian's Rainbow. The short, good looking tenor singing. He has a lilted voice and an ability to project it surprising, in one so short that tho he can belt them out, he paced himself poorly. On show tunes he was far better. The problem was the voice, which needs phrasing, he sloughed off the soft notes and just whirled the songs across. What he needs is more heart and less guts. His Nature Boy. With the right kind of fill behind him was wonderful: his September Song instead of getting through it to be belted out it. There was no doubt that Richards' pals were. They cheered him thoroughly with glee. SATISFYING the requests is sometimes good business, but too many wanting more left the place altogether. Charles Siegele, an accompanist for the past six months, got in for an intro and a short bow. His backing was skillful and added a lot to the act.

Pierro D'Angelo and Yanya also are well aware of the six marks. Not even from those who could only catch a glimpse of their heads. The group's banjo player is always as good as ever, and their routines show real imagination. The team mixed up-

Latin Quarter, Newport, Ky.


Current fare is a compact 45-minute revue. Ted Taft and the Two Cats, carrying along gags under way with an impressively outfitted band. The entertainment, which includes a Mysterious Gentleman, being a gentle fellow, in Betty Sutton by the lad and a screwball operatic contralto by the gal. Latter got terrific assist from the trumpet. 

Duo pleaded on the recall with a jigger and topped it off with a song with a sock carbon of a Spike Jones number.

Lee Marx, juggler, displayed unusual ability with his ball and Indian club tossing. Class rope-skipping. His juggling and the rolling flat globe, including a roll-over teeterboard, got his audience to work with amazing speed and agility.

Emmanuel De Silva, billed as the "New Voice," loses little time living up to the cognomen. Handsome model, with choice and his latty-lunged barytone, Mr. De Silva had the audience ringing with a gong that moves with amazing speed and agility.

Tart and line closed it with a workman-like precision. Verne Vorwerk did its usual rock and roll, and dance-cutting job.

Bob Doepker.

their routine with slow dreamy stuff and fast terps, adding the latter for good returns.

Emile Miller, an ideal hotel emcee (he's soft spoken, gentlemanly and self-effacing), played for the show with a solid back-up-act.

Mitchell Bob's rumba seems to lack the rough stuff. The band leans too heavily on strings and horns.

Bill Smith.

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New York:  
May 15.—The threatened rail strike plus a few bad shows hit Stem box offices which even the new bills couldn’t control. The week’s take was $600,000 against the previous week’s $490,000.  

The New York Variety Artists Union (6,000 seats; average $115,000) took a sudden dip when it counted $114,000 for its third week with State of the Union and a stage show carrying Bob Williams. This week’s take was $126,000 after an opener of $137,000.  

Capitol (4,027 seats; average $860) were from their usual on their usual broadway picture policy.  

State, Hartford, Capitol  
The State, 145 Main St., which was faced with a demand by the American Federation of Musicians’ (AFM) Local 49, on a week and which brought charges against the union for this week, was apparently safe when it signed with the AFM. The house agrees to go ahead on hand, whether needed or not. Numerous cities through the country are now planning on flesh of some sort. With the quantity of big films still scarce, the feeling is there will be no way around to keep business going. So far none of the major chains-Warner, Paramount, RKO, Loews—has any plans—or if they have any, they’re not showing.  

Paramount plays spot shows in the East this week when available and has opened its house in Detroit for Jack Benny. But besides these the chains are walking softly.  

There are rumors in the trade that the Broadway-Capitol, Detroit, and its new competition, the 5,000-seat Canso house for 10 weeks each. But so far none of these has found confirmation.

New York:  
May 15.—Unwinding of the legal red tape in the consent decree which may lead to complete divorce between the West Coast theatre operators and the major chains also in the picture-making biz has the flesh-selling offices slimming their hands in expectation of a boom in stage shows.  

Agents figure that with chain shows and indie playing flickers day and date the chains will have more than a picture they may be able to see in the same house. Already inquiries are coming in the offices asking for shows, prices and plans.  

The major obstacle, the trade circles, is the attitude of the various musicians’ locals in the different cities. The Monarch Theatres Corporation, operating the Circle in Indianapolis and the Palace in Youngstown, is awaiting a decision on the on the stand-by problem. Meanwhile, the housekeepers are busy running a straight picture policy.

Kaye Boff 266 in Omaha  
OMAHA, May 15.—Sammy Kaye and his band broke the house record for a non-holiday week here (7-13) at the Omaha Civic Theater. The band drew $43,873.97.
NEW YORK, May 15.—Instead of weeping and wailing for the good old days, which, incidentally, are not over yet, the men of the old-time theater are setting out to recapture a portion of the public affection which they enjoyed in the past. As a result, many of the younger generation are attempting to bring back the flavor of the past. In the case of the Theater Guild, the company and its artists are working independently to help the theater by including in their work that which is needed to reach the audience. The production schedule for the Guild's shows has been increased to 15 hours a week, including rehearsals.

Television. So far seven boys and five girls have worked on the Guild television shows, four five, and two have been added to the Guild on the air and two have received roles in shows to be done at the Selig Polka Palace. The participants do about 16 hours of work in the group each week, including rehearsals.

Theater, Inc., Group

Theater Inc. has a unit of 25 young people called the "Best of the Bath," consisting of the piloting of Alan Schneider. They are presently in oneאדpiel, concentration on acting, and carefully selecting the material that seems to help actors acquire naturalism. The group has also added, ties with the Theater, Inc.'s, playwriting seminar and reads some of its scriptwriting material for practice. By inviting so a demonstration is held and agents, united. Several theater agents have decided to take them themselves 10 percenters through these presentations.

Among the independent groups, the Six O'clock Theater, directed by Fred (See THEATRE GROUPS on page 55)

Louisa Horton Battles Agent

PHILADELPHIA, May 15.—It will take Judge Nochon S. Winnet, of the Municipal Court, another week or so to decide whether Louisa Horton stage and screen star, shall oul her own suit for $25,000 in while friend. Miss Horton, who plays the lead in the, directed by in The Voice of the Tartle, declared to the judge Tuesday (11) that all she moved into the Led play, her courtroom adversary, is her cigarette and letter.

Dawley said Miss Horton was a theatrical nobody when he met her in 1946. Because of this influence, he said, John Van Druten, author and producer of Tartle, sued Miss Horton as an understudy of Margaret Sullivan. A hearing in December, in Boston, Miss Horton moved to, in, the lead gal, and her salary, jumped from $100 to $200 weekly. The $350 figure was Miss Horton's salary for the show's run, Dawley added.

Miss Horton conceded Dawley was instrumental in helping her to get the job with Van Druten, but said he agreed first on an engagement to be a cigarette case. Later he tried to kill her. He borrowed $750, she thought, but turned her down an outright gift of $350. Raymond A. Spiering, counsel for Miss Horton, stated that Dawley was a franchised agent's, according with he is not; he would be enti- tled only to a 5 per cent commis-

Suit May Shutter Clinton Playhouse

CLINTON, Conn., May 15.—The Clinton Playhouse, which has been operating for many years as a summer theater, may not open this season. The Wasserman Theatre Enterprises, Inc., operated by Samuel Wasserman, of New Haven, and the town of Clinton have not got together on a lease of the Andrews Memorial Playhouse. Wasserman, who operated the strawlunteer in 1946 and 1947, claims that he is only a lessee. When it is, he was the terminal cause of "material breach." Wasserman contends an at- empt to negotiate a higher rental with the city, and his company is now suing for $10,000 damages, claiming expenditure, for season, equipment, etc. It is also asking an in- junction to restrain the town from leasing the auditorium to anyone else.

Markova Ballet Suit Settled for $750

MOBILE, Ala., May 15.—The $1,500 suit brought by Markova, a dancer star of the Mobile Circuit Court against the Markova Ballet troupe has been settled for $750.

Sidney F. Pfeifer, who filed the suit, said he was the manager of the Markova troupe. Upon leaving Mobile, the troupe was seen on the motion of the city and the suit was filed. The company failed to appear in court, however, and judgment was awarded to the plaintiff.

The management of the troupe con- tended that bus and rail schedules were such that they could not make the trip Shreveport date.

In her suit Mrs. Wood claimed she had spent $500 in promotion.
HOPE THE THING WITH FEATHERS

BROADWAY

HOPE’S THE THING (Opened Tuesday, May 14, 1948)

Three one-sentence essays by Richard Harrrinton, Junior, of the American Hebrew Congregation in Skokie, Ill., were read from the floor of the Belasco Theater. The essays, written by the author of the play, are as follows:

THREE ONE

A thing, it occurs to me, is the need of an audience to be convinced of the worth of a thing. It is the need of a thing to be known. If one thing means much, it means much because it is present. If one thing means little, it means little because it is not present.

CHARLIE

I have been thinking about the idea of a thing, and I am beginning to see that the thing is a symbol of a person. It is a symbol of a person’s idea. It is a symbol of a person’s life.

DOWLING

It is a symbol of a person’s death. It is a symbol of a person’s life. It is a symbol of a person’s death. It is a symbol of a person’s life.


GONE TOMORROW

Mrs. Muldoon, Mrs. Cullinan, and Mr. Dowling are the original cast of the play. The cast includes sixty-three actors, including some one outstanding item, Hope Is. It is a thing, it occurs to me, is the need of an audience to be convinced of the worth of a thing. It is the need of a thing to be known. If one thing means much, it means much because it is present. If one thing means little, it means little because it is not present.

HABIMAH IN DAVID’S CROWN

(Opened Saturday, May 8, 1948)

BROADWAY THEATER

A tragedy by Calderon de la Barca, staged by Alfred Lunt and Lynn Fontanne, directed by Elia Kazan. The play is presented in English by the Habimah Theatre, Israel. It is a thing, it occurs to me, is the need of an audience to be convinced of the worth of a thing. It is the need of a thing to be known. If one thing means much, it means much because it is present. If one thing means little, it means little because it is not present.

SUSANNA AND THE ELDERS

by Katherine Hepburn

(Opened Tuesday, May 21, 1948)

SUSANNA (The Singer)

Barbara Stanwyck

SUSANNA (Narrator)

Fredric March

THE ELDERS

James Cagney

THE ANGEL

Robert Shaw

WILLIE THE WEEPER

(Opened Sunday, May 26, 1948)

Sung by...

Barbara Stanwyck

THE ECCENTRICITIES OF THE THING WITH FEATHERS

Choreography by Hanya Holm

DAVEY CROCKETT

Barbara Stanwyck

DANCE

Choreography by Hanya Holm

THE SINGING ENSEMBLE FOR BALLET

 outro. FOR BALLET

Choreography by Hanya Holm

THE SINGING ENSEMBLE FOR BALLET

BALLETT BALLADS

(Opening Sunday, May 5, 1948)

ELLIOTT THEATER

Three ballads, Books and lyrics by John Lennon, arranged and conducted by Elia Kazan. The ballads are: "The Ballad of John Elia Kazan," "The Ballad of John Lunt," and "The Ballad of Lynn Fontanne." They are presented by the Habimah Theatre, Israel. It is a thing, it occurs to me, is the need of an audience to be convinced of the worth of a thing. It is the need of a thing to be known. If one thing means much, it means much because it is present. If one thing means little, it means little because it is not present.
SAN FRANCISCO, May 15—Mister Roberts will be staged in June at a hotel in San Francisco by a stock company of patients, doctors and nurses, the Veterans Administration, with Edward Herrmann, the American Negro Academy and half to the cast of 69 since the initial investment is recovered.

A wrangle with the stagehands' union was expected to delay the production, but everything was set when the producers agreed to a fill-in and the new scenery from the Experimental production as a fill-in until a sufficient audience develops. The new scenery will cost about $2,200.

The cast of 69 is getting the minimum, but if less than 12 musicians are used their salaries may be jacked slightly. The show will have a $4.80 per hour wage, with sick pay of 50 per cent. The rate per week can gross $25 at capacity. Hope is that a filling theater show will be produced in uptown from the Experimental Theater, closes tonight at the Playhouse.

A New Don Wilson Pkge, 'Fortune Train'

HOLLYWOOD, May 15.—A new Don Wilson package being peddled is 'The Fortune Train', a 15-minute radio exposition format. Show has 12 concerts, riding a train for a 1,000-mile trip, with little layovers, each paying off at the rate of a dollar a mile. Total giveaway is $50,000 in mileage tickets for each stop growing progressively higher. The producers are planning to pack the Jimmy Durante and Judy Canova package, Harry Spear directed. In addition to the cast of six, the audience platter includes Jay Stewart as the pianist. Alva Allen, Lois Corbett, Peter Leslies, Tony Barrett and Irene Orton at the Hammond organ.

ATAM Pay Demands Due in Arbitration

NEW YORK, May 15.—The request by the Broadcast Attorneys and Agents and Managers (ATAM) that ATAM's pay demands be decided on in one per cent in all categories—flacks, company managers, house managers, on broad a general set of demands be granted by the League of New York agents and is regarded as certain to go to arbitration, although the league's board of governors hasn't signed it.

The ATAM claims it needs the raises to keep pace with the rise in living costs, but the producers point out that playing time for shows has decreased and they say they can't afford the hikes.

allow sponsors to advertise by such packages, and the producers' steps to be taken to gain the co-operation of individual sponsors to modify their shows into such packages.

"Ballet Ballads" Set For Move to Stem

NEW YORK, May 15.—Ballet Ballads opens at the Music Box Theater Tuesday (18), the third Experimental Theater show to make Broadway this season. The musical is being produced by Alfred Stern and Robert Ed-ward Hammond for approximately $30, with half the profits going to the American Negro Academy and half to the cast of 69 once the initial investment is recov-

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ARNOLD McKENNEY will have 16mm. pix in Eastern Maine during the next three months in Canada with religious films to go with. He'll take to the road, playing their established Illinois territory. He has been looking over the area around New York, N.Y., for some time. He'll be playing a circuit of halls with a five-people cast. He also will have pix with auspices around Battle Creek, Mich. . . . Crawford's Show has readyed the Medley Medallion recently . . . Wilbur Donlin, Brookline, Mass., insists he'd like to read the roster of Vogel & Deming's Minstrels, 1963-64.

H. L. TOBEY will have 16mm. pix around Boothbay June 1 . . . Harry O. Brown Show is readying at Amery, Wisc. . . . Harry H. Harvey has been playing sponsored dates with 16mm. films and vaude in Texas. He takes to halls soon and add short-cart bills. Carrying four people, he will play the same date and two days around Galveston. . . . Flye's Snow, vaude-pix, now in the Car展示了秀 will soon add short-cart bills. Penn Players, four people, will start a new year around the state and no short-cart bills. Florida, and New York resort towns with E. F. Hannan's So It Goes, under arrangements.

ANSWERING a query from Allen Dovner which appeared in these columns recently concerning the burlesque show, late Arthur Hannan, and Timmie Myers advises from his home in Las Vegas that Hannan died and was buried in St. Louis about 1929. Myers' wife appeared in the Specialty and was in the city that year and shortly after Hannan passed away. Myers is assistant manager of the Battle Creek Country Club . . . Irving Siegel, veteran rep for and across town, Opera, appearing over KNEB, Scottsbluff, Neb. He's also mixing personal ap- pearances with the Home Town Show in Colorado and South Dakota.

W. S. SHOLTES pens from Brogan, Ore., that he has had four good months with sponsored pix in Oregon and will add short-cart and play halls during the summer. He plans to close in the fall in Portland. . . . Vale, Bird's Show, three people, pix and short-cart cast. The show has been around Eddy, Okla., recently . . . Will and Everett Sharton, who films and animals, the Manchester, N. H. area, expect to make a summer trek through New Hampshire and Vermont. Henry Lucey, who has been around Napanee, Ont., is moving toward Western Canada where he will put in the summer in halls. Are in the same general area . . . A. F. Gilford is trying to map a pix circuit in the Boone, Iowa, region. . . Nye's Show, film and vaude, is playing around Cripple Creek, Colo.

DIXON PLAYERS, four people, will make a tour of New Hampshire and Vermont last June. Ralph's Vaude Show, playing New England towns two weeks ago, has Harry Hannan's Assistant Professor and 16mm. pix. . . Graham's Barnyard Show, pix, has been around Trinidad, Colo., lately . . . Gerald E. Griffin is planning to have a vaude-pie unit in the city . . . Freddie J. Knight is mulling a tent show to settle in the vicinity of Burlington, Vermont, and towns in Northern New York. Craig Donaldson was to begin a small circuit but decided to close a deal for a summer theater with a local cast . . . Gattis Show, famous for its vacation Southwestern Kansas the past month to good results . . . LaVine is in

Central Ontario . . . Leon Cauley . . . Four people in Northern Vermont after the middle of June . . . Harlin G. McCarthy has 16mm. pix in the Pinckington, N. Y., sector . . . Flye's Show reports fair business in Baxter, Maine . . . in most cases the best 16mm. show to its films for the summer and remember in halls. The Boys of the Dough are preparing a five-vaude show to play around Alexandria Bay, Ont., and the boys are now in Emporia, Kan. Wilbur D. Tyson, Potomac, Md., writes that he recently saw the Frelley Novelty Show at Stony Creek, N. Y. and that it is a new view. Frelley will move into Ontario for the summer.

Jerry and DIXON will have new pix for two weeks showing in Southern Vermont soon. Outfit will play halls and shrift-cart will be added later.

Thesp Groups- Sharpen Tool

(Continued from page 50)

Stewart, has received the most recent recognition. This unit works very well in the state and concerns only one of the actors in the annual reorganization. In its two years of existence have done 22 plays, each of which has concluded 25 hours. It recently presented a bill of one-acters for the American National Theater and Academy of Drama at the Maxine Elliot Theater.

Addition to Group

Sidney Iliff, Ted Foy, Carl Shain, and Alex Gan direct another band of younger actors, 30 on one set, 25 on another. Some of the local organizations have been together and work regularly. The group is a fine organization, but their numbers are said to be small, up-to-the-minute show with good film. Frelley will move into Ontario for the summer.

Mandy Green Org

Bow at Memphis

MEMPHIS, May 15—Mandy Green From New Orleans, ten minutes and musical revue, bowed at the Cotton Carnival here May 8 to good business. Following the local engagements in town, the show will follow its established pol- icy of playing one and adding Horatio A. Thomas, who is visiting here using all new canvas this season.

Carnton Plans Summer Show

WILTON, N. H., May 15—R. E. Carnton, who has had a good season in New England for several years, is here dieciding for a summer theater in this area.

Pa. Okay for Butler Unit

SHENANDOAH, Pa., May 15—Butler's Pic Show has been playing this territory for several weeks to reported good returns.
April 16 in his trailer on the lot at Middletown, Conn., of a heart attack. He also has been associated with George S. Greater and James E. Strates shows. His widow, Laura; four sons, Elisha, Nelson, Ernest, and two daughters, Ethel and Florence. Burial to be in Grandview Cemetery, Middletown, April 21.

CARMER—Charles L., 59, radio director, former manager of WLS in Chicago, was killed when his car crashed during a qualifying heat at the Chicago Stadium. He was 59. His widow and two daughters survive.

ELDER—Raymond E., 70, formerly with the Ringling, Sells-Floto and with such stars as Geerharts, rencontred with his wife, Mrs. Earle, in his 70th year, in Quechee, Vt. He was a native of Missoula, Mont. He died in New York.

FENNEL—John J., 77, retired vaudeville manager and producer, of Rochester, N. Y. Besides touring the country in vaudeville, he sang with the New York Harmonic Society and the Olympic Opera companies and the Victor Herbert Orchestra of Philadelphia.

GARDNER—Frank, vaudeville performer, who appeared in the act of the late Charles Frohman, was born in Philadelphia. Working with his wife, Mrs. Florence, the team played through the U. S. and Europe 25 years ago. He then shifted to legit and appeared in the legitimate, appearing with Lawrence and Anderson and Crummit.

GIRARD—Henri R., 55, associated with the shore of the Sells-Floto company, died in a New York City hospital. He was a native of Quebec.

GORDON—Vera, 61, vaudeville and stage actress, was found dead in her home in New York City.

GRAHAM—Alonzo, 70, manager of the Bijou Amusement Company, Nashville.

GRIFTH—Jack, actor and playwright, was found dead in his New York home.

HARRELL—James, 77, with the Comedian Bros. Strates shows. His widow, Laura; four sons, Elisha, Nelson, Ernest, and two daughters, Ethel and Florence. Burial to be in Grandview Cemetery, Middletown, April 21.

LAUFFER—Mrs. Veda Kuns, concert pianist, suddenly on May 8 at her home in New York City. The couple owned a summer home in this country and in Europe on the Swiss lakes. Mrs. Kuns had lived at her home for many years. Her husband, Ernst, and a sister, survive.

LEACH—Bert, 66, formerly with Happyland Shows for several years, was found dead in his home in Beechwood, Pa. He was 66. His widow and two brothers survive.

MOROZZI—Mariano (Mid), 26, vaudeville actor and dancer, was found dead in his New York home. He was 26.

PATTERSON—Olive, 47, former employee of the Genet-Strates Shows, was found dead in her New York home. She was 47. Her husband, the late Augusto, and a daughter, survive.

REILLY—William F., 70, drummer for many years at the Looking House in New York City, was found dead in his New York home. He was 70.

SCHARY—Mrs. Belle, 73, mother of two daughters, was found dead in her New York City home. She was 73. Her husband, the late A. J. (Toots) Schary, survives.

SHEEHAN—Clarissa L., 66, former vaudeville performer known as Clara Morton, was found dead in her home in New York City. She was 66. Her husband, the late John Morton, survives.

STUART—George, 40, vice president of the Western States Amusement Co., was found dead in his Los Angeles home. He was 40. His wife, the late Dorothy, and two daughters, survive.

TURTLE—William, 59, vaudeville performer, was found dead in his Los Angeles home. He was 59. His wife, the late Dorothy, and two daughters, survive.

VALLUES—Frank Leigh, 72, vaudeville stage and screen actor, was found dead in his Los Angeles home. He was 72. His wife, the late Dorothy, and two daughters, survive.

WINFIELD—Arthur H., 56, resident of Wells, Maine, was found dead in his home. He was 56. His wife, the late Dorothy, and two daughters, survive.
Record Animal Cargo Arrives

Consignment said to be largest ever loaded on one ship—many casualties

SAN FRANCISCO, May 15—The President Grant arrived here Tuesday (May 15) with 9,689 tons of animal cargo, the largest ever loaded on one ship.

The shipment, valued at $35,000, included 2,062 birds; 200 monkeys; 100 cobras, boa constrictors, and other snakes; 20 gibbons, 7 elephants, 5 bears, and 4 Siamese golden cats.

The animal cargo will be unloaded at Los Angeles.

The elephants will go to zoos in Los Angeles, New York and Boston, N. M. The birds will be sent to Los Angeles, California, to be tuned for medical research. The 5 bears and 4 Siamese golden cats will be shipped to Los Angeles.

The cargo represented a six-weeks' safari from Hong Kong to Japan, China, and Java, according to Mr. Rosefelt and Paul S. Hull, of the Catalina Island and Experiences, Catalina Island, Calif.

According to Hull, casualties during the journey included a pair of rare hoopeos, which he believes were brought to this country; nearly 200 other birds out of the shipment of 2,000; 50 monkeys that died of pneumonia; 8 gibbon apes and two honey bear cubs.

Rules Brewer Had Right To Lease Grounds

SALT LAKE CITY, May 15—A ruling by State's Attorney General, John D. Brewer, secretary-manager of the Utah State Fair board, was within his rights, the fair board declared Tuesday.

The fair board to the Salt Lake Chamber of Commerce and local amusement parks, halls, and resorts, questioned the legality of the percentage deals, which were annouced as 70-30 with the fair board to pay advertising, ushers and ticket sellers. The Chamber of Commerce was "gambling" with tax money on the percentage deals, the boards said.

The original contract was registered against Sally Schneider's Welfare Park, which closed its two-week run at the Coliseum Sun-
day (18).

Leonard Traube Forms

Own Flick Agency in N. Y.

NEW YORK, May 15—Leonard Traube, of Chicago, has acquired The Billboard, and for more than a year vice-president of the Earle, New York, has resigned from the Earle to become an independent book and trade exclusive consultant. Traube has acquired a full partnership interest in the business, and is now looking for a building with a 50-seat capacity. Under this arrangement the business will be expanded with all the aid of a large group of independent producers.

(Continued from page 3)

outdoor.

NORWALK, Conn., May 15—Jiminy Wood, owner of the Norwalk animal show, has managed to get all the animals out of the consignment on time, and the show will open Wednesday (May 16).

(See MURRAY, ADEPT IN ALL SHOWBIZ on page 64)

Close-ups:

Murray, Adept in All Showbiz, Still Likes To Make With Noise

By Jim Mullah

(Fred C. Murray)

NORTHERN AND southern California fairs are beginning to wonder if Jiminy Wood's personal jinx has paid a return visit.

Because the animals were transported a lion and a bear and a trailer containing the animals escaped. The town had just returned to its place in the circus ring when the animals were received by the town. The animals were found in the circus ring.

Wood is no stranger to trouble. A year or so ago he closed his circus because of a series of lawsuits, and he has been cited for not paying his taxes and for running a circus without a license.

FRED C. MURRAY

Indoor-Outdoor Ballroom Ops Organize in Massachusetts

(See following page)

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Leonard Traube Forms

Own Flick Agency in N. Y.

NEW YORK, May 15—Leonard Traube, of Chicago, has acquired The Billboard, and for more than a year vice-president of the Earle, New York, has resigned from the Earle to become an independent book and trade exclusive consultant. Traube has acquired a full partnership interest in the business, and is now looking for a building with a 50-seat capacity. Under this arrangement the business will be expanded with all the aid of a large group of independent producers.

(Continued from page 3)

outdoor.

NORWALK, Conn., May 15—Jiminy Wood, owner of the Norwalk animal show, has managed to get all the animals out of the consignment on time, and the show will open Wednesday (May 16).

(See MURRAY, ADEPT IN ALL SHOWBIZ on page 64)

Close-ups:

Murray, Adept in All Showbiz, Still Likes To Make With Noise

By Jim Mullah

(Fred C. Murray)

NORTHERN AND southern California fairs are beginning to wonder if Jiminy Wood's personal jinx has paid a return visit.

Because the animals were transported a lion and a bear and a trailer containing the animals escaped. The town had just returned to its place in the circus ring when the animals were received by the town. The animals were found in the circus ring.

Wood is no stranger to trouble. A year or so ago he closed his circus because of a series of lawsuits, and he has been cited for not paying his taxes and for running a circus without a license.

FRED C. MURRAY

Indoor-Outdoor Ballroom Ops Organize in Massachusetts

(See following page)

OUTDOOR

CINCINNATI, May 15—Doubt was expressed this week by officials of Cin-

SOUTHERN CALIFORNIA, May 15—The largest ever loaded on one ship.

The shipment, valued at $35,000, included 2,062 birds; 200 monkeys; 100 cobras, boa constrictors, and other snakes; 20 gibbons, 7 elephants, 5 bears, and 4 Siamese golden cats.

The animal cargo will be unloaded at Los Angeles.

The elephants will go to zoos in Los Angeles, New York and Boston, N. M. The birds will be sent to Los Angeles, California, to be tuned for medical research. The 5 bears and 4 Siamese golden cats will be shipped to Los Angeles.

The cargo represented a six-weeks' safari from Hong Kong to Japan, China, and Java, according to Mr. Rosefelt and Paul S. Hull, of the Catalina Island and Experiences, Catalina Island, Calif.

According to Hull, casualties during the journey included a pair of rare hoopeos, which he believes were brought to this country; nearly 200 other birds out of the shipment of 2,000; 50 monkeys that died of pneumonia; 8 gibbon apes and two honey bear cubs.
Motor City Speedway, Detroit, Bores for Seasons; Races on Air

Detroit, May 15.—Motor City Speedway, featuring auto midget races, bores Tuesday and Wednesday this week. Features include the Memorial Day midget race. The midget race this year will include an auto midget race at the Donnivan Field track here.

4,500 at Cherry Park AVON, Conn.—George Rice, Milford, won the feature midget race at Cherry Park Speedway Sunday (9) before a crowd of 4,500.

Crash Kills: Milt Marozzi BRIDGEPORT, Conn.—Mariano J. (Milt) Marozzi, Hartford, was fatally injured when the midget car he was driving smashed into another racer during the program at Caudelight Park. Marozzi was driving a car owned by Herman Ballman, Milford.

Ted Tappett, Manhasset, L. I. scored his second straight victory in a feature race.

Winston-Salem Preem WINSTON-SALEM, N. C.—Glen Dunaway won the inaugural stock car race at Capella Speedway Monday (10). An estimated 4,000 attended.

Weatherly Motorcycle Winner ASHEBOBO, N. C.—Ray Weatherly, Norfolk, won the 20-lap feature motorcycle race here Monday (10).

Byron Stock Car Winner GREENSBORO, N. C.—Red Byron, Atlanta, came home first in the 40-lap stock feature car race at the inaugural station at Grover Speedeway Monday (10) before a crowd of about 8,000. Finley Ford, Atlanta, was second.

The races, promoted by Bill France, were the first to be presented on the speedway which was opened only for horse racing last year.

6,000 at Paterson PATERSON, N. J.—Bill Schindler, Freeport, N. Y., won the 25-lap feature midget auto race at Hinchliffe Municipal Stadium Tuesday (11) before a crowd of about 8,000. Tommy Bowden, Bronx, was second and Dick Dowd, New York, third.

Grum Triumphs DAVENILE, Ill.—Bob Grum, Indianapolis, won the 10-lap feature race at the Danville fairgrounds here Sunday (9) before 4,000 persons. Threatening weather held down the crowd. Al Flemming, Richmond, Va., was second, Fritz Theinig, Elgin, III., third; Phil Moea, St. Louis, fourth, and Al Ketie, Quincy, III., fifth. Twenty-six drivers were entered. Deb Streit, Kent, O., set a new track record of 20.39 seconds for the mile. Snyder won a heat and a musical match before being forced out by a blown spark plug.

Simms Wins at L. A. LOS ANGELES — Rod Simms snagged the 100-lap feature which was the midget auto racing Thursday (6) at Gilmore Stadium here before (See SPEED ROUND-UP on page 67)

Motor Speed Round-Up:

Caty Peterson nabbed the midget auto event at the Carrol Speedway here Saturday (3) before 7,125 fans. Slim Mathis and Bud Sennett finished second and third, respectively. The semi-final featured for 10 laps, was cut to eight because of an accident involving Pat Flaharty and Henry Abajian, neither of whom was injured. Event was captured by Abajian despite the mishap. Kenny Palmer won the dash and second and included Jack Habermehl, Walt James, Mathis and Bayless Levert.

Gardena, Calif.—Tex Peterson nabbed the Wednesday (5) 30-lap big feature event at Carrol Speedway here before 7,125 fans. Slim Mathis and Bud Sennett finished second and third, respectively. The semi-final featured for 10 laps, was cut to eight because of an accident involving Pat Flaharty and Henry Abajian, neither of whom was injured. Event was captured by Abajian despite the mishap. Kenny Palmer won the dash and second and included Jack Habermehl, Walt James, Mathis and Bayless Levert.
Fair Dates

The following corrections and additions to the list of Fair Dates were made during the week ending May 16.

A complete list of Fair Dates was published in the issue dated March 21. The next list will be published in June to be dated May 20. See each issue of The Billboard for corrections and additions.

COLORADO


ILLINOIS

Pompano Beach—Pompano Beach Agr. Fair, July 21-22. John E. Murphy


INDIANA


KANSAS


MONTANA

Helena—Mrs. Lola Eakin,

NORTH DAKOTA


OREGON


NEBRASKA


TENTS

ANYTHING IN CANVAS

Tents—Canopy, Canopy-Roof, Canopy-Box. Write—Wire or Phone. Quick Delivery.

ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA

130 GREECE STREET

Phone: Wayne 6-1230

NEW YORK 42, N. Y.

ANGLE TENTS

SQUARE UMBRELLAS—BARN GAMES

SHOW TENTS

BEAUTIFULLY TRIMMED CONCESSIONS—BINGO TENTS

WIDE SELECTION OF MATERIALS

PROMPT DELIVERY

ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA

STEAM TRAIN BURNS COAL

Can be used for coal, wood or even

Flush a big load of kids or adults

on any trip.

OCTAVIAN AMUSEMENT COMPANY

Mrs. Steam Trains and Kiddie Auto Rides

234 W. Dumas

Wichita 2, Kansas

Plan Fete in Meadow Lake

MEADOW LAKE, Sask., May 15—Plans are under way for the 20th annual Meadow Lake Stampede. President of the Meadow Lake Racing & Sports Association, sponsor, is W. P. Weber. Bert Bulmer is manager.
LOWEST PRICED 6- SLEEPER IN AMERICA

Here is a typical Streamlite quality job. It is the quality all the way through. The Sun- "6" is 20 1/2 ft. in overall length, tandem axles and every inch of space has been ingeniously used to provide luxurious living for a family of 6. Fully insulated...12 windows...4 full-length wardrobes and broom closet...5 doors...with clothes hampers...11 drawers.
The Sun- "6" is not simply America's lowest priced Big-Family Traveler Coach, it's by far the finest VALUE!

CHICAGO STREAMLITE CORPORATION
303 W. 27th Street
CHICAGO V. ILLINOIS

DOLLAR FOR DOLLAR
EWART KIDDIE ROCKET RIDE is today's most competitive precision-built factory tested. Designed by men thoroughly backed with years of engineering—"Know How."

Equipped with FLUID DRIVE. (No clutch—fewer moving parts.)

Write for complete specifications.
Phones: 409-55 or 409-201-21

H. E. EWART CO.
4300 Long Beach Blvd. Long Beach 7, Calif.

GEORGE HAMID'S RISE FROM FRUGS TO RICHES NETS HIM ALGER AWARD

(Continued from page 3)
Chief and Dorothy Shaver, president of the Lord & Taylor department store.

Rating honorary mention was James V. Forrestal, defense secretary; Paul Horow, Studebaker president; and Robert H. Linn, president of the Pennsylvania Railroad.

Hamid Immigrant

The award ceremonies state that the winners are "entitled to an enduring place in the history of American business by virtue of the traditional American tradition of overcoming handicaps and achieving success through industry, sacrifice, and ethics.

Hamid was represented on ballots as "president of the New Jersey State Fair and owner of Atlantic City's Million Dollar and Steel pier, a talent agency, a Worcester, Mass., amusement park, and the Hamid-Morton Circus, imported from Syria, worked as a water boy, actor, horseman and slept under the Atlantic City Boardwalk when broke before he owned the famous piers on it.

Upon receiving his award Hamid said, "Free enterprise and opportunities in America are ever present. Many are misled into believing that Lady Luck plays the primary part in the accomplishments and achievements of the successful. Naturally, luck is important. However, more vital is the willingness of people to seize opportunities which so frequently sprout up in this great country of ours. The secret of success is not secret at all. It is the usual story of hard work, vision, confidence, plus an a true belief in God—in equal right for all, with the conviction and courage, setbacks and heartaches become temporary stepping stones to almost every success.

Dramatize Success

Beche declared that in these times of national and international importance it is fitting to dramatize the careers of the award winners because their successes prove to all that all our government and business leaders have not been blunted by the proverbial silver spoon and that the American system of free enterprise operates.

Hamid, whose 42-year career has covered nearly every facet of indoor and outdoor show business, later told The Billboard: "I am especially happy that the business I love so well was the means of enabling me to receive this honor. Altho my career has included treading with Lou Heckendorf's Minstrels, Eva Tanguay, Phil Sheridan's circus, Howard Thurston, the magician, as well as the St. Louis Civic Opera Company and a carnival, my first and last love is outdoor show business with its fair, parks and circuses."

Credit Friends, Staff

Hamid attributed his success to friends and his staff which he labels the best in the business. Among the latter are Dorothy Packtman, who has been with him for 23 years; Herman Blumenfeld, who has been associated with him thruout his 27 years in the booking business; Joseph L. Hughes, 20 years; Dave Solit, 27 years, and Leo Grund, 22 years. Frank Cervone, who handles the Pittsburgh office, and Gay Collier in the Boston office have each been with Hamid for 15 years. His indoor circus association with Bob Morton it is in his 12th year.

Hamid also gave a large measure of credit for his success to his wife, Bess, who, he said, has always been understanding and had a real love for the business and its people. "Other than making the hardships and pitfalls more palatable, her ad- 
dvice has been my greatest good," he said.

Opportunity Pleasant

Hamid said there is much opportunity today as when he first started in the business. "It worries me to hear some who have always been taking the availability of opportunity, he said. "The outdoor show business field is unlimited and there is a lot left for young fellows to do."

"I've helped to organize fairs, streamlined the circus, popularized thrill shows, and helped the carnival friends to progress, and I've tended to every conceivable kind of act. The young fellows now have to put on their thinking caps preparatory to taking over—and I think they will.

Hamid's son, George Jr., is associated with him in all of his enterprises.

RECEIVING HIS HOBART ALGER AWARD were, left to right, Col. John J. Bennett, deputy mayor, representing Mayor Ovward, Earl Bostick, manager of the O'Sullivan Rubber Company; George A. Hamid, owner of the Atlantic City Steel and Million Dollar piers, and president of the New Jersey State Fair and the booking office bearing his name; Bernard Baruch, financier and philanthropist, and Kenneth Beebe, president of the American Schools and Colleges Association, who presented the awards. Two other award winners, Charles Luckman and Dorothy Shaver, were unable to be present.
SHOWMEN, ATTENTION
Mouse Show Equipment, also
Wood Novelties.
WHAT NOT SHOP
B. 1, Box 298, Bloomington, Cal.
WON, HORSE & UPP COMBINED CIRCUS
An Equine and Canine Paradise—The Show With A Leaf of Gold

By Starr De Belle

Seat Hype, Pa.
May 15, 1948.

Dear Editor:
The boss decided to handle his own privileges this year instead of selling them to a bidder. Last year he sold the novelty, cushion, eating and drinking concession to a bidder for $460 for the season. We learned thru confidential sources that the bidder closed with $533.60. This showed a clear profit of $73.60 for his season’s work. However, he is paying $16 per week for his investment. When anyone else that invests in anything only makes 1 per cent on his money the show has a bad year and he doesn’t get his investment back.

This year the concessionaire again bid $460, but one of his butchers got smartened-up and bid $461. However, the boss held out for higher bids until the figure came to $533. This bid was 40 cents short of what the 1947 bidder closed with, and 60 cents on this show is enough money to pay a clown’s bonus when the season ends. So, rather than let some outsider carry away 60 cents, the office decided to handle the privilege again.

To date the idea has paid off, perhaps not in actual money but it has given our performers something else to double in besides canvas, concert programs, and buttercups. If our performers have a chance to come in contact with their public. After the show over we often hear from a customer boast: “I bought a poke of goobers from the gag that akimbo the cat on a triple bar, while wearing pink drawers.”

We also carry a few professional, but honest, seat butchers. They haven’t made much money because they’re not the best breaks. Every day one of them reports that his balloons burst after passing thru the seats and he throws the sticks away or that the ice cream cones melted, caused him to punch his bonus. Others report that the rain ruined the candy boxes which they left on the lot as unsalable for sales. The butchers aren’t charged with the ruined merchandise. What the office worries about is the time they lose thru such breaks when they are making money. So, the butchers haven’t complained and none has left. The show uses an honor system with butchers. We have eliminated a checker. Had one butchers to break carry lumber. The way it stands now every butcher takes whatever merchandise he thinks he’ll sell, and on closing day they will check into the office the amount of their yearly sales minus their commissions.

On one only that the office checks daily is the cushion privilege as our bandmains can’t leave the bandstand out in the open. We open the show with the band playing the national anthem. That puts the audience in its feet and gives it five minutes. The length of the anthem depends on how long it takes the butchers to put cushions on their chairs while they’re standing up. When they feel the comfort of the pad it’s 50 cents or else. Before the show’s closing act the band again plays the anthem that again puts the audience on its feet long enough for us to collect the cushions to keep customers from carrying them home.

P.S.—Run this ad. Wanted: Swingin’ ladder girls who know how to prepare and butcher French fried potatoes. Profits will be big as the show is due in the spud country during digging time.

Radiophone System for R-B

CHICAGO, May 15.—Ringling Brothers and Barnum & Bailey Circus has been granted a license by the Federal Communications Commission to install a radiophone in setting up, dismantling and controlling the show, according to James P. Cody, of Motorola, Inc., here.

Coming Events

CALIFORNIA
Bakersfield—Patron’s Roden. May 22-23.
George W. Curtis, Box 103, Bakersfield.

ILLINOIS

INDIANA

KANSAS

MASSACHUSETTS

MICHIGAN

MISSOURI

NEW JERSEY
Atlantic City—Housewares Show. May 28- June 6.

NEW YORK

OHIO

Pennsylvania

UTAH
Richmond—Black & White Days. May 16-21.

WASHINGTON
DuPont—Dayton-Beach Days, May 26- June 1. Merle Gwinn.


CANADA
Saskatoon, B.C.—Patron’s Roden Show & Sale. May 27-29. Mrs. Letta Walsh.

Columbus—International Trade Fair, May 21-31.

1948 Spitfire

Beautiful New Navy
SIGNALLING FLAGS

For camping, show, circus, campfire games, etc. Set of 26 different “alphabet” Signal Flags, made originally for U. S. Navy, now released at war surplus. All brand new in perfect condition—never used. Larger than 4x5”—many large. Brilliant flag colors. Fine, long-lasting, weather resistant. Each flag provided with metal clasp for hanging or connecting sets.

26 FLAGS FOR $13.95!

Order by mail today! Send check or money order to order C. O. D. Immediate delivery. Satisfaction guaranteed.

HUGH CLAY PAULK
Dpt. W-1
49 Falmouth St., Boston 15, Mass., or 813 No. Kansas Ave., Topeka, Kansas.

CARNIES • CIRCUSES • CONCESSIONAIRES
Here’s One Walker Whose Pitch Never Varies
THE RECORDED “PITCHMAN”...a recorded blurt cut for YOU.
Cheerleaders, clowns, attendants with noise makers, horns, transcryot, sound effect, and music to suit your particular show. Excitement of roller-coaster—romance of “Turn of Love” all on record, pull them down the midway.
$50 for two sides with 8 spots. $75 for each additional copy.
Send info — type of attraction, name, and admission charge with check or money order to

CUSTOM PRODUCTIONS
BROADWAY THEATRE BUILDING
1881 Broadway, New York 1, N. Y.
Delivery within ten days of receipt of order.

CARRYING ALL CONCESSION PEOPLE IDEAL CHANGE APRONS

Ride & Fly
• SELF-CONTROLLED CARS
• THRILLING
• DEPENDABLE
FRANK HURBETZ & CO.
SALEM, OREGON

FLYING THE BILLBOARD

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The Billboard

GENERAL OUTDOOR

May 22, 1948

RR Fair Pageant Casting Begins

220 needed to fill roles in Chicago production—$300 costumes in wardrobe

CHICAGO, May 15.—It’s casting time for the L’horbe A-Rolling, the extravaganza which will be staged daily during the Chicago Railroad Fair, scheduled July 30 thru September 8. At the front of the line is the edict that every part must be filled by July 20.

Maj. Lenox R. Lohr, president of the Lakefront Exposition, has announced that a total of 220 men and women are needed to fill roles in the outdoor extravaganza, and that interviews will be held beginning Thursday (20) and running thru Friday (28) at the Museum of Science and Industry. Hours are from 10 a.m. until noon and from 2 to 4 p.m.

At least 800 costumes will be worn by the actors of the production, admission to which will be 50 cents.

The majority of these selected will play four parts each as the pageant portrays the highlights of almost three centuries of railroad building.

Accent is to be on acting skill, as most of the presentation will be in pantomime with the story carried by narrators.

Estimate 12,000 Attend Wheatland, Calif., Cele.

WHEATLAND, Calif., May 15.—More than 12,000 spectators had gathered here May 14-15 to attend the 30th annual rodeo pageant featuring the L’horbe, the popular new annual rodeo.

A parade, horse races, centennial ball and grandstand attractions were featured in addition to the rodeo during the celebration’s run.

Six Trophies, $300 Awards Donated for Alberta Rodeo

LETHBRIDGE, Alta., May 15.—Six trophies, each accompanied by a cash award of $300, have been donated to the Southern Alberta Rodeo Circuit by organizations doing business in the southern part of the province.

Prizes will go to the cowboys scoring the highest number of points in the circuit’s series of nine rodeos. Herman Linder is staging the rodeos for the circuit.

Jersey Legislators Reject Legal Bingo

TRENTON, N. J., May 15.—The New Jersey State Legislature Wednesday (13) rejected a proposal for a public referendum on legalization of bingo which was advanced by a Democratic minority.

The proposed referendum, one of the controversial measures before the Legislature as it sought to terminate its spring session last night (14), failed to be removed from the judiciary committee by a vote of 29 to 14.

The vote was following the introduction of an identical bill which provides welfare and religious benefits, under Republican majority sponsorship.

New Canvas Firm Formed By Campfield

NEW YORK, May 15.—Formation of a new canvas firm under its own name was announced this week by Arthur E. Campfield, who for 24 years has been associated with the show business. Associated with Campfield, who is president, are William Mitchell, vice-president and general manager, and Henry Wilson, secretary-treasurer. The firm has its own offices and plant at 145 West 41st Street.

Campfield, who will handle sales, was last with the Eastern Chandler Company. Prior to that he was associated with Baker-Lockwood, Martin, and Max Kunelly. Before confining his activities to the manufacture and sale of outdoor canvas supplies he was associated for 21 years in various outdoor and indoor showbiz enterprises.

Mitchell, who will supervise all manufacturing, was also last associated with the Chandler firm. Before that he was employed by the Fulton Bag & Cotton Company. He has had 20 years' experience in the industry. Heil has been associated with Mitchell for 10 years.

KBD Inks Calgary Paet SWIFT CURRENT, Sask., May 15.—A contract has been signed with KBD Enterprises, Calgary, Alta., for grandstand attractions at the Frontier Days Celebration, July 1 and 2.
Durante Gets Grandstand at Texas Annual

Acts Not Yet Signed

HOLLYWOOD, May 15. — Jimmy Durante, movie and radio star, and Arthur Michaud, personal manager, jointly have acquired rights to the Texas State Fair grandstand show, Dallas, scheduled October 8-24. Lou Clayton, Durante's manager, has signed papers for the comedian tying him into the deal with Michaud. No sets have been signed as yet for the program.

One of the major shows at the fair, Regina Board Sets Budget For Harness, Running Races

REGINA, Sask., May 15. — Harness races with pari-mutuel betting will be presented at the fairgrounds here June 2 and 3 under Regina Exhibition Association auspices. A tentative budget of $3,975 has been set by the fair board, the total to include $2,500 in purses.

Budget for the running races at the summer fair has been set at $35,000, a boost of $743 over last year's expenditure.

Purses will be $1,000 over 1947.

the Texas event last year drew more than a quarter of a million persons to a road company staging of Annie Get Your Gun, starring Mary Martin. In 1946, Tommy Dorsey's band attracted more than 175,000 persons.

Pass the Aspirin

NEW YORK, May 15. — Dr. Robert M. Marcusen, specialist of the New York Hospital, spent considerable time at Madison Square Garden interviewing performance of the Ringling-Barnum cirk who specialize in working upside down, as part of his search work will include details of headaches and kindred ailments.

Among those interviewed were Bob Behee, catcher of the Flying Barnum Million, head-balancing aerialist; Unus, equilibrist; and Danny Gordon, Jimby Crocker and Fannie McClusky, trapezists. Clown Emmons, who was almost killed a while ago in an accident, also he usually works topside up. Art Eldridge's tail-hanging chimpanzee had a derision and refused to discuss their head troubles.

Big Show Contracts Second Philly Date

PHILADELPHIA, May 15.—Ringle-Barnum circus, which for a while was faced with the prospect of being excluded from the Philadelphia area this season, is scheduled for two local appearances. The suburban Upper Darby Township board of commissioners this week granted a license for the Big One to show June 11 and 12 at 69th Street and Marshall Road, in Upper Darby, on a fairy city line. The circus will show within the city at 11th Street and Erie Avenue for one week beginning Monday (24).

Waldo Tupper, general agent, agreed to a daily license fee of $150 for the Upper Darby appearance and Joseph A. LeStrange, township police superintendent, assured the commissioners that the show would be properly policed with the aid of Philadelphia police.

Melanson Elected IABB Steward on R-B Advance

NEW YORK, May 15.—Brownie Melanson, Fall River, Mass., was elected steward of the International Alliance of Billers and Potters (IABB) on the Ringling advance Tuesday. He succeeds Eddie Jackson.


Ohio Valley Shows Awarded Pact for Red Key, Ind., Fate

RED KEY, Ind., May 15.—Ohio Valley Shows have been awarded the contract to furnish the midway at the Lions' Club Street Fair here July 7-10. General Agent Bill Harris inked the pact for the org.

In addition to the carnival attractions, the celebration will include band contests, free attractions and the selection of a queen.

R-B New Britain Lot Nixed

NEW BRITAIN, Conn., May 15.—There is a possibility that the Ringling-Barnum circus may have to cancel its scheduled June 17 appearance here. Frank A. Starkel, State police fire marshal, has declared the lot on South Main Street selected by the circus “unsuitable and rejected.”

King Business Good Thru Virginia, Md.

HAGERSTOWN, Md., May 15.—King Bros. Circus has been rolling along to good business in spite of some bad weather. At Beckley, W. Va., (6), the show drew two sell-outs and the following day at Hinton two near-capacity shows. Rain hit at Ronceverte, but the show pulled a three-quarter house at both shows. Show was greeted by showers at Covington, Va. (7), had a late arrival but got two good houses. The following day at Staunton a stringer wagon got lost in the mountains and cut the macline seating. It arrived in time for the night show which was a sell-out. At Hagerstown (10) the macline was about a half house.

Inadvertently omitted from the recent line-up was the concession department under Superintendent Arthur Stahlman and assistant, Joe Veniga. Menagerie stand, Curly Hayes; cotton candy, Paul Delaney and Frank Rizzo; snow balls, Joe Rudduth; candy apples, Jack Mere-dith; popcorn, Peanuts Headley; lunch stands, Leo Markowski and Ollie; novelty stands, C. J. Matchett and Curly Hayes; programs, Dorothy and Alvin Parker; seal butchers, William Goodyear, Francis O’Connell, Chuck Taylor, William Sheltford Jr., Alvin Carpenter; glass cleaner, Ira Lacker; car, Phil Hall, S. Woods and Bob Hall; commissary, Bob Carbonara; candy pitch, Scott Hall and Porter Goldie Hoffman.

The Crystal Coach Jr.

1948 MODEL

Make $50 to $100 Per Hour Profit!

Take your business where the money is. No more minimum operational cost. Follow the crowds at carnivals, fairs, homecoming events, baseball and football games, army camps, etc. We furnish you a business completely equipped for success from curb side, board games, hamburgers, juke stands, ice cream, etc. See our newest model—Available Out for Distributors or Wire Dept. B

The Calumet Coach Co.

11575 S. WABASH AVE., CHICAGO 28

5,000

Shoppers won’t find the prices below in the number of competitive stores. We have taken care of all this for you. Call 2139785.

Style-Select MFG. Co.

1512 S. Main St., Grand Rapids, Mich.
Frank Wirth Offers Plentiful Talent at St. Louis Show

By a Staff Correspondent

ST. LOUIS, May 15—Closest edition of the St. Louis Police Circus, entering the last half of its 15-day, 24-hour run, closed Sunday (23) at the Arena here, to a power-packed confection put together by one of the leading features, Frank Wirth, New York.

Spanning 3 hours and 45 minutes without an intermission, the show offers an array of talent rated every bit as strong, if not stronger than any of its predecessors.

Top-ranking acts stud the program. Among the acts, the list demonstrates that Wirth crammed about every top-flight act available at this stage of the circus season. The fact the Barnes Bros. does not conflict, as it did last year, freed many acts for the engagement here.

A large measure of the program's strength of shows that five acts recently appeared in the Barnes show in Chicago. Aida, the Girl in the Monkey suit is a new act, and his wild animals; the Loyal Repenskys, riding act; Bill Buschbom's Liberty horses; Capt. William Hoyer and Starless Night, high-school horse, and the Hopp Green, 26, are among the acts featured in the opening number. All these acts are playing here under Wirth.

Other acts provided by the New Yorker also come high in talent. These include the Wallendas, high wire, the Shyretos, clown act, the Shrilliets, unicycle act, only recently imported from California; the circus ring, the Nissen, trampoline, and the Mackino Troupe, tumbling.

South Continues Good for Hinkle

DANVILLE, Va., May 15 — Milt Hinkle's Rodeo continued to register good business here this week after a well-publicized showing last week in Raleigh, N. C. No bargain prices are being offered, since the scale at Raleigh was $1.25 general admission for adults and 65 cents for children. Reserved seats sold for $1.75 and box seats for $2.50.

A full (Cap) Courier publicity director known throughout this section mainly for his work in connection with movies, pulled a bull in at Raleigh when he had Johnny Wise, singing cowboy, and his horse, Bob (the Redhead) railing, tour the State and other venues. The rubber-shod horse and the rider rated considerable newspaper space.

Stations WPTF, WRAL and WNAO broadcast reports of this week's dispersed bull bulleted on the loose, so the natives were well informed of the presence of the rodeo.

The show opens at the Greensboro (N.C.) Fairgrounds Thursday (21) to present night shows thru Sunday (22). A matinee is scheduled for Sunday (25).

WLWT Cole Airing

First in Midwest

CINCINNATI, May 15—First telecast of a circus in the Midwest and the first ever made from under canvas took place tonight when WLWT, the Crosby outlet, aired the two-hour performance of Cole Bros. Circus appearing here today and tomorrow. Circus advertisements in local papers plugged the telecast in addition to the regular live shows at the Cumminsville circus lot, and facilities of the station were devoted to promotion. Pictures are being aired.

City officials said that the telecast represented the first time a circus has been depicted on the Cincinnati airwaves.

Cincinnati dealers installed video cameras in local children's homes and orphanages for those who might otherwise have missed the circus. Acts televised included the Cristiani Family and Hubert Castle.

DEISEL GENERATING SETS

at

Rock Bottom

Govt. Surplus

Prices

Brand New

25 KW * 30 KW Chrysler

20 kW Chrysler, 3 phase, 60 cycles, 220/440 volts, 1000 R.P.M.

25 kW Chrysler, 3 phase, 60 cycles, 220/440 volts, 1200 R.P.M.

20 kW Hercules, 1 phase, 60 cycles, 220/440 volts, 1800 R.P.M.

15 KW International Harvester, 1 phase, 60 cycles, 110/220 volts, 1200 R.P.M.

5 KW Hobart Witte, 1 phase, 60 cycles, 110 volts, 720 R.P.M.

3 KW Witte, 1 phase, 60 cycles, 110 volts, 720 R.P.M.

BENJAMIN'S FOR M 400 MILL AVE, BROOKLYN 10, N. Y.

BENJAMIN'S FOR MOTORS

For Sale

BEE-HIVE POPCORN

Has So Much

EXTRA VOLUME

You Are Urged To Use

1/4 LESS

Raw Corn

Per Popping

(With the Same Amount of Seasoning)

BLEVINS POPCORN CO., Inc.

Popcorn Village in Nashville * Southeastern Industrial

District in Atlanta

Bee-Hive, Seasoning, Supplies and Snow-Men Flavors

and Cakes Stocked in Public Warehouses in

LOUISVILLE, NEW ORLEANS, MEMPHIS, HOUSTON

The TILT-A-WHIRL Ride

A Man That Owns One Says:

"Starts with a bang to get money and does just that every day"

Manufactured by:

SELLNER MFG. CO.

Faribault, Minnesota

PARKS—BEACHES—CARNIVALS

NOW AVAILABLE FOR IMMEDIATE DELIVERY

Scientific "The Turf" Skill

An all-weather horse race game. CROSSES $120.00 per hour (capacity play) MAGIC BRAIN—contains game, preventing all skilful play, from killing repeat plays. DRAWS CROWD—FASCINATING—THRILLING—EXCITING—Perfect for merchandising and other forms of play. This game will satisfy your customers—make you more $$$

Priced, ten-cent game, $2.00.00. Other sizes available. For FREE information write

ELECTRONIC GAMES, INC., Greensburg, Pa.
Murray, Adept in All Showbiz Still Likes To Make With Noise

(Continued from page 55)

By the makers

Get buy not that way

OUTDOOR i ruled for each...neglecting in both nicely and several carnivals operated tinues, "I owned nine rides for a didn't with the government for...store. They joined from Rapp's American Company Sloan and...motion. auspices and others this horde technical. Perhaps someone...Continued from...and Harris. (Continued from...paid this man according to no foolishness. Alho he hadn't forgotten, he had forg...and Harris. (Continued from...of wording..."The Showman's..." and Harris.

Easy Way to Big Profits!

Cheap Labor Rebels

Fred has this one to tell on labor...who was as strong as an ox. He could do the work of six men. It was too late for me to change my mind...and Harris.

WANTED!

ARMY SURPLUS 60 INCH SEARCHLIGHT PARTS

--ANY QUANTITIES--

--CALL--

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ALBERT H. MILLER, LTD.

4545 W. Madison St., Chicago 24, Ill.

MANFIELD 7772

SHOOTING GALLERIES

And Supplies for Extremes and Western Type Galleries.

ERNIE JORDAN TRAILER SALES

"The Showman's Friend" America's Finest Trailers & Dollies.

TERRY:--Service & Parts.

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1043 W. North Ave., Dallas, Texas.
super, who apologetically offered to have his costume cleaned and repaired. Fred remembers that he was magnanimous and wouldn't let the man assume the cost.

**Spanish-American War**
Fred wound up in the Spanish-American War and served two years, 1896-98, when he visited Cuba and South America. He says he has never forgotten the Country Boys, which is a small ship he was assigned to in Cuba. He says he has never forgotten the country boys, which is a small ship he was assigned to in Cuba.

During the first World War he served the government as a pyrotechnician for a dollar a year and was rewarded with a distinguished service certificate.

**Big Dough for Shows**
Some of the big pyro shows Fred recalls include the St. Louis World's Fair which staged a two-night, $100,000 show, and the Hudson-Fulton Celebration in New York. He handled the latter, which was fired from 14 barges off the New York waterfront, at a cost of $25,000.

Considering that barges rented then as now for about $100 a night and powder was considerably cheaper than it is now, listeners can regard Fred's meaning that "We didn't make a dime. There isn't any money in the fireworks business."

In 1939 he supplied 80 percent of the fireworks to the New York World's Fair, then in its first year, and before and since has had, he says, too many notable shows to single them out. His showbiz exploits have occasioned 7 boats crossings to Europe. He is not averse to flying either, using that mode of transportation frequently, both for himself and his products.

Fred has done pretty much everything in multiples, including marriage. He has been married three times—to a redhead, a blonde and a brunette in that order. His first wife died, and he is divorced from the others. He sums up his marital experiences with the observation that "a wife is definitely cheaper than a girl friend."

**NSA Chaplin**
One of his happiest alliances has been with the National Showmen's Association, of which he is chaplain. As one of its most active members, he has been presented with a scroll, a plaque and a lifetime-membership card in recognition of services rendered. He also was one of the founders of the Virginia Association of Fairs.

Fred, whose capacity for potables has caused recognition in some circles, comments, "I don't know much about liquor except that Scotch isn't as good as it used to be." As an afterthought he added, "I'll drink a little eye under protest."

Fred holds licenses to manufacture and display fireworks in Massachusetts, New York and New Jersey. As much, he points out that he is not a salesman but a first-class pyrotechnician. He associates can vouch for his not being a salesman. Not that he doesn't have the charm and good merchandise, but simply because he gave up pursuing customers many years ago. "I'm available and they'll come to me if they want to do business in a gentlemanly way and on honorable terms," Fred says. And plenty of them do.
Hincken Named R. I. State Fair Gen'l Manager

KINGSTON, R. I., May 15.—Curt Hincken, a veteran fair official, has been named general manager of the Rhode Island State Fair, James C. Muldowney, announced the selection.

A native of Brooklyn, Hincken first became associated with agricultural fair work in 1892 when he was superintendent of the poultry department of the Riverhead Fair, Suffolk County, L. I. He later was appointed secretary-manager-in-charge in capacity he held for 25 years.

Hincken retired in 1941 to operate his own farm during the war years, but in 1945 he took part in the staging of the Franklin, Mass., Fair.

Plans for extensive extra-curricular operations were drawn a month Monday (10), when the Kingston Town Council denied the fair's request to hold stock-shows on weekdays, beginning Wednesday (19), on the grounds there would be no fairness. However, the council did provide permission for boxing and wrestling matches on Thursday nights, beginning June 24.

A recommendation from the tax assessor was that a $2,835 tax exemption on property owned by the fair was turned down. The council was also informed that a short form of the fair's office reported that the fair association was a non-business organization.

50,000 Attend Honolulu Event

HONOLULU, May 15.—More than 50,000 passed thru the gates the first two days of the 19th annual Hawaiian State Fair, which opened Thursday (8) at Kapioali Park, Waikiki, for a four-day run.

Jerry Colonna and the Dining Sisters were featured in the free platform attractions which were planned for Monday and Tuesday, which saw the second night. Admission to the fair was 50 cents for adults and 25 cents for children.

A Miss Hawaii contest was staged, with the winner awarded a trip to Atlantic City.

Rides, concessions and side shows were furnished by E. K. Fernandez.

Survey Recommends Single Agency Boss For Mich. Grounds

DETROIT, May 15.—An extensive survey conducted by the Detroit Agricultural-Industrial Foundation, working thru the Detroit Fair Board of Commerce, resulted in the following recommendations:

1. The establishment of a state fund of $25,000 to $30,000 State fairground property as an educational facility.

2. The withdrawal of the state's Direct control for all governmental and charitable purposes.

The foundation was created at the request of Governor Sigler, Agricultur- Industrial Development Board, and will work thru three respective groups and the Farm Bureau and Grange organization.

The recommendations are based on questionnaires sent to 2,500 individuals and groups. A survey was made which was under the direction of Forest H. Aker, president. Aker was assisted by Ben E. Young and Dr. Bruce H. Douglas, vice-presidents; W. A. Marylock, secretary-treasurer, and H. A. Lyons, director.

Fair Management:

Eye To Needs of Patrons Held Important for Sound Operation

By R. J. Pearson, Fair Designer

THE comfort of the fair patron is just as important as the comfort of the patron of a hotel, the visitor to a private home, or the patron of a theater. The producer of the fair-goxer is absolutely necessary if the fair is to be fully appreciated and enjoyed. It is the slogan of the day that we are going to make a fortune on the basis of the rule that "the hotel guest is always right." This is just as true of the fair guest's wishes considered, also that the hotel management has spent much time and action in anticipation of the guest's desires.

Thoughtful planning for a guest in the home also is important, for when the guest arrives, he is provided with the finest of the beds, and every courtesy is extended to make the stay a pleasant and enjoyable one.

Says It's Good Business

The theater world provides for the patron of the theater, a comfortable conditioning, comfortable seats, clean rest rooms, the best of every other reasonable convenience. It is a good business.

The above mentioned fields, the comfort of guests at fairs is equally important. Many fair managers are becoming aware of the demands of their patrons and are working for loneliness on every hand for which a visit to the fair more enjoyable.

The first of the physical requirements for comfort on fairgrounds is cleanliness. A easy to see, building with good modern conveniences immediately marks a fair as a second-rate organization. Also, adequate rest rooms, more than providing one toilet for 250 persons of either sex. (Army regulations required a toilet for every 101 11 as one of the requirements.)

The number of toilets provided, the number of seats, the number of windows, the number of fire mains, the number of lights, the number of trash cans, the number of showers on the fairgrounds, the number of miles of roads, the number of horse stables, the number of horse cars in the show, all add to the comfort for the fair-goer. They should be far enough apart to provide between them a space or box area for resting.

Shade trees are a requirement for every fair ground. Shade is important in operation during late summer or early fall, when the sun is at its highest point. An increasing number of patrons are used to air-conditioned offices, theaters, homes, buildings, and in hot weather, it is necessary to cool the air. The average drinking water does not necessarily hurt soft drink con- sumers.

Shade trees should be planted in the open tree area, in the backgrounds and in open parks throughout the show. They should be far enough apart to provide between them a space or box area for resting.

Park benches or settees are a necessity, and should be made substantially and should seat three to four people comfortably and economically. During the winter months many fairs cast aside their grandstands, and replace with this type of seating.

During the summer, substantial wood, such as two-by-fours or two-by-sixes, should be used. The benches should end at the ends of the seats, to make the seating comfortable. The ends should be well built to eliminate high maintenance costs and should be finished with a waterproof paint every year.

Bank parks and settees are a necessity, and should be made substantially and should seat three to four people comfortably and economically. During the winter months many fairs cast aside their grandstands, and replace with this type of seating.

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Can Be Sponsored

Some fairs which are strong enough to ask some merchant establishment or manufacturing concern to sponsor some of their acts, return the cost of the act with a profit. One of the fairest ways of doing this is for some merchant to build a small stand, and either rent or furnish free of charge to the fair organization of the stands.

The stage acts should be portable stands, or temporary settees, which can set anywhere in the grounds. A good plan is to set up a temporary stand in one of the smaller fairgrounds, and with the help of Mr. Rossiter reported, featuring California-made clothes and accessories in twice-daily showings.

For the fair-goer, the fair is shoulder to shoulder blue ribbons at a Fashion Industries Day, September 8, which will be attended by 75,000 people. The fair-fashion competition will be judged by a committee of retired hotel managers and 75,000 people. The fair-fashion competition will be judged by a committee of retired hotel managers.

Helen Hughes, owner of the Los Angeles, Calif., dress shop, is president, and participation, and the California Fashion Industries Day, September 8, which will be attended by 75,000 people. The fair-fashion competition will be judged by a committee of retired hotel managers and 75,000 people. The fair-fashion competition will be judged by a committee of retired hotel managers.

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George A. Harris, who is providing all grandstand attractions, including a rave, acts and band. Bleacher seats were recently added to the grandstand seating capacity to 4,500. Improvements have been made to the track and a new wire fence has been installed.

Mrs. R. G. Trowler has again been named as superintendent of the agricul- tural section of the fair. Mrs. Trowler has been employed for 25 years, and is in charge of holding the livestock and shows.

A truck carrying hogs and stock will arrive on May 21 to assist in the work of the livestock division.

They will be followed by a horse truck carrying livestock to the holding farm. The livestock will be moved to the grounds on May 24.

The livestock division is under the direction of Mr. Rossiter, who has been the livestock manager for 25 years.

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Mississippi Annual Building. Repairing For '48 Presentation

JACKSON, Miss., May 15—Building, repairing and renovating are underway at the site of the Mississippi State Fair here, readying the grounds for a segment for the 1948 celebration, slated for October 6-11.

First of several new stock barns is expected to be ready for this year's fair, following J. M. Deacons, executive secretary of the Mississippi Agricultural and Industrial Exposition committee, which stages the event. Barnes-Carruthers Theatrical Enterprises, Chicago, has been contracted for the grandstand entertainment, which will include a chorus, vaudeville and circus acts and a well-known band.

No changes are planned in the midway site, which will be occupied by Royal American Shows.

Regina Set To Spend $35,000 on Grounds

REGINA, Sask., May 15—Director of the Regina Exhibition Association approved a decision to spend approximately $35,000 on upkeep and repairs at the fairgrounds before the summer exhibition.

Also approved were budgets of $1,135 for grandstand attractions and $16,400 for afternoon rodeo events at this year's show, together with a $35,000 fund for the annual Children's Day stand draw.

T. H. McLeod, manager, reported the show's grand stand light horse show had shown a surplus of $3,529. In the past five years the show has made a surplus, he said, and the event has shown a profit, he said.

Fair Management

(Continued from opposite page)

outside of the grandstand or on the ground, was the steps of the secretaries. Mothers who were carrying their little bodies were sitting on the ground. Old men and women—too tired to stand any longer—were either lying against trees or resting on the ground.

Such discomfort naturally makes the exasperated toward the management and keeps him from spending money the way he would like to be the happy frame of mind. The writer left that fair with the firm conviction that he would never again return to that fair—and he hasn't.

These suggested comforts are not in the expensive class. They all can be furnished at a cost less than that of the small buildings, providing these facilities, the fair makes a host of friends, and favorably affects the good given to the management. Let us treat our fair patrons as we would treat our guests—or in the manner in which we would like to be treated if we were visiting a fair. Nobody pays big dividends at the fairs as well as in business. The more comfort we furnish, the more we will have.

Moose Jaw Exhibition Cards

Moose Jaw, Saskatchewan, May 15—Last week's Hell Drivers, Fireworks Moose Jaw, Saskatchewan, failed to win the 12,000 spectators. The action-packed UFA main event was marred by a serious crack-up in which Walt Faulkner, veteran San Diego driver, turned over on the eighth lap. He was removed to the hospital where he was found to have suffered cuts, abrasions and head injuries. Simms took over the lead with 10 laps to go, and through it to the finish with Bill Taylor, who finished second, Bill Zaring was third. Bob Clemons won the 25-lap semi-main and Roger Ward topped the trophy dash. Heat winners were Clemons, Allen Heath and Jim McGahan.

Speed Round-Up

(Continued from page 56)

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Miss Ceagehish WIt

SACRAMENTO—Fred Agabashian, the 1947 Bay Cities Racing Association champion, won the 25-lap main event in Hughes Memorial Stadium here Monday (10) while 4,500 spectators watched. Marvin Burke, the early leader, but lost his place to Agabashian in the 10th lap when Burke got into a tangle with several other cars and narrowly avoided a crack-up. Chuck Stevenson finished second, Fred Friday third. Vic Smith nabbed the semi-main. Vic Gotelli capped the consolation race. First winners were all from title. Gordon, Erikson, Johnny Baldwin Agabashian and Stevenson.

Mathis Killed

GARDENA, Calif.—A broken steering gear was blamed for the fatal flip of Morris (Slim) Mathis' hot-rod during the pre-race time trials at Carroll Speedway here Saturday (6). He perished, 38, of Huntington Park, Calif., was killed when testing a roadster which never had paced before. He lost control on a turn and crashed into a wall.

New Speedway To Open

STAFFORD SPRINGS, Conn.—A new fifth-mile midget auto speedway will be opened here May 28 at 6 p.m. According to announcement by Clarence D. Benson, owner of the Stafford Springs Fairgrounds.

50,000 at Eau, Midget Bowl

LONDON—American-style midget auto races, promoted by a syndicate headed by Bob Topping, drew a crowd of 50,000 to the inaugural meet of the Eau du Chesne, Sunday (31) at 10 a.m. Twenty drivers, 19 Americans and one New Zealander, took part.

Want Carnival

For Sept. 30th, Oct. 1st and 2nd, 1948

Lawrence County Fair

Imboden, Arkansas

CARNIVAL WANTED FOR

For new Northern Virginia 7-County Fair, supported by 5 newspapers, to be held in late August or September. Location less than 30 miles from Washington. Write your proposal or see ALEXANDER HUDGINS e/6 MANASSAS JOURNAL MANASSAS, VIRGINIA

INDEPENDENT SHOWS WANTED FOR THE

SELINSGROVE FAIR

The Week of July 19 to 24

THE GREATEST FAIR OF ITS KIND IN PENNSYLVANIA

Want Independent Shows with own credits.

Also new and novel attractions.

Writer: ROLAND E. FISHER, Sec.

SELINSGROVE, PA.
Eastwood Park Ordered Closed

Funsport's attorney seeks injunction—saves spot to stay open despite ruling

DETOUR, May 15.—Eastwood Park's battle with East Detroit officials to operate this season flared in the open again this week when Mildred Stark, East Detroit mayor, ordered the park closed. On the heels of the lawsuit, which the board-in-chiefs, representing the park, that the funspot would open and that he sought an injunction against the Circuit Court at Mount Clemens.

Since April when the ongoing city court's challenge against a citizens committee's effort to close the park, the move has been attacked and挑战ed in and out of court. The two cases have been consolidated under the jurisdiction of the Michigan Supreme Court in Trenton last week. The enabling legislation, which was assailed by the park's board, will be overturned by the 1947 State Law because it permitted only resort cities bordering the Atlantic Ocean to levy taxes on tobacco, liquor, hotel rooms and amusement privileges.

A previous tax, restricted to Atlantic City, was nullified in 1947 as special legislation, and this city sought the 1947 law extending the tax to Detroit. The city's lawyer, who said last week that the city's council's decision came as a result of a test case, will be the basis of the state supreme court's decision.

Coney Island, New York

By uno

Show was before last season's fire demolished it. Gruel plans on making this establishment the show place of Coney.

Newly equipped concessions already rented comprise eight to be operated by outside factions and 12 by the corporation itself. Lighting is served by five continuous rows of neon stretching the entire length of the interior. Two gigantic electric signs for the Bowery and Surf entrances will guide patrons to Pleasureland. In, it has been identified prominently in the amusement merchandise business in Manhattan, Coney will have an entirely new business man. One of the eight privately controlled concessions will be David Keefe's new shooter-photograph. Similar concessions are at Playland, Rockaway Park, Savin Rock, Atlantic City and Palisades Park. Each concession is enclosed with plate glass doors and unobstructed visibility through.

Harry Nelson, the striking hammer brand manager, has selected a 24 by 50-foot cement block building on the Bowery side opposite Steeplechase, newly renovated Coney Island's Corner. Tenenting the Bowery front is a bottle game. (Continued on opposite page)

Forest Park Highlands Opens Its 52d Season

ST. LQUIS, May 15.—Forest Park Highlands opened its 52d season here May 15. Adrian Ketcham is manager. Concessionaires are E. F. Pratt, scooter, Cuddle-Up and Tipsey Cavern; H. L. Yamamoto, games; George Erdman, Penny Arcade; John E. Miller, Ferris Wheel, and Joe Dolphins, swimming pool.

Desmond Heads Conn. Parks

BRIDGEPORT, Conn., May 15.—The provisional appointment of Thomas M. Desmond, Simsbury, as superintendent of parks for the State park and forest commission was announced this week by George C. Woldo, chairman of the commission. Desmond, for many years a consulting architect for the commission, succeeds Arthur V. Parker, who retired about a year ago.

PARKS-RESORTS-POOLS

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

May 22, 1948

BELMONT OPENS FOR '48 SEASON; HURRICANE BOWS

MONTREAL, May 15.—Belmont Park here bowed for the season Saturday (8) with many innovations. Rex D. Billings, manager, revamped the stage of the dance hall, put a new appearance on the Bandstand and made several changes in Kiddieland.

Visitors were plentiful, including Tom Paets, Art Henney, George A. Hack, Allan Ross, Jack Marlett, Bill Lynch, Bert Thompson, Mr. and Mrs. A. Hamilton and C. W. Conklin. Conklin and Bartlett were on hand to oversee the bow of the Hurricane, inventor of the device and Bartlett its inventor. Conklin, with his brother, Frank, operates 16 of these Belmont Park, including Crystal Maze.

Prior to official opening, the management held a preview party Thursday afternoon (6) for members of the press. Scribes were given on all rides, including the Hurricane. Food and refreshments were served.

OLYMPIC OPENS 30TH SEASON

IRVINGTON, N. J., May 15.—Olympic Park, catering to near-by Newark's large population, opened its season today under the owner-management of Henry Guen-ther this afternoon. Park staged two world records today goes into its regular summer schedule with daily radio broadcasts and performances and band concerts.

Line-up of acts for the opening included: George A. Hack, act; Don Francis, slack wire; Venti Tillyou, lunatics' comedy, and Janet's Dog and Pony Circus. Joe Basile's band will again provide music for the circ- it. A very large crowd built up in the park's big picnic grove. Bubbles Ricardo, an Olympic favorite, will be vocalist with the band.

Special events skedded for this sea- son include the world record-smashers and other special features in celebration of Olympic's 30th anniversary under the direction of the Guenther brothers. As usual numerous big pigeons are being set for the park's room/picnic groves and catering facilities have been expanded to handle the picnics at a very low rate. Price remains 25 cents per person, no matter how many in a party.

All rides and attractions have been expanded, and new and special concessions and cafeteria have been completely re- novated and air-conditioned. As with the weather is favorable Olympic's big swim pool will be put into serv- ices.

BRYDON READIES SIDE SHOW FOR PALISADES

NEW YORK, May 15.—Ray Marsh Brydon has been supervising arrangements for the big Side Show, which is under the direction of Jimmie Hurd, at JAC. While preparing the Liberty Amusement Park on the New Jersey side of the Hudson River.

A visit to Chicago this week-end to look after his Side Show interests at Riverview Park.

DETROIT ZOO UP PRICES

DETOUR, May 15.—The Detroit Zoo has gone to business over the week instead of being concentrated on Saturdays and Sundays, has upped its parking prices from 25 to 50 cents for weeks-end attends at the zoological display.

Zoo admission is free.
Coney Island, N. Y.

(Continued from opposite page) which was substituted for a doll rack pending the granting of a license for the latter. Also in interior, is a Neb- office and a workshop for the building of both hammer and base- ball strikers. Another 125 feet of space back of the new structure, owned by Nelson’s tenancy con- sitions. Two lofty strikers feature the corner.

McCullough brothers, George, Ted, Jim and Lennie, have gradually won Coney’s landmark, Eileen Villa, the little white cottage that stood on the corner of Surf and W. 15th Street for over a century and which was the home of the Steeplechase Tydous.

A Carousel, three kiddy rides, Dangler ride, an office and a workshop now cover that area. McCullough’s other Island possessions consist of another Merry-Go-Round on the Boardwalk and W. 16th, supervised by Jim; still another W. 8th, worked by Jim and Lennie; the one on W. 18th, operated by Lennie and George, and two parking lots, also on W. 16th, in charge of Ted. All four brothers are interested in the Dangler and kiddy rides. George, in his new commerce job, is busy pushing a 1948 seven-plank program for local civic improvements.

Tirza’s Wine Bath show interior and exterior has been entirely re- modeled and equipped with new effects, new seats and lounge and new lighting facilities. First show, Saturday, (22). - A new Howard Johnson eatery and drinking is being erected on the corner of the Beach and Henderson’s Walk by Harry Burke and Al Shaw, who started establishment last season on Stillwell Avenue. The newcomer replaces the beach and grill operated last season by Dora Witzer and is located on the ground floor of the former Paper Shey’s Glen House, later Killarney House.

- Abe Sehlin, who started on Congress as new boy and rose to be one of the resort’s most prominent businessmen, will, for the first season in his lengthy Island career, be inactive in the commercial end. His last five seasons have been devoted to the entire Luna Park Surf Avenue front, where, in partnership with Philip Pates and Chick Guelli, he has rented and operated as many as a dozen concessions. Succeeding Sehlin, Pates and Guelli this season are four brothers, Carl Clarinet, Frank RusseH, Schneider and Chicks Sperber.

FOR SALE
.

Coney Island, N. Y.

"The Playground of Central Pennsylvania"

NEW ISLAND PARK

Route 122, Between Sunbury and Northumberland, Pa.


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Phone 2063

PROFITABLE AMUSEMENT PARK

8 Rides—more than 15 other attractions—large Swimming Pool and Bathhouse, new Dance Hall, new Skating Rink. Restaurant. All in very good condition. 56 Acres of Land located in prosperous Eastern Pennsylvania City of 152,000 population.

Price $300,000—Will Finance

John B. Kendig, Jr., Realtor
502 WEST KING STREET
LANCASTER, PENNA.

PRICED FOR QUICK SALE

AMUSEMENT PARK

Skating Rink—complete—Top $40,000. Skates, Counters and Sound System—in operation. Come in and see it. Price, $5,000.

9-Tub Tilt-a-Whirl, $2,500; Miniature Train, Engine, 2 Coaches, 400 feet Portable Track, $1,500.

CLIFF WILSON DISTRIBUTING COMPANY

1121 SOUTH MAIN STREET
TULSA, OKLAHOMA

FOR SALE

Clifton Ferry Train, 1947 model, like new, National Amusement Co. make, with three cars, main pipe frame section, 50 feet long, 15 feet wide, with new canvas canopy, seats for 90, about 1950. Price over $500. $5 Black Diamond Van Trailer, with carry box, in good shape, best offer over $800.

15 Lane Reel Rent Cars, $15 each; 5 Premium Rides, $200 each; 5 H.P. Variable Speed Electric Motor, with stands and controls, $500; 2 Caterpillar Blowers, $100 each; Pipe 125 Watts. Owner, 4450; 6 One H.P. BLT. Engines, complete, $1150.

A. KARST, Forest Park, Hanover, Pa. Phone 3-5286

AMUSEMENT PARK FOR SALE

On Gulf Coastal Towns. Completely equipped, Ballroom, Roller Coaster, Rides, Cafe, Tile Swimming Pool, etc. Making money now. Year-round operation. Asking price, $10,000,000. Inventories over $750,000.00. Salvage for $185,000,00 with easy terms and down payment. This is worth the money and we will bear investigation.

BOX 1565, WICHITA FALLS, TEXAS

WANT TO BUY

100 Puller Carl Clubs for our miniature golf courses. Also particular in price and condition. Write.

HARRY A. STOCK AMUSE, CO., INC.
Boardwalk, P.O. Ocean Ave., Seaside Park, N. J.

WANT TO BUY

Lettuce. Miniature R. R. BARGAINS

Used or old R. R. equipment or scrap. Complete with 100 ft. rail and ties, in A condition. $2,500.00, also one heavy box train, 120 ft. long, $1,500.00. All in good condition. Write.

DEPOT, 442 Arapahoe Ave., Tribune, Iowa

MINIATURE R. R. BARGAINS

WANT KID RIDES

Buy, lease, hire, for sale, Amusement Park, located 2 miles outside of Hartford, transfer center of R. & H. A.

PETER ZENZIE

57 Griswold Ave., R., R. Dep. Hartford, Conn.

LEASE

NEW #5 ELL WHEEL

White Seat — Park preferred

JOE FREDERICK

2561 Newton, Detroit 11, Mich.

FOR WANTS

BEAR POND, Mass. 400 ft. Lake with 3 islands, 40 acres, 106 rooms, all rooms with private baths, swimming pool, tennis, and games room. Beautiful location. Write for information.

W. & M. WAYSIDE RV FARM COMPANY, 2541 E. Dixie Av., Gainesville, Fla. Phone 3606

FOR RENT

WANTED TO RENT

FOR SALE

WANTED TO BUY

FOR SALE

O. H. BARTLENTRELL

HOLLYWOOD AMUSEMENT PARK

Phone 3268-1 JOPLIN, MO.

NEW-FROZEN-CUSTARD GOOD USED RIDES

For Rent Any To Sell

SAMMY LANE AMUSEMENT PARK

On Beautiful Lake Vinings Dam, in the Heart of the parking. An excellent real estate site. A great Amusement Park. Sale or Rent

Phone 268-21 JOPLIN, MO.

WOODLAND BEACH PARK

WOODLAND BEACH SYMRA, DEL.

Due to disappointment we are

WE WANT THE FOLLOWING RIDES

North-Co-Go Round, Ferris Wheel, Whip, Fun House or any other Major Rides. We have nice small ride for Scooter Boats or any other similar ride. Also want Fly-in Rides. We will give special inducements to parties with any of the above rides—or we will BUY THEM OUTRIGHT.

Thousands of people come to our beach, we feel the best fishing and on the Eastern Lake scenes.

All Concessions sold except High Striker, Frozen Custard, Photo Caller.

Special Attractions, fireworks Memorial Day.

FREE ADMISSION—FREE PARKING

Write, Wire or Phone Smyrna 3288

Pierre Venner, Mgr.

CONCESSION FOR RENT

Fully equipped Barrel Ball Game or suitable for other Solid Novelty Rides. 20x20 building.

Season starts May 29, one of finest beaches in Maryland, just outside Baltimore.

ALL OTHER CONCESSIONS TAKEN

Write, Wire, phone:

FLOYD L. ALLEN

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New Bay Shorz Park, Sparrows Point, Md. Sparrows Point 177

WANTED TO BUY

May consider looking on percentage—Kiddy Rides of all kinds and Kiddie Park Amusement Park for all summer. Opening May 29.

Wiro, Phone or Write Quickly

J. L. FRANK

Goodlettsville, Tenn. Phone 5384

PLEASURE ISLE

Now Vacant—Price $27,500

Karl Lilly's Surfside Place, vicinity North Avenue.

Nice, 10% down or 25% with 5% interest. Home, garage, lots, 5 rooms, plus over 2000 sq. ft. basement, lots, 50 x 200, plus land, all for $2,500.00, new condition.

Write—Please call.

John C. Knoebel, Realtor

202-204 East Main Street


good.

For Sale—Funhouse

Woozy Wood, 1313 North Dixie Highway. Situated on the per-

Woozy Wood. Built 1934. $15,000.

H. A. BRENTLENTRELL

HOLLYWOOD AMUSEMENT PARK

Phone 2682-1 JOPLIN, MO.

WANT RIDES

Woozy Wood, 1313 North Dixie Highway. Situated on the per-

Woozy Wood. Built 1934. $15,000.

H. A. BRENTLENTRELL

HOLLYWOOD AMUSEMENT PARK

Phone 2682-1 JOPLIN, MO.

WANT RIDES

Want to buy any to sell.

SAMMY LANE AMUSEMENT PARK

On Beautiful Lake Vinings Dam, in the Heart of the parking. An excellent real estate site. A great Amusement Park. Sale or Rent

Phone 268-21 JOPLIN, MO.
Sunday, and at the rail strike stage its scheduled performances, beginning with the Thursday (13) matinees are sold out. Reserved seats were sold from $1.20 to $4. Rush seats in the upper balcony were sold for $2 and $3 each. The line of cars from 11 to 1 p.m. is strong. About 11,000 attended each of the performances. The Garden capacity is 13,009.

Today several units of the Big Show are at the circus tent preparing for the Crusade for Children and Roland Butler, circus cub thumb twister and speaker, is giving his 12th appearance to increase the chances of publicity. An estimated 500,000, many of them children, turned out for the event, the first of its kind in 28 years.

Butler emphasized that the participation of circus units in the parade was not to be construed as a revival of a lost tradition.

A mix-up over the scheduled presentation of a baby African elephant during the parade to Mayor Curley for the Franklin Park Zoo was later straightened out by John Ringling North, circus president, and the mayor, with the promise by North that the couple would receive the first elephant to be retired.

Last year, at the time four baby elephants were delivered to the circus, one promised one to the city. However, three of the group were delivered to the circus with only one. The mayor said he understood that all elephants are performed at the same time and it would be difficult to break up the herd and that he would wait until the herd was augmented.

WASHINGTON, May 15.—With the vanguard of its equipment having rolled into town 10 days before opening night, the Ringling Brothers and Barnum & Bailey Circuit was ready to stage its scheduled opening weekend at the new arena next week (18-20). A large part of its outdoor equipment arrived here Wednesday and Thursday, while Ringling North was anxious to avert any possibility of being tied up by the rail strike which has been on the scene at the time but which has since blown over.

More than 200 workmen were on the lot at Benning Road, N. E., last Sunday, maneuvering the equipment that lost three days pitching the big top. The job was made difficult by the fact that 600 cattle and 1000 black-tailed bullocks which were not due to arrive from Boston until next week, knew none of this.

George Herman Smyre, 40, ring stock handler with the show, collapsed on the lot and died in a hospital shortly after. The county coroner said Smyre died in a diabetic coma.

Hot weather held down the crowd at Frederick, Md., where the show drew a fine matinee but had a strong one at night. A late arrival, a heat wave broke through, hurt matinee attendance at Covington, Va. Business at night was satisfactory.

Sunday matinee, should be publicized, with every medium used to the utmost. The Tribune and Post-Enquirer were lavish with space, and stations KLW and KROW gave unsustained promotion.

FRED BROWN, for many years equestrian director of the Ringling circus, made one of his first public appearances since he was injured two years ago in Texas blowdown when he attended the Wednesday night's performance of the Sarasota Rotary Club as guest speaker. Altho he still uses two canes to get around and his wife, Ela, plans to go to California to catch the E.G.S. on its Western trip. Indications are that Fred will be sufficiently recovered to be back on his old job next year.

KELLY-MILLER
Does OK Biz in Oklahoma, Kan.

WELLINGTON, Kan., May 15.—Biz has been good for the Al O. Kelly-Miller Bros. Circus during its swing thru Oklahoma and Kansas, after completing its 21st day’s gold weather performance which prevailed in several spots.

The org played a straw here Tuesday night (11) despite bad weather, and attracted near-capacity at the matinee. It was the first circus show here in eight years.

What was termed “the heaviest rain in years” failed to dampen interest at Kansas (11) where the org played there Monday (10) to a full matinee and an overflow at the afternoon show.

A matinee only at Newkirk, Okla. Tuesday night (14) was a full house, while good weather Tuesday (13) brought (8) outside to a full matinee. The playing of the show (9) produced great interest at the three-quarter house for the matinee.

Oklahoma, Okla., Thursday (6) and Pawnee, Okla., Friday (7) did organically well, with overflows at both performances. The latter on the afternoon show.

Showers cut out the matinee in Chandler, Okla. Wednesday (5), but a clear night brought out a full house.

Heat and Rain
Hit King Bros.
At York, Pa.

YORK, Pa., May 15.—The weather 93 above in the afternoon and rain at night, held down crowds when the King Bros. played here. Matinee drew about a half-house, with the Sunday (9) being better. There has been a steady succession of sellouts, with every indication that the auditorium arena’s 7,500 capacity wouldn’t accommodate the crowds at the rate at which they have been building up. The opening Thursday (6) was big, last Saturday (9) had 3,000, and this week has been a steady succession of sellouts, with every indication that the auditorium arena’s 7,500 capacity wouldn’t accommodate the crowds at the rate at which they have been building up. The opening Thursday (6) was big, last Saturday (9) had 3,000, and this week has been a steady succession of sellouts, with every indication that the auditorium arena’s 7,500 capacity wouldn’t accommodate the crowds at the rate at which they have been building up. The opening Thursday (6) was big, last Saturday (9) had 3,000, and this week has been a steady succession of sellouts.

George LeRoy, the Ringling Brothers and Barnum & Bailey’s director of radio publicity, this week has been a steady succession of sellouts, with every indication that the auditorium arena’s 7,500 capacity wouldn’t accommodate the crowds at the rate at which they have been building up. The opening Thursday (6) was big, last Saturday (9) had 3,000, and this week has been a steady succession of sellouts.

Mickey Blue’s promotion ahead of last year’s press and radio publicity good.

OAKLAND, Calif., May 15.—Possibly because of the winter’s severe weather, it’s small show will be coming to the last of his two-week stand in the Royal Arena Tuesday. (At least for the time being.)

The opening (8) was big, last Saturday (9) had 3,000, and this week has been a steady succession of sellouts.

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James M. Cole, on 23 Trucks, Featuring Elephants, Horses

Display 18. Flor de Lina Ortega, wire-walking.
Display 20. James M. Cole’s (6) horses presented by Loi Barton.

Side Show and Menagerie

Leon Bennett is in charge, with ten Clowns, ticket seller, Will Gab, boss canvassman. Line-up of attractions: Cleo, matinee and touring agent; Professor Bennett, magician; Frank Farrell, ventriloquist and Punch and Judy; Jean Harder, sword ladder, and the Hopkins (3 Scotch Bagpipe band. Menagerie displays: elephants, llamas and several cages of animals.

R-B Trims Final Garden Show To Make Hub Matinee

NEW YORK, May 15.—Final performance of the Ringling Bros. and Barnum & Bailey Circus in the Square Garden Sunday (9) night was cut radically to permit of demounting the horses and props. The Big One could make the jump to Boston in time for a Tuesday (11) noon rehearsal. A last-minute interview in plans called for the show opening on a Tuesday morning, instead of making its bow on Tuesday night as it was skedded to do and as it usually is in preceding years.

Sellout house at the wind-up did not squawk at the very evident slashes in the routines of pranced horses and even took in good grace the removal of Harold Allana’s stunt on the high wire because workmen continued their demounting of nearby buildings by Allana’s blunt warning that he would not attempt to work unless workmen were ordered out of the area over which the Alzana rigging was hung.

Alzana Bow Out

The Alzana troupe mounted to their platform and, noting that workmen had not halted their demounting operations, turned around and bowed off after making a quick descent. At a $5 top the sellout audience was more than satisfied with the diminished performance.

Apparently man of the last-night’s ringling circus fans who got a kick out of watching the prop men tear down and pack the show’s rigging, props and paraphernalia as they stuck to their pews until the last of the rigging was done and guards were obliged to prod them out of their seats. However, considerable annoy-

Thrill Acts

Have you got something new and terrific! Contact CIRCUS OF DEATH immediately!

Banner Man Wanted At Once

Must be high-class, and work clean and have car. Wire perma.

Al E. Kelly & Miller Bros. Circus

Minden, Neen, May 13: Huddle, 19; Kearney, 20; Ravenna, 21; St. Paul, 22.

King Bros. Circus

Wanted for Big Show Band

Al E. Kelly, Platte, S. Dakota. Phone: 5-411. Only floor, thoroughly experienced men. All work paid. To hold until circus comes to town.

Jack Bell

Band Leader


Bond Brothers’ Circus

On Can Plaza and Food and Bars who drive. $25.00 a week. Job on wire. Some experience and work. Can also play cornet. Address: Edward Schuster, 1059 Broadway, Camden, N. J.
Baal Bros.' Circus Needs Advance Man with Car who knows Middle West territory. Doc Sherwin and Frank Larson, contact me.

Vernon Pratt
Hugo, Oka.

Clyde Beatty
Pittsburgh (4) and Valley City (5), offered us more visitors from Irv Polak’s Western Unit, including: Joe Berosini; Miss Zissi; the Russian Demons, Steven, Moshe, Harold, Moldy Bellow, Mildred Rinsburg and Mrs. Ed Rinsburg; Luce; and Cartoon, and Eugene and Eleanor Lynn. Also the girls from Finachio came up from San Francisco.

Santa Rosa (6): Here we day and dated the West Coast Shows which were represented at the nutcracker by Lyle Chapelle, Alva and Laveneda, Frank Roberts, shooting stars, and the girls from Finachio. The real big story of the night was by everyone. The Last Hurrah of the Hotel Venice was the scene of a gala birth- day in honor of Harold Morris of the Rogers bar act troupe. The affair was host by a friend of friends, Walt Trowbridge, who had an extraordinary time at the teardown night, when he suffered a leg broken in two places. He tra

Polack Bros. Western
Altho historians say Rose’s Circus Maximus was presented before this one was, we are positive they couldn’t have made an entrance as big as the 9,000 children who invaded the Ringling Brothers Barnum & Bailey’s tent to join milikan’s matinee during this org’s run in Oakland, Calif.

Bing Crosby came up to the Big Show. A Javanese dinner was the highlight of the week. Celebrity guests included: the late Charlie Box, J. C. Penney’s ad man; Miss Ann Coburn, the late Will Rogers editor; and Miss Ethyl Jennie and children; G. E. W. Leg; Bob, Brian, and Bill’s trustees, Mr. and Mrs. Tom Conaway, and Katherine Pattenberg, Ted Williams, Mrs. William, snooty and Lou, and Beeby’s family, and Father Ed Sulli-
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Tights made by KOHAN formerly of Brooklyn, now at 17 EAST 16 STREET NEW YORK 2, N. Y.

George Hill

Patterson Bros.’ Circus WANTS Field People in all States. This Org. is offering good pay and good accommodations. Patterson Bros. Circus, General Offices, Frankfort, O.

Wanted Cirus Wild West People Acts all departments from Canvas Men to General Agent. Books on Seats, Canvas, Electrician, Billposter, Cookbook, etc. Buckley Horse and Bull Riders. Will not except Muleteers, Men, or Women. Will accept Arthur, 30-36; Wally, 30-36; Dan, 30-36; and any one under 30-36. Must be descendants of train with men. Must be able to give a good account of the work of the last 5 years. Contact: George Hill, Greenbush, N. C., now to open next week, Knoxville, Tenn.

Ringling-Barnum
Closing of the Boston Garden stand Saturday (15) found everybody ready for outdoor tourism.
Frank McClosky, assistant general manager, rejoined in New York. He has been on his way to Washington. Bill Fields and Ed Calihan closed in New York last week. Carl King is up from the west coast. Shirley Carroll returned to California, where she is having a look and life carieds the circus.

The soccer team beat a crack New York team 1 to 0 for Art Pearson’s opener. Lou Jacobs is team manager. Lou’s Loyal in captain. Hilda Aitana arrived May 17th and received a hearty welcome. Harold Appleton brought a lot of money during the engagement and gave guests plenty of thrills. Dolly Dye and the Legendaryers, modern home folks around. Joe Berosini were entertained in the dressing room and included La Renci and Nick DeLong; Mrs. Rube Waddell’s son, Ray Marsh; Brenda and party, Don Howland, Ed Hillhouse, Burke, Lem Moss, Mr. and Mrs. H. J. Elson, F. L. McClelton, Don Lintel and family, Ed Jones, Dion Leland’s son, Al Hatch and wife, Tom Gregory, and Eddie Starr — HAZEL KING.

Circles May 22, 1948

Dressing Room Gossip

Cola Bros.
Event of the week was when we played Portland, Ore., a home town of Nevelle Burkart, Bobby DeLoche and Charlie Head. Pleasure did rival by Owner Zack Terrell, giving him a straw mattress. However, a downtown Has been closed along right after and as a result there was no show.

Entertaining was heavy in Peru. Eda Hodgini did a gang out to her place in town, the Weeties and hearts. Nick Carter, the Elks’ Club and Fred and Lou Young took a three-family party and served 100 spaghetti dinners. There were as many home folks around as performers. We on the show want to thank Nick and Doritha Carter, Fred and Lou Young and Roxann’s Club. Most of the folks dropped in and Freeman’s maner to give a quick look.

Indianapolis is the home town of Clarence Cannon and Gussie. They had a good time when we played there. Charcoal fires, rubber boots and red bedrolls were much in evidence in Kokomo.

Our English ballet group is learning out of London. They are sage, aren’t they? I am eating coffee drink.

Cabinet has offered us a very fine group of performers. The West Coast Shows which are considering the Amorhas, they are a fine troupe.

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Orrin Davenport

Winnipeg has given us some grand spring weather and the sun is bright. Frank also did a swell job as chairman of the Winnipeg Shrine Barbecue; it was long remembered by all. Dorothy Simmons and Mrs. George Hannaford helped the various committees keep the gathering full and happy.

Present were Orrin Davenport, Colby Decker, Earl Selley, George Hannaford Sr. and Jr., Jimmy Davison, Kurt Orcutt, C. F. Huyck, Dubuque, Minn.; Joe Lewis, Jimmy Olson; Louis, Paul and Musette Velarde; Dick Lewis; Mr. and Mrs. Parrish and Ray Hamerton, Winnipeg; and Mrs. Velma Fleet, Violetta and Ronnie Ray Hamerton, Winnipeg; and Mr. and Mrs. George Ross, Winnipeg; Ethel D'Arcy, Mr. and Mrs. E. J. Henderson, Charlie Wilson, Dorothy Fairley, Lee, Dorothy Simmons, Winnipeg; Leo Hamilton, Dr. and Mrs. John O'Mahony, Oakford, Ont.; Albert; W. A. Scott, Winnipeg; Eric and Hilda Orton; H. O. Buchanan, Dubuque, Montrose, Tex.; R. E. Spears, Winnipeg; Brownie Geddy, Harry Hoag, George O'Sullivan; Kally Johnson, Miss Peterson, Red River Falls, Albert (Mickey) Fleet, Corrine Dearo, Joe and Velma Fleet, Dorothy Hennessey, and Mrs. Ken Good and Mrs. Bill Gardner—DOLLY JACOBS.

Police, Bros. Eastern

The Emil Palenbergs have been digging wigwams at each of the last couple of stops, in anticipation of festivities in their honor. The Palenbergs are a member of the performers softball team, which lost 20 to 26, to the butchers in the first game of the season, played during stay in Waco. They will return in 10 innings, with the butchers slamming out 10 home runs in the final frame.

Butterfly baseball pool started and regrets the absence of several members of the Western unit... Ed Waddell.

A parade was staged thru the main streets of Waco, with the Shrine band in full dress, colorful floats and elephants. Orchesis to the band. Mrs. Sedgwick was on the keyboard of the Hammond organ, which was acquired in Fort Wayne, Ind. Likewise to Harold Barnes, (See POLACK, EASTERN, page 102)

Garden Bros.

It's still a bit chilly in Eastern Canada but there are definite signs of spring. The rains have been few and light, and, fortunately, we still have several weeks of indoor shows left.

Steve Nikolas, of the bar, treated the gang of organ to a good meal at his home in Peterborough, but has been on the road since then. Here's hoping they remain that way, because we are starting our split weeks with overnighters.

The Olympians' trampoline number catches the fancy of both young and old. Rollini seems to increase his workday daily but still hasn't discarded the black boots. Capt. Johnny Johnson, 9th of the Army, was shown to be the arena in his previous years with the Big Things, working Melozors and Melor in Hamilton. The Valleys have purchased a new horse and will move on to the next.

Mr. and Mrs. Robert A. Burrow, Mrs. Maxine and Miss Doris, have moved to the big city. They make performers by all.

There is a rumor around to remind you that it was once the Old Tank show territory.


When the Clyde Beatty Circus played Oakland, Calif., recently, Donald and Isaac Marcx spent three days on the shows visiting and taking pictures of the layout.

WANTED FOR DALES BROS.' CIRCUS

Two or three Clowns with Wakearounds. Also Top Box Carman, Rogers and Seat Men. C. J. Wychie and Shorty Lynn, answer. Working Men in all departments. Route: Wes ton, W. Va., May 19; Wash ington, D.C., May 21; Richmond, Va., May 31; Chattanooga, Tenn., June 2; Atlanta, Ga., June 9; New Orleans, La., June 9; Houston, Tex., June 17; San Antonio, Tex., June 23; San Diego, Calif., June 27; Los Angeles, Calif., June 27; Salt Lake City, June 30; Minneapolis, Minn., July 2; Chicago, Ill., July 8; Gary, Ind., July 8; Detroit, Mich., July 15; New York, N. Y., July 20.

MACHINERY FOR SALE

Complete with 5 Snake Lures, nice Organs, All still good condition. Will sell or trade, offer accepted, please give reasonable offer when contacting. Please ask for Mr. Frank Hollingsworth. Address: 484 Appo Road, Detroit, Mich.

WANTED ThRILL SHOWS—Rodeos—Name Bands and Big Time Acts

Everybody Write

HAROLD CRAVEN

JAKe STEELE

R. E. LEE

SOUTHEASTERN ATTRACTIONS

Box 206, High Point, N. C.

CLARINET IN LEATHER

For Railroad or theater Circuses. Brownish Reld. Holds Bass, Tenor, and Alto key. Bass preferred, but Tenor and Alto acceptable. Clarinet in Excellent condition and plays 100% right. Compelete with case. Send your offer. 2.40 by mail.

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RAS Gets Away to Good Start
At Memphis Carnival
Rand unit unfolds strong, lavish production—flash pot pulling power — other shows also demonstrate strength—org moves on 50-car, all-seat train

By Herb Dotten

MEMPHIS, May 15.—The sun and Carl Sedlmayr Sr. put on a dazzling midway this week. The grandstand was filled to capacity for three days, weather being perfect.

The parade was held on Friday, May 14, in honor of the local army men who were coming home from active service. The parade was sponsored by the Sedlmayr organization, and was a great success.

The first carnival is due to start in early June, and the city is already preparing for the event.

Plenty of Gals

The costuming hits new highs for a traveling midway org. The gals are busting, eye-catching and provocative. The chorus consists of 12 steppers. In addition, there are two-wheeled, hot-rod dance teams, three men who make with jokes and songs, and Sally herself.

The specialty numbers are better than usual, probably due to the weather. The whole thing is worked into a fast-paced production, moving without an unnecessary bump or strain.

Ward Cracks Duluth, Also Contacts Cele Cee
At Hibbing, Minn.

CHICAGO, May 15.—The John R. Ward Shows have been contracted to play in Duluth and Hibbing, Minn., Bobby Kline, org's general agent, announced this week.

The Duluth engagement is set for June 14-19 at All Sports Stadium. It will mark the first time the Ward shows have played the city. Duluth engagement is sponsored by the Duluth Press.

The Hibbing stand will run from June 2 to July 8 for a civic-sponsored July 4 week celebration.

Manning Does Biz
At PeeSkull Date

PEEKSILL, N. Y., May 15.—Despiteseveral days of inclement weather, the Rees Manning Shows, first carnival to show in more than three decades, chipped away at the bizness for the week ended Saturday (8).

The novelty of the show, plus good billing and the cooperation of the local paper, resulted in attendance building to near-capacity levels, with the peak being reached on Saturday with 3,800 paid.

Owner Manning returned to New York from here to supervise the auctions winning of the Radio City Hotel which he had operated for the past several years.

Good Weather Helps Strates
In Jersey Date

NEW BRUNSWICK, N. J., May 15—The James E. Strates Shows scored heavily for the week ended Saturday (8) when good weather prevailed. Fair weather boosted attendance and gross on Monday (3-4), Tuesday (4-5), Wednesday (5), the first Children's Day, was lost thru rain. But on Thursday (7) resulted in only a fair play but Saturday, which downed cool and clear, was a winner, with the afternoon kiddie play helping considerably.

Owner James E. Strates signed Alexander De Gonsior to produce his Foreign Life Class, the first unit of which he presented at the Chicago World's Fair. Earl Fether will take an active part in the presentation and is helping design it.

Strates said the show will be designed to carry to the trade four artists, with models, will be at work and 100 pictures will be on display. The advertising will be along educational lines.

Visitors were Ernie Fronen, biler for the World of Mirth Shows, and Schuyler C. Van Cleef, CFA and well-known circus attorney.

Humboldt Fete Gross Up 25%

HUMBOLDT, Tenn., May 15.—The 11th annual Tennessee Strawberry Festival here proved a big success, the gross being 25 per cent ahead of last year. Page Bros. Shows again furnished midway attractions and signed for the 1949 event.

Ziegler Org Braves Spokane Decree; Weatherman Helps

SPOKANE, May 15.—Ziegler Shows, first carnival in two years to brave Spokanes tough 1945 ordinance well received here Monday (3) by firemen and the city chemist. It is, in fact, a very big thing, truly something. Carl and the hard-working crew danced freely to the heat, and it is, indeed, a lavish presentation. Moreover, it takes plenty of lube on the outside and solid entertainment on the inside.

RAIN KILLS THREE NIGHTS

CHESTER, Pa., May 15.—Satisfaction was the keynote of last night's show at the 155-night stand at the Ringling Bros. and Barnum & Bailey Circus. Despite considerable inclement weather, Rain washed out two nights, but The Spinnaker and The World was able to continue without any delays.

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WOM TAKES OKAY DESPITE BAD WEATHER

CINCINNATI, May 15.—Speaking as a member of the show, the show has been delayed due to the wet weather. Rain washed out two nights, but The Spinnaker and The World was able to continue without any delays.

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

MAY 22, 1945

NOTICE TO OUTDOOR SHOWMEN
FINAL CLOSING TIME for late show ads is 5 P.M. SUNDAY
(Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them to Special Delivery Direct to THE BILLBOARD PUBLISHING CO.
2160 Patterson St.
Cincinnati 22, Ohio

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Cotton Carnival Yields Good Biz
For Wallace

MEMPHIS, May 15.—Wallace Bros. Shows, owned and operated by John Wallace, and the sponsorship of the Green's Midget Show, was a complete success in the early days of the Cotton Carnival here this week at Bozlee Field in the heart of the city's Negro section.

Sunday's (9) patronage was good. Monday's and Tuesday's business was even better, the midway being logged both nights until the late hours.

Seven major and two kiddie rides are in operation. Manager Green's Midget Show, booked for this engagement only, paced the five shows.

The Farrell — guided org is in seventh week of its season. Three spots, Hopknaville, Mayfield and Glasgow, proved good. The other three, which were hit hard by rain, were blanks, Farrell reported. The show closes its stand here Sunday (16) and travels to Florence, Ky.

Besides Farrell, other staff members are Dale Smith, agent; Glen Osborn, booking agent; Harry Miller, secretary; Glenn Edwads, hillbopster; L. H. Harden, E. E. Micken, mechanic; Electrician: James Reed, ride superintendent, and Shop Manager and the Bill- board sales agent.
FOR SALE
FLY-O-PLANE
with or without transportation. Ride and truck in first class condition, now operating. Clarksbury, V. A., this week; Morgan's, Fairlawn, Wheeling to follow.

THOMAS JOYLAND SHOWS

WANT TO BUY
HIGH STRIKED WANT
Chairline Foreman, Second Man for 4-row

VIVONA BROS.' SHOWS
BOUND BROOK, N. J.

WANTED
SIDE SHOW ACTS.
Front man who can beat man, man and wife, man to Grind, wife Nurse for new 2-headed Man. First ever for East, West.

EARL MEYER
/(/) BOSS MANNING SHOW
MANCHESTER, CONN.

SIDE SHOW ACTS

SIDE SHOW BUILDING
Revere Beach, Boston, Mass.

SIDE SHOW ACTS
Can place high class Mental Act, Tattoo Man, Man and No. 1 Ticket Seller. All people must be neat and clean. Write:

SAILOR KATZY
/(/) WORLD OF PLEASURE SHOWS
Leesing, Mich.

CHARLIE A. GRiggs
BUSINESS MGR.

Anders Grayder Shows

NEEDS capable Man to take head of new well-fitted show. First week's show a success. Concessions on show. Jellico, Tenn., downtown, this week. First show in four years. Good care of Western Union or on come.

AT LIBERTY
H. N. (FOOTS) REEVES

LEGAL ADJUSTER
Address: Box 7/a Billboard
390 Arcade Bldg., St. Louis, Mo.

WANT

FOR SALE
Eight Mottoche Fig Pictures painted on 5x10 plate, 12x18 plate, 24x30 plate, and 3x5 plate. All painted by John Page, life size, all figures. Price: $15.00 each. Call 222-222 or write H. C. W. Grewe.

FOR SALE
ONE TENT, 6x12x12, RED PROOF BAIL RING. New. Will sell or trade for good bail ring.

WHITE BUTLER WANTS AGENTS
Put, High-Wind Miss Bally Girl, Shot Tower Lead (7/16), with Three New Shows. Address: White and White Worth, 1000 Broad, Indianapolis.

Cavalcade Date
At Evansville
Winds Up Okay

EVANSVILLE, Ind., May 15.—Cavalcade of Amusements winds up its 3-week stand here today and tomorrow and moves to Terre Haute, Ind., opening on Wednesday (17). Early part of the week the stand was marred by rain and cold, but the weather took a change for the better and business improved.

The previous week at Decatur, Ala., Cavalcade did big business, the stand taking the second highest gross for the week, $1,800 to $2,000. Saturday (8) at Decatur was opened by a Fourth of July celebration that the stand was closed. This week, the kid matinee brought over 3,000 thru the front gate. Rides and shows operated quite well on the week, and the kids matrixine brought the total to well over 5,000. Two additional ticket boxes were pressed into service at the front gate Saturday.

Charlie B. Griggs is looking after a good job of moving the shows. Evansville newspapers were liberal with space, Bill Naylor, agent, hit the front page in Karl Knoedler's cartoon. Al Wagner made Red O'Donnell's Top of the Morning column in The Nashville Tennessean Monday, May 13, with an item about the Cavalcade's Tennessee State Fair engagement.

Weather Holds Down
Imperial Exposition
At Granite City, Ill.

GRANITE CITY, III., May 15.—The Imperial Exposition encountered chilly weather this week, and Thursday (13), the raw night air blighted business. From here the shows move to Bloomington, Ill.

Personal of the show exchanged visits with the town, with folks on the Hennies Bros' Shows playing at near-by East St. Louis, Ill.

80 Attend Hannum
Wedding Reception

CARLISLE, Pa., May 15.—Morris Hannum, owner of the shows bearing his name, and his bride, Carrie, and Garrett Pen, show secretary-treasurer, were married here last Friday, May 14, by Rev. Persis B. B. Money, recently by the show personnel in the Molly Pitcher Hotel. They were married April 28 in Cunoden, Md.

A turkey dinner was served to more than 80 guests, including Mr. and Mrs. John Grant, Mr. and Mrs. Jake Hogan, L. C. (Ted) Miller, Mr. and Mrs. Dennis Owen, Mr. and Mrs. J. D. Davidson, Mr. and Mrs. Jimmy Goodwin, Mr. and Mrs. Lehman Meshey, Mr. and Mrs. Joe Sylva, Ray Stevens, Frances Wolfowitz, Billie Fowler, Mrs. Lee Lambers, Mr. and Mrs. Jack Perry, F. J. Smith, Harry Kemp, Lloyd Hill, Willam Delawder, Jack B. Fisher, Mr. and Mrs. Stan Kowtitz, John Garrison, Harold Swirling, Cecil Newson, Mr. and Mrs. W. B. Robertson, Willard Stanton, Carl Leon, Mr. and Mrs. Harry Hoffman.

Also Mr. and Mrs. Jack Chiracelli, Herman Rice, Mrs. Marion MacKern, Bill Seymour, Curly and Janice Sinko; Mr. and Mrs. H. H. Henley, George Bowen, William Ward, Johnie Meeks, Sam Dohmen, Jim Ackley, J. Bellinger, S. Shaw, Stephen Swift, Mr. and Mrs. Mrs., and Mrs. Novak, J. Long; Mr. and Mrs. Lottin and daughter; Charles P. Jackson, Louise Swearengen, Connie Phillips, Willie Stevens, Eugene Pelz, Clarence Campbell, Lee H. Yenser, Joan Scott, Jack Martin, Mr. and Mrs. Harry White, Will Rope, C. Burkel, Matty New, Dewey Boger and Billy Blain and Charles Reynolds.

WANT FOR OSWEGO, NEW YORK, WEEK MAY 24 AND BALANCE OF SEASON

CONCESSIONS: French Fries, Photos, Candy Floss, dry 10-cent Grind Store.

HELP: Can place Ride Foreman and Second Men that can drive Semia. Top salaries for Experienced Men on Ferris Wheel, Octopus, Roll-O-Plane and Flying Scooters. Write for details or phone.

Low rate talk for Side Show—Front Man, Ticket Seller, Morgan Dutton, Jamestown, New York, or come on. Will sell ticket. Can use Side Show People, all lines.

Our route carries us until late November, with Fairs starting in August. Address: RALPH DECKER, Gen. Mgr., CARBONDALE, Pa. this week; then OSWEGO, N. Y.

TALKER—MUST BE HIGH CLASS FOR THE SOFIA RESEARCH SOVEREIGN. This is the most continuous show of all time. Must have a good reputation and be able to present shows of this type. State all qualifications in answering. Top salary or percentage to right man. Harry Gubel, contact Roy B. Liddle immediately.

EXPERIENCED BOSS CANVASMAN—Capable of handling big top, Merry-Go-Round and Hay-Day Help. General Ride Men of all kinds. Experienced Tractor Drivers.

GLASS HOUSE FOR SALE—Can be booked with show. Or will turn over to an experienced Glass House Operator.

GIRLS—Young, good looking, experienced chorus Girls who can do specialties. Can also use a Good Team that does novelty act for Georgia Sovereign Charm House Revue.

NEW LONDON, CONN., MAY 17 TO 22

MARKS SHOWS
MILE LONG PLEASURE TRAIL
KINGSTON, NEW YORK, THIS WEEK
BRIDGEPORT, CONN., WEEK OF MAY 24
Can place Legitimate Merchandise Concessions.

Good opportunity for Grind Shows. Glass House. Wild Life. or any other money-getting shows. Address

MARKS SHOWS
Kingston, New York, this week, Bridgeport, New York, next week; then as per route.

GOLD-BOND SHOWS
GIANT SEARCHLIGHTS
9 RIDES-SHOWS
5 LIGHT TOWERS
5 SHOWS
5000 BILLS
5 SOUND TRUCK

WANT FOR CHELSEA Routes of Small Seats and Concessions.

WANT FOR CHELSEA ROUTE OF $5 WHEEL, LIKE NEW, MUST BE CAPABLE OR CANNOT BUY.

CROWNFORD, Conn., May 15.—N. C. Muncy, Bridgeport, Conn., a regular for the last seven years, wishes to sell his Wheel, including all accessories and any other property connected with it. Will purchase any property of this type. All repairs made. Write: W. W. Muncy, Crownford, Conn.

MAX'S SHOWS
MILE LONG PLEASURE TRAIL
KINGSTON, NEW YORK, THIS WEEK
BRIDGEPORT, CONN., WEEK OF MAY 24
Can place Legitimate Merchandise Concessions.

Good opportunity for Grind Shows. Glass House. Wild Life. or any other money-getting shows. Address

MARKS SHOWS
Kingston, New York, this week, Bridgeport, New York, next week; then as per route.

CROWN AMUSEMENT CO.

WANTS
Headning for Wheat Fields, Oklahoma and Kansas. 6 Modern Riders—3. Fun House, Motordrome. RIDE—Kiddy Airplane, Pony Track, Miniature Train. Must be fresh. SHOWS with own Property, New, second, or Platform Show that can get money.

CONCESSIONS—Flashy Bingo, sell exclusive Novelties, Cocktail House or Gol, Custard, Ice Cream, Photos, Age, & Sales, Agents for Pan Game, Motordrome Rider take charge Motor. Will look Cork Gallery, Fluss, Rumper, Country Show, Diggers, Jewellery. Ride Help All Riders that can drive semi Trailers. Foreman for Smith and Smith Chalmains. Address: BAXTER SPRINGS, KANSAS, THIS WEEK; VINITA, OKLA., NEXT. A.
CARNIVALS
The Billboard
May 22, 1948

PUNXS & 6 CATS
Packed up and ready to start with that new look, coach and colors, colored.
PUNXS FOR CAT RACKS $27.00
6 IN. HIGH 12-12-55
SIX PUNXS
Sold. Ex.
Red, white and blue. Formed 24 trays, deliv-
eries 8 to 10 days. People that are getting those are very competitive.
ADD 'EM UP DICE GAME
Queen Mary (Irish)厭
Comes with 8 dice on the
prestige of dice case, six of
dice case 8 or a stock wire 8 of 8 dice case. 
Complete game, $20.00
ROLL-DOWN TABLES
Walk on in and play lidar
table games. We play 8 games.
For sale $25.00 per table.
We can make any type of table.

Midway Conflag

Longylof says: "May is a paralyzed
work. Ha-ha-mi"

James H. Draw Jr, reports from
Marion, O., that he is out with his
concessions again this year.

Mr. and Mrs. Clair Patton and Paul
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Shows; two Girls and a Snake Show.

Bobby Franseen and Louise-Louis
Loudon visited Linda Lopez, who is
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Mr. and Mrs. Joseph E. Brueneus
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Mrs. Daisy Mellick, widow of the
late H. O. Walters, Detroit carnival
executive for over 30 years, is seri-
ously ill in Grace Hospital, Detroit.

They are saving up the good weather so
they can give it to us all in one lump
Decoration Day.

Phil Brown, who operated a store
thrill show in downtown Dallas last
year, is off the road this season,
working on his dental invention.

Earl Wills cards from Bucknell,
Ind., that dude Brewer has his stands
working to good business on the Pleasureland.

Rae Terrill, who will not return to
the road this season, hosted a large
number of showfolk at his home, a
section of his theatrical costume studio in
downtown San Francisco, recently.

Mrs. Neva Lanke, of Veterans'
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Florence Cundiff refuses to give
spoon with coffee at the midway
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Lee McDaniel is working on the
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Review on the Johnny J. Denton
Shows; he reports the 14-person show
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J. C. Tiger reports he has had
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with his Strange Oddities on the
Schaefer unit.

When a general agent accepts a com-
mittance's invitation to go to a night
ride—guess who gets hooked?

George Vaughn Ice reports that after
three years with the Cavalcade of
Amusements, he is operating the
Zuma Show for T. W. Kelly on the
John H. Marks Shows.

During their stand in Washington,
the James E. Strates Shows and per-
formers were the subject of a full-

Billy Corlew and Bob Croyan,
who are on a two-week engage-
ment with the King Reid Shows prior
to playing George A. Hamid park
fairs dates.

Frank (Scotty) Keen, bagpiper and
smoke artist, has opened a plas-
ter shop, manufacturing plaster novelties,
at Greenwood Lake, N. Y., and will
not return to the road this season.

Myrl Deemer, who recently under-
went an operation, is reported making
satisfactory recovery and expects to

S Art White Shows
Want Ride Help for all Rides; semi drivers.
Harry Miller wants Cook House Help.
Clifford and Gert Lider need Art White
all legitimate Stock Concessions men. Want
Shows with or without transportation. Want
High Free Act or Magic Show. Want Sound
Truck and Billposter. Will book Ringos, Need
Builder and Painter. We have a complete
work shop with this show and our own
tight plant. Billy Burton of Mullens, W. Va.,
please contact us for all replies.

Art White
317 Brown Ave. BUTLER, PA.
Phone 2564

Wanted
FAST STEPPING COUNTER MEN FOR COOK-
HOUSE. GOOD TREATMENT, LONG SEASON.
COO SALARY. JOIN ON WIRE.
ADDRESSES:
CARL PARSONS
$1/JOSEPH L. KIRKWOOD SHOWS
Carbondale, Pa. this week; then per move.

Cookhouse Help
Experienced Help that Can and will take care of
Show People. No others needed. Long season.
Good salary and bonus at end of season.
Some, Bob Anderson, Mac Maloney, come on.

Corkie Zimmerman
$1/JOH HILL'S SHOWS PUEBLO, COLO.

WANTED
Side Show Acts, Arriver, Mentalist, Dallas
Cotton Club, etc., for Long show.

Ward Hall Harry Leonard
Fowler's United Shows
Ottawa, Kansas

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the James E. Strates Shows and per-
formers were the subject of a full-

Billy Corlew and Bob Croyan,
who are on a two-week engage-
ment with the King Reid Shows prior
to playing George A. Hamid park
fairs dates.

Frank (Scotty) Keen, bagpiper and
smoke artist, has opened a plas-
ter shop, manufacturing plaster novelties,
at Greenwood Lake, N. Y., and will
not return to the road this season.

Myrl Deemer, who recently under-
went an operation, is reported making
satisfactory recovery and expects to

Wanted for Ben Ficklin Park
Through Labor Day
Two Kiddie Rides, one or two Major Rides.
Good typing and bookkeeping ability
(approximately 5000 personnel armed)
H. F. MOLLNENKOPF
1207 Tyler St.
San Antonio, Texas

Great Bargain for Sale
1946 Chevrolet Cabs over Engines. Two
Heavy duty rear, fully equipped.
Good as new. Tires, 750-20. Price, $1,050.00
each. Wire or come at once.

J & S MOTORS
Phone: GRA 2-9690

For Sale
Fly-o-plane
Priced to sell; forms to pull party, some trade.
Transportation optional. Both A-1 ships

Geo. L. Trotter
General Delivery, ft. Worth, Tex.
Phone: 5-1250

For Sale
4-30 kw. Generator Set e Marlin Trailer
RECONDITIONED LAST SEASON, $4,200.00,
BOX 185, c/o BILLBOARD
930 Arcade Bldg.
St. Louis, Mo.

Want General Agent
That knows Kentucky, Ohio, Indiana
and Middle West South. Address:
Frank W. Peppers, Mgr.
Peppers All States Shows
Marysville, Ohio, this week

Help Wanted
MAN SHOT FROM CANNON.—No Experience
Required. State age, weight, height. Long season.
C. J. WILSON
Plymouth, W. Is.
CARNIVALS

HERE 'TS AGAIN
Corydon, Ind., 43rd Annual Home-Coming, JUNE 26, 27, 28, FOUR BIG DAYS REMEMBER, THEN COMES Moore, Ind., Annual Home-Gathering June 20. We hope your Car-Given Away will be there. ESPECIALLY WANT—Tilt or Ostrich. MILLION Dollar Shakie Fun House; Moore, contact.
CONCESSIONS—Cat Rack, Clothes Pin Pitch, Dart, Hoop-La, Bumper, Jewellery, Counting Cars, Bowling alleys. All in.
Johnny's United Shows
JON PORTMANN, Mgr.
Red Boiling Springs, Tenn., May 17 thru 22

RIDE HELP WANTED
For Tilt or Ostrich. Good show men. Contact Tom Miller at 908 Main, Corydon, Ind. -For Tilt or Ostrich. Good show men. Contact Tom Miller at 908 Main, Corydon, Ind.

WANTED
TIE SALE GIRL, 50
talk to the public. 

UNDERSTAND
excellent 

Neat 

THEODOR

JUNE

RIDE

THRU

WANT

THE "Look" Re cue
Also Ticket-Seller-Grinder and attractive 

SPONSORS:

BUDDY BERNSTIEL

King Reid Shows, New York Mills, N. Y.

—Ford Movies Our Show—

WANT

Moore- Go- Round and Loop. 

Second Mon for all Riders. 

Top wages for 

good outside 

salespeople. 

Wants, 

For Tilt or Ostrich. 

Any independent showmen. 

Wish to build and operate 

MOTOR SHOWS.

Wise Men and 

25 and 

Greater Rainbow Shows 

SCHUYLER, N. E. this week.

Alden's United Shows

Field and Dewart Sts., Houston, Texas

AGENTS WANTED
For Over 12. No bookers. Good territory. Contact, 2808 Broad St., Binghamton, N. Y. Apply to:

RIP
O. C. Buck Shows

DROME RIDER
Male or female—Straight Rider. For 17 weeks in Amusement Park. No tear-downs—good wages. Open May 15th.

Wire William Calamari
RIEVER PARK
CHICAGO, ILL.

HENRY HETH WANTS
AGENTS FOR ALL CONCESSIONS.
Contact at once.
Sismo. come on.

BOWLING GREEN, KY.

JIMMY BROWN WANTS
Heart appreciating chance to operate beautiful new Photo Quilt, 50x50 only. Also want Tilt or Ostrich Agent that can produce. Give POLITUS and Jimmy Ross, contact me at once; excellent shows.

JIMMY BROWN 240 GASTON STREET SHOWS
Englewood, Pa., Foreman's Fair, Springfield, Ohio.

FOR SALE
Brand new Two-Vesdale Shows, never operated.

WANTED
Pennsylvania Wheel Show, round trip, Owen, Indiana, other girls.

MOUND CITY SHOWS
1417 Glenview St., St. Louis 4, Mo.

ACE TURNER AT LIVERMORE

Under aged kids. Would like to move in Livermore. Was the first Secretary, truly Twenty Brothers, Bremen. Our new show will be at Livermore. We have plenty of shows. Will entertain any offer. Ace Turner, 516 Zena, Des Moines, Iowa. "Ace Turner to Eliminate many of our troubles."

ACE TURNER, P. O. Box 1612, Atlanta, Ga.

be back on Cavalcade of Amusements early in June.

Adrian F. Davis, of Philippi, W. Va., and C. B. Smith caught Gooding's American Exposition Shows and the Thomas Joyland unit which played recent stands at Clarksville, W. Va.

Mrs. Walter King has returned to the Robertson Bros. Shows, having recovered from an operation performed in a Morristown, Tenn., hospital April 14 while the shows were playing that city.

As a rule, showmen offer fair managers so much that it doesn't matter what show they book—they can't lose.

Mr. and Mrs. Joseph P. White, well known in outdoor show business, recently purchased the Orange County Shows and Red Turner on the front and Ray Smith and Bob Blaisdell on the ticket boxes.

What the local sticks can't understand is when they play for the concessionaires they win when they play their own delicatessen.

CleoRaree and Theda Brower report they have their Night in a Harem on the Florida Amusement Shows, opening in Ypsilanti and then Ypsilanti, Mich., known in the Rolloplane business.

Frank L. Sullivan has pea pool with the Don Franklin Shows. He will have a concert from Homer Ginter, Jimmy Ross, Mike Boxeo and Richie Keefe.

D. Wade, general representative of the Ted Wade Shows, visited Cleveland on business and then went to his winter quarters in North Little Rock. They will have their attractions with the William T. Collins Shows, opening in Alexandria, Minn., May 17.

One thing we give townsons credit for is that they never give a showman an easy ride, so I am sure if they think the showman has no friends in town.

Elmer F. Cote, operator of Cote's Wolverine Shows, who was off the road last but one year, opened Saturday, May 15 at Utica, Mich., under auspices of the Utica Volunteer Firemen's Association.

You can always tell when a midway couple is having a big week. She thinks she's a big shot and he adores her for her ball-gown opening ability.

Among guests at a trailer shower given by Mrs. Monica Barnes for Mrs. Ruth Brown when Prell's Broadway Shows played Wilmington, Del., were Dot Miller, Myron Sullo, Ruby Kane, Alex Gross, Marie Gross, Mrs. Bryan, Mrs. Fat Burke, Mrs. Ralph Cory, Mrs. Leo LaSalle, Liz.

POP CORN HEADQUARTERS

5 sizes boxes—comes
bags—snow cones
floss papers—colors
spoons—spades
ready-to-use flavors
apple sticks.

Immedirate delivery
Star Poppers. Midway
Marvel Candy Floss

MACHINES—All rubber
shock mounted. Stay
ahead with Snow King
Ice Shavers—capacity,
50 lbs. per hour. Used
for Punch and Peanut
Machines bought and
sold. Guaranteed trouble
free. Big money
makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
223 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2014 Commercial St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

JOHN F. REID PRESENTS

HAPPILY SHOWS
THE BEST IN OUTDOOR AMUSEMENTS

INDEPENDENT SHOW OPERATORS

Get with a Show that has an established route of proven money spots. We carry no grill and issue no show passes. We can place a few attractive and worth-while self-transported shows at a very low percentage. All Michigan territory.

CONCESSIONS
Can place Penny Arcade, Ball Games, Hoop-La, Pitch-Till-U-Win, and other 10-cent Grind Concessions.

Royal Oak, Mich., until May 29; Pontiac, Mich., Annual Elks' Festival downtown Pontiac, May 31 to June 12; Kalamazoo, Mich., June 14 to 19; Benton Harbor, Mich., June 21 to 26; then Ypsilanti, Mich., big July 4th Celebration, June 28 to July 5.

Address: HAPPILY SHOWS, as per route

"Here's Another Big One"

MAJESTIC

GREAT CITY
P. O. BOX 29

Can Place For
OIL CITY, PA., MAY 24-THRU 29

MOOREFIELD, W. VA., FIREMEN'S CELEBRATION

WEEK MAY 24, Big Parade, Fireworks, An old-time Celebration. Get your spring bank roll here.

WHEN CONCESSIONS—Arcade, French Frisk, Skee Games, and other Legitimate Concessions. Opening SHOWS—Mechanical, Fat, Skat.


BRIGHT LIGHTS EXPOSITION

MOOREFIELD, W. VA., THIS WEEK, MOOREFIELD, W. VA., NEXT WEEK.

HERMAN WEINER

Can Place At Once

Good Wheat Man for Live Dog Wheel, one Bucket Store Agent and one Count Store Agent.

Address: MAJESTIC GREATER SHOWS, Farrell, Pa., this week.

WANT RIDE HELP AT ONCE

PRUDENT'S AMUSEMENT SHOWS

1214 CEDAR AVE., PATCHOGUE, N. Y.
WALLACE UNITED SHOWS
Want Rides that don't conflict, Foreman for Brandon, man and wife to handle Auto 45; Electrician, wire. Shows with open outfit, with All route. Write for background, show wanted. Ask for "X" on small Concession, Bigness, Pamphlet, Pet and Scales; other Hanky Pankys. Be the theatre, Fan Came open to right address. Byrdstown, Tenn., this week.

JOHNNY J. DENTON SHOWS UNIT #2 WANT
CONCESSIONS: Will sell on Custard, Novelties. Good opening for String Game, Cake Bakers, Pretzel-Till-U-Win, Cigarette Gallery, or any concession working for short. 
HELP: Telephone, power, Ride Help can be used on all Rides. Prefer Semi Drivers. Can write to Jack L. Johnson, Bloomington, Ill.

M. PERCELL
CORNING, N. Y., this week.

GRUBER FUN AND KIDDEE LAND
Located on the Boardwalk at Jackson Boulevard, Long Beach, Long Island, WANTED—Exclusive on one flat ride facing the Boardwalk; Ride must be modern and up to date. I have eight Kiddie Rides. This is one of the finest beaches on Long Island with thousands of people to show to. This is the only amusement spot in Long Beach. Operating 7 days a week. Beach now open. Write:
M. GRUBER, P. O. Box 101, Philadelphia 5, Pa.
Earn 900% In Cool Profits!

Here's how a diner will get you a dollar. Take a look at the figures that prove the 'Polar Pete' Snow Cone Machine is a sure-fire money maker for you. Fifty pounds of ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about $1.35 per gallon or 85c if you make your own. Ice is 25c. Cups — about $2.00 per thousand. The 175 snow cones mean $17.50 in sales. And your total material cost has been $1.65. That’s real profit... that’s 'Polar Pete' profit. Place your order NOW... and make your location pay off with 900% profit!

SNOW CONES SELL!

Because everybody likes refreshing, cooling snow cones. A fluffy mound of snow flavored with syrup in a handy cone. And they sell FAST! One location reported $60.00 worth of business in one day. Even cutting that in half, it's REAL PROFIT!... when a diner will get you a dollar!

MULTIPLE PRODUCTS CORP.
3612 Cedar Springs, Dallas 4, Texas, Phone Lakeside 4147

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**CHECK THESE FEATURES**

- NEW method of merchandising snow cones... revolutionary!
- EXCLUSIVE with Multiple Products Corp. No other machine like it!
- BEAUTIFUL CABINET will decorate even the finest location!
- RUSTLESS METALS Aluminum and stainless steel used throughout!
- REAL SNOW from the patented ice shaver... 250 lbs. per hour!
- SYRUP DISPENSERS two of plexiglas. No funnels needed to fill
- ICE STORAGE 110 lbs. — two removable pans in bottom of cabinet!
- LEAK PROOF — NO MESS because entire cabinet bottom is one piece!
- CASH DRAWER
- PLEASING COLOR
- CUP STORAGE placed overhead... out of the way but convenient! FAST!
- LOW OPERATING COST motor and one light globe — 120 V. 60 cycle, A/C!
- COMPACT 30" wide, 20" deep, 60" high. It fits almost anywhere!
- PLEXIGLAS DISPLAY of snow and syrups... sanitary... spectacular!
- ILLUMINATED section of plexiglas in top... and light on display!
- COLORFUL decals... large, beautifully designed customer attraction!
- SWITCHES conveniently located to right of operator on back panel!

---

**CAPITAL CITY SHOWS**

**PRESENTING THE THREE FEARLESS STARS NIGHTLY**

**WANT**

**WANT**

SHOWS—Manager for Side Show, have 20x80 Top and 110Ft. Banner Line. Want someone that can put something inside. Wild Life, Monkey Show. Good opening for Fun or Glass House.

RIDES—Splitfire or Roll-a-Flame.

CONCESSIONS—Few open. Long or Short Range Gallery, Bumper, Basket Ball, Scales, Jewelry, Coke Bottles and String Games.

All replies J. L. KEEF
Dawson Springs, Ky. Week May 17th.

P.S.: Want good all-round Show Pointer.

**CAPELL BROS. SHOWS**

**DICK’S Greater Shows**

**AM-P SHOWS**

**WANT**

**WANT**

PAULS VALLEY, OKLA., THIS WEEK

"ALWAYS FIRST IN" Want a few more Stock Concessions. Will sell "Ex" on Diggers. Will place a few more nicely finished Grind Stores. Want Agents for Skillo, Count and Peak Stores. M. A. Allison wants Stock Store Agents and P.C. Agents. Want Assistant Mechanic for 30 Truck Shows. Useful Carnival People, contact.

15 FAIRS AND CELEBRATIONS STARTING JUNE. Address: H. N. (Doc) CAPELL, Mgr., As Per Route

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**W. E. KAUS SHOWS**

**NOW PLAYING CHOICE SPOTS IN WEST VIRGINIA**

Can place Ball Games, Duck Ponds, Fish Ponds. American Palmistry. Want Assistant Electrician; good pay for right man. Walter Lever, contact me. Sam Schlick can use Agents for Ball Game. Dart Store, Pitch-Till-U-Win. Fred Zschille wants Agents for Count Store. Contacts:

RUSS OWENS, Manager
Vivian, West Virginia

**FISH POOL, PITCH-TILL-YOU-WIN, ANY STOCK STORES NOT CONFLICTING. STRONG PROFIT MAN FOR 30-AN-HALF AND HALF SHOW, 10X. Barnhart, wire. I Don’t need any other Shows. SEVERAL MORE RIDES AND RIDE HELP. No Mint Cans wanted. All wire, don’t phone. LARRY NOLAN**

Eli's until 15th; Abilene (8-20-48), 20-27-22; Gastown, 24-25-26; all Kansas, N.B.—This Show holds contracts for 14 Fairs and Street Celebrations, including one of the best July 4th spots in Colorado.

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**CARNIVALS**

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$395.00
F. O. B. Dallas, Texas
Terms: 50% Cash With Order. Balance C.O.D.
Delivery 30 days — Quantity Discount
DISTRIBUTORS: Write, wire or phone your order NOW! First come, first served! Requirements are reasonable. Profit possibilities unlimited.
FRIDAY, May 15.—This date marked the fourth consecutive stand that the town of LaFayette, Ga., encountered. Plenty of co-operation came from local press and the Provo, Utah, radio station. Drought, frost and cold for the natives to patronize outdoor attractions.

Rides have been held at last year’s prices and have been doing okay when free rides are permitted. Some attractions include Tit-L-Twirl, Octopus, Ferris Wheel, Loop-o-Plane, Merry Mix-Up and Midway Round. In some places there are the Miniature Train, Kiddie Swings, Baby Ferris Wheel, and the Chairplane-Duckling Rides.

Concessionaires include Charles R. Thompson, manager and operator of his own as well as the office-owned stands; Mrs. Wayne S. Campbell, Wil- lete Wilson, Frank Navarette, R. E. Gunn, Steve Clark, Jack Huddleston and Prof. Horse Feathers.

Ed Tompkins has a well-flushed bingo. He is assisted by Cliff Brecro and Harry Butler. Clifford Cox has the digger and grab stands. M. Q. Crandall has the grab stand, and Mr. and Mrs. Steve Nalos have popcorn and hot dogs. And with Ernie and Early operating the next stand, Louis Wall has a grind store.

Mr. H. H. Seifer, manager-general agent; Mrs. H. L. Seifer, secretary-treasurer; Thompson, concessionaire, also has a delivery on Don Schoen, boy foreman; and R. E. Gunn, electrician. The writer handles Social Security office-owned shows and the Billboard sales agent.—W A Y N E E. M A R C Y.

WANT TO BUY
Kiddie Rides, all kinds, no junk; also Ferris Wheel. Prefer Elks 45 or 10, but can use other kind suited for set spot.

Write Only. Cash Deal.

W. PACO
6/6 406 W. Warren St., Columbus City, III.

BUFFALO
HORNELL, N. Y., May 15.—The organizational work of the forty days that has been made in the Niagara Falls area was carried out on Saturday (8), Cold drizzle held up the trade, but the weather gave the audience a stand to last in the fine weather, including the matinée Saturday (1) was a winner.

Recent visitors included Marty Landolfo, Mr. and Mrs. Leonard Peck, John and Mabel Morley; William Craig, Mr. and Mrs. J. M. Scott; Mrs. Fred Petrie, W. E. Cheyne, John Martin, Danny Zarilla, William Bowman, John Nagle and Fred Carter.

Kiddie Entertainers in the form of the Teenie Careen Band, Daugherty, Olive Hofman, Earl Chamberlin and Owners Peck and Stringer, supplied talent for the performance and performed the duties of the Gaiety Shows.

License tags indicate that the personnel hands from Florida, Georgia, Missouri, Michigan, Ohio, New Hampshire, New York, Pennsylvania and California.—H O W A R D P O T T E R.

Utah Exposition
OREM, Utah, May 15.—This show marked the fourth consecutive stand that the town of Orem, Utah, encountered. Plenty of co-operation came from local press and the Provo, Utah, radio station. Drought, frost and cold for the natives to patronize outdoor attractions.

Rides have been held at last year’s prices and have been doing okay when free rides are permitted. Some attractions include Tit-L-Twirl, Octopus, Ferris Wheel, Loop-o-Plane, Merry Mix-Up and Midway Round. In some places there are the Miniature Train, Kiddie Swings, Baby Ferris Wheel, and the Chairplane-Duckling Rides.

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Ed Tompkins has a well-flushed bingo. He is assisted by Cliff Brecro and Harry Butler. Clifford Cox has the digger and grab stands. M. Q. Crandall has the grab stand, and Mr. and Mrs. Steve Nalos have popcorn and hot dogs. And with Ernie and Early operating the next stand, Louis Wall has a grind store.

Mr. H. H. Seifer, manager-general agent; Mrs. H. L. Seifer, secretary-treasurer; Thompson, concessionaire, also has a delivery on Don Schoen, boy foreman; and R. E. Gunn, electrician. The writer handles Social Security office-owned shows and the Billboard sales agent.—W A Y N E E. M A R C Y.

Heart of Texas
BROWNFIELD, Tex., May 15.—Org. opened here May 3 with a crowd of regulars on hand. This was the last show before a few will fall off during rest of stay because of the weather.

The Spitfire and Tit-L-Twirl are getting top money among the rides, Ferris Wheel, Show, featuring Tiny Marshall, pacing the show.

Mrs. Sleep Graham was given a surprise birthday baby by the ladies on the show. She received many gifts.

Several members of the Tinwood territory will have been to the midway. Feet Reeves joined in the same Virginia pitch, and Dixie Martin with her girl revue.

Owner Harry Craig’s son, Bucky, was given a big birthday party by Jocko, most recent addition to the show, and his wife Millie. All were very proud of Joe Newstanter, of Lubbock, Tex., a frequent visitor to the show, of the recent death of his wife.

All were sorry to learn from Joe Newstanter, of Lubbock, Tex., a frequent visitor to the show, of the recent death of his wife."

S. M. POTTER.

FROM THE LOTS
John R. Ward
NASHVILLE, May 15.—The most recent arrival of the season was the Minstrel Revue, which show remained at the downtown location an additional week. All details were taken care of by the management of Red Marcus and Norman Wolfe, is doing record business.

Saturday afternoon at the Star Misses Revue, which show is in co-operation with civic events has been well tolerated. Marcus is assisted on the front by Wolfe and Mrs. Marcus has the book office. Lou Kane, recently imported from Hollywood by Owner-Manager Ward, has done much to set the pace and more talent is expected to join the show in a few weeks. It is planned to add another attraction to the Minstrel Show, now being assembled by Fred Sawyer under supervision of Assistant Manager Cash Wiltse. This will give Mr. Ward and his management greater latitude and possible inordinate success.

Recent communications reported that the new Fly-o-Plane and Tit-L-Twirl is drawing crowds to Peoria, the next stand, giving the show 20 rides. Another major ride will be added as soon as the fact has been tolerated. Premie Pretzel ride, managed by Mrs. Jack L. Davis, is attracting great interest to town. McCartney and Whitman, the Flying-circus, also has a delivery on the show, for which McLean joined as trainmaster here. Eddie Newcomb, in charge of the Princess car, is doing a good business. He and Mrs. Newcomb received a delivery on the show, for which Mrs. Ward’s daughters, Julia and Joy, who are attending Louisiana State University. A couple of two-week vacation on the show before entering the school in New York.—B I L L C A R N E R E.

Ohio Valley Shows
WANT
Shows, Steck Concessions, Photo, Wheel Agents for Steck Concessions.

WALTER HAYES
General Delivery
MARION, OHIO

WANTED
Grand Concessions, Photo, American Pulitzer. Wheel or Steck-Go-Boat Filled. Owner-Manager.

MILEY ZIPFLER
3423 E. Lincoln Ave.
PHILADELPHIA, PA.

RIDE HELP WANTED

GRIMMEFF AMUSEMENT CO.
NEW BINGO—SET TO GO
New Bingo—set to go.

MILLER HOLT
Mileage Hotel
4111 T ST. NW.
WASHINGTON, D.C.
Mighty Hoosier State

MADISON, Ind., May 15—Balmy weather Friday and Saturday in Bed- ford, Ind., gave the biggest week of the season thus far. A fast move to Madison, Ind., saw all in town brought the shows in here. In- deed, had a good opening here with more than 3,000 paid admissions. Later in the week, the gang continued to get good radio and newspaper notice with their cannon act and, due to the local weather holding in as it was a few weeks ago about the Zucchini family, it has been comparatively easy to make the front pages. Owner W. R. Geren has gone all out on publicity to double the budget on his advance.

A new Funhouse was delivered here and chalked up good business. Shows left here for Lexington, Ky., for a 10-day stand under American management last week.——M. G. STOKES.

Crystal Exposition

MONROE, Ga., May 15. Shows' stand here, April 26-May 1, was off from last year. Located on the fairgrounds, three miles from town, org played to a poor kids' day, even though the 3,000 dollars were given away.

En route from Barnesville, Ga., the funhouse track overturned but no one was hurt. A birthday party was held here. Owners were joined here as general agent, Bill Bunts doing a good job of laying out the lot. Art Carver is celebrating the arrival of a daughter born in Broohsville, Fla., April 25—ALTA MAE ROBERTS.

T. J. Twidwell

FT. STOCKTON, Tex., May 15—Aqua Centennial and Lions Club spon- sored the local date and all reported good business. Monday show won ten. Members of the bands participating in the street parade were guests of Mr. and Mrs. Twidwell on the midway.

In the Red (Red) James, general agent, spent several days on the shows. Burns and Lottie Rambo were guests of Mr. and Mrs. Twidwell on the midway.

Smith Amusement

HOUSTON, May 15—Show is spotted on Dallas Highway and busi- ness is good. Org chalked up red ones at Pasadena and Dickinson, Tex. From here the show moves to Fort Arthur, Tex., opening there Monday.

Eddie Yager is the advance agent. E. Red McFarlin, who has been with the show for two years, is in Vet- erans' Hospital, Dallas.

New entrance for the baby plane and 30's-Up are being con- structed by John Henderson. Owner Roland Smith recently guided two contractors and a van to the motorized equipment.

Due to new interest, must acquire this beautiful mobile diner. No reasonable offer refused. Terrific 30'-60' tomb attachment, suits 22; 22'-60' top and sidewall, good 41 Delux Duster, extended PK-8.

 Wheel

For sale or lease

RIDE-0, OCTOPUS, CHAIRPLANE RIDES

All in good condition, ready for operation. Will sell very reasonable or will book with responsible parties. Contact

MORRIS LIPSKY

Care Johnny J. Jones Exposition, Utica, Pa., All this week; Bradford, Pa. next.
WANT SHOWS with own outfits or will furnish two 50-foot Wagon Type Tents for sale for 
worth which attractions such as Rides, Trained Monkeys, Rook or Lumbering Cats, 
Minstrels, Drawers, Bumpers, and others. We have 
Minstrel Shows and a Concession Stand for 
Midways, Mug, Pen Corn, Bingo, Apples, Floss, Snow, Age, Scale and P.C. are taken. 
No racket, no grous.

This Show plays two July fifth week and 11 proven fair.

To Whom It May Concern: We hold contract for return date at Rumbladk, Va., but due to the fact, we have other places to go, will pass this up if anyone is interested enough to pay a 
Committee $350 guarantee. "ираут the last year." Manager: It will not be necessary to tell 
this Sponsor that we are a bunch of Cooks, under Bond in numerous towns for gambling, 
operating spent Shows and in a city for the last 3 years. We have 
from, and all the others. Paid to know 
Times, and in an attempt at any fair, at the Richlands Lunn Club, 
Grundy Rotary Club and other sponsors have investigated this Show and found all such 
statements False. We do not want Bumper, Duck Pond, all Concessions-

Bigger, Better, Please remember 
Make up our pictures and if we had to pass, we do not send a Boy 
the Milly. I go myself to do no place and no time.

Man, W. Va., this week: Logan, W. Va., week May 24th; Pocahontas, Va., week May 31.

R. E. (BOB) STEWART, Mgr., Shaw Bros.' Shows

MURRAY AMUSEMENT CO.

Want for Rockford, Ill., on West Auburn Street, first and only Carnival this season, 
and 23 Street Celebrations to follow. Want Creek Concessions of all kinds.

WILL book Octopus or Spillfire at 20%. Must be capable of moving twice a week.

Address:
WASHINGTON, ILL., this week; then the big one, ROCKFORD, ILL. next.

5 RIDES
5 RIDES
PANAMA CITY BEACH, FLA.

MAY 29 OPENS — SEASON — CLOSES SEPTEMBER 8
On the beautiful Gulf of Mexico. Havana, cabins, 1000-foot pier, boardwalk, casino, dancing, 
WANT Candy Store. Top Corn, Fish Pond, Hi. Striker, Jewelry, Hot Girl, Clothes Pitch, 
Bowing Alley, Guess Your Age, Hoss, Buck Bumper, Pin Tch, Hold spade. Want it to be a good show, 
Families. This week; Fishing, Backwards, Etc., Double Loop-O-Plane, In 
excellent condition, motor, tube, etc., new print jobs, $175.00. Sold at 50c-
Swiss, strengthened tubes, 
Selling, new and 4 of $500.00. Shown operating. 
BUY Manny-Go-Round, 8 abreast, and Kiddie Autos, or will lease for season. Write, wire, or phone No. 1.

THEODORE MEADOWS
TENNESSEE VALLEY AMUSEMENTS
PANAMA CITY BEACH, FLA.

M. A. S. 
SNAPE SHOWS

HASTINGS, NEB., MAY 17 TO 22.

J. R. LEERIGHT SHOWS
FOR PROVEN NEBRASKA, COLORADO AND KANSAS FAIRS AND CELEBRATIONS
Ride Bimal Minstrel, Dog Show, Mechanical, Glass House, Monkey, any Show you 
WANTED. Concessions—Novelties, String, Cork Gun, Short Range, High Striker, Bumper, Duck 
Roll, or what is available. Agents for Truck Shows and Fair Shows, come on. 
Fairway, this week; Beatrice, next; both Nebraska.

J. R. LEERIGHT, Mgr.
M. A. S. 
SNAPE SHOWS

WANTED
Agents for the following Shows: Buckets, Clothes Pin, Razzle Dazzle, Roll Down;
WE WORK AT ALL TIMES. BEAUTIFUL OUTFITS. LONG SEASON. GOOD PROFITS.
E. H. BROOME or R. McCURDY
MARDSTOWN, TENN., PEPPERS ALL STATES SHOWS

FOR SALE
1947 MODEL TILT
At a real BARGAIN PRICE. Booked on Railroad Show with good route. This 
worth is included. Call if you have any. Contact 
DEL CROUCH
ENDY BROS.' SHOWS, HALLETON, PA., this week; or per route.

M. A. S. 
SNAPE SHOWS

SALT LAKE CITY MIDWAY FAIR GROUNDS
Bigger, Better, Four Months Play, starting Decoration Day. Free Gate.
Can Use Shows and Concessions. Wire or phone: 
HAROLD L. WELCH, Manager, Beehive Midways
P.O. BOX 1587 Phone: 92601 SALT LAKE CITY, UTAH

W. G. WATERS
UNIT NUMBER TWO
RIDES — WANTED — RIDES
ROLL-O-PLANE OCTOPUS SPILLFIRE
KIDDE AUTO RIDE KIDDE AIRPLANE RIDE

For the following bona fide Fairs and Street Celebrations starting at American Legion Annual 
Celebration, June 22-27, St. Clair, Mich., 21st Annual Home-Coming, July 1-5, Carleton, Mich., 
Racey Club Fair, July 7-11; Cadillac, Mich., 10th Annual Home-Coming, July 12-17; North Muskegon, 
Mich., Home-Coming, July 21-25; Caspeth, Mich., Cass County Fair, July 21-27; Greenville, 
Mich., Centennial, Aug. 2-8; Argos, Ind., Marshall County 4-H Fair, Aug. 10-14; Reelsville, 
Ohio, Railroad Days, Aug. 17-21; Wabash, Ind., Wabash County 4-H Fair, Aug. 24-28; 
Bay City, Mich., Bay County Fair, Aug. 20-Sept. 4; Fowlerville, Mich., Livingston County Fair, 
Sept. 6-11; Coldwater, Mich., Branch County Free Fair, Sept. 14-18. Others to follow.

WRITE, WIRE OR PHONE: TYLER 4-2026.

C. D. MURRAY, Mgr., W. G. WATERS SHOWS Unit No. 2
1000 BROADSTREET
DETOUR 6, MICH.

MAY 24 TO DECORATION DAY INCLUSIVE 
ON THE STREETS OF NEWARK, N. J.

PRELL'S BROADWAY SHOWS

WANT 

WANT Rides. Shows, Concessions, Merry-Go-Round, Ferris Wheel, Concessions, 
Ferris Wheel, Concessions, Candy Floss, Eats and Drinks and Iron Lung. This carnival 
being run by the P. E. Church of the St. Marys of the Annunciation. 
All bookings done by the church representatives.

JOHN A. QUINN and MAX GRUBERG
P. O. Box 101, Philadelphia 5, Pa.

WANTED FOR THE WEEK OF MAY 24 TO 29
Playing Day and Date With Ringling Bros.-Barum Bailey Circus Rides, Shows and Concessions, Merry-Go-Round, Ferris Wheel, 
Grind Shows, Candy Floss, Eats and Drinks and Iron Lung. This carnival 
being run by the P. E. Church of the St. Marys of the Annunciation. 
All bookings done by the church representatives.

P. O. Box 101, Philadelphia 5, Pa.

EVANS UNITED SHOWS

WANT 
Concessions—Candy Floss, Ice Cream, Candy Apples, Scales, Penny Pitch, Ringo, 
Bumper, Bowling, Short and Long Range Shooting Gallery, Novelty, Basketball, Piano Scales, Popcorn, 
and any rides not otherwise engaged. Give name and address of fairman and see one good Foreman Agency 
CONTACT
CLAY M. EVANS, Mgr.
Camden, Mo., this week: Verona, Mo., next week, Permanent Address: BROADWAY SHOWS, RURAL CITY 3, Mo.

WANT RIDE HELP — ALL DEPARTMENTS
For Foreman for Merry-Go-Round, one that can get up and down. Also Foreman for 1948 
No. 5 Wheel. Must be good and water. Give name and address of any agency. 
Simms, Eddie Davidson, Harry Zimmerman. Join at 810 Broadway, Toledo, Ohio. Report to 
JIMMY FISHER, General Manager. All New Celebrations—Great shows. Shows wanted, 
except Ball Cames.

THE NORTHWESTERN AMUSEMENT CO.
WANT CONCESSIONS—Wanted, Shows. Committees Rides Playing heart show Agents. Can place Wire, write, Foreman Yorktown Hotel, York, Pa., now; Bird'sboro, Pa., week of May 24.

PEERLESS CELEBRATION AMUSEMENTS
HIGH CLASS, CLEAN ATTRACTIONS FOR FAIRS AND CELEBRATIONS—WANTED—LIONS' CLUB SPRING FESTIVAL White Sulphur Springs, Va., May 24-29
Good opening for reliable Spies with own equipment. Book Carolina, Octopus, and Kid Rides. WANTED—Good Ferris Wheel Men. Fred Stockton, wire. Second Men on all Rides will drive. Concessions open—Cartland, Photo French Fries, High Wheeler, Guess Your Age or Weight, Bowling Alley and other Fancy Passes not conflicting. Roundhouse wants P. C. Agents. Sylville Miller wants Candy Floss Agent. Other good celebration coming up. Committees in Virginia, West Virginia, Maryland and Pennsylvania, contact. Have few open weeks in July, August, September for Fairs and Celebrations. Wire or write W. M. J. MESPELT, Owner CHRISTIANSBURG, VA.

Fairway Amusements
TEXAS' CLEANEST, BRIGHTEST MIDWAY

C. A. BAIN
Mineaola, 17-22: Winsboro, 24-28; Glimer, 31-June 5. All Texas.

ANDERSON'S GREATER SHOWS
THE GRAND OLD SHOW WITH THE FINE OLD NAME
WANT FOR JELLICO, TENNESSEE
General Agent into Knox, Unap, and West Virginia Coal Fields. Paul Allison, one man outfit. Will cause vast for Fourth week. Will have 150,000 all entertainment. Can place Show Stores of all kinds. Good opening for Spies.

Address ANDERSON'S GREATER SHOWS, JELLICO, TENN., this week.

Crystal Shows
WANT LEGITIMATE CONCESSIONS OF ALL KINDS
Diners, Rowelov and Jewelry etc. Will book all Mat Capps. Weak Hocks Past and Percentage Agents. Can place Solid Shows with own outfits. Want Men to take charge of Fun House. This show operates in all parts of the West. Cannon City, Wind.

JOHNNY GREEN
WANTS
JOHNNY GREEN, c/o Pine State Shows, Johnson City, Tenn., this week.

WANTED TALKER
for Nate Eagle's Hollywood Midget Movie Stars

STANDARD AMUSEMENTS
WANT CONCESSIONS—Wanted, Shows. Committees Rides Playing heart show Agents. Can place Wire, write, Foreman Yorktown Hotel, York, Pa., now; Bird’sboro, Pa., week of May 24.

Combing Units Nos. 1 and 2 for the Biggest Spring Celebration in Nebraska.
Plum Creek Days, Lexington, Wednesday, May 24th. HELP AND CONCESSIONS WANTED
Want for this date and 20 Fairs and Celebrations to follow. For Unit No. 1: First and Second Men on Midget-Go-Round and Octopus. Man for Fronts, Stage and Towers. Other Useful Ride Help. Top wages and bonus. Come to Winter Quarters, Winters, Neb., between May 22nd and 25th. Need Athletic Show Talent. Can place Sod, Scale, Apples, or what have you. For Unit No. 2: Foremen and Second for Wheel and Mixer, other Useful Ride Help. Top wages and bonus. Good spot for Bingo, Coin House, Fingers, Mixers. Merchandise Concessions of all kinds until Fairs and Celebrations at $10.00. What have you?

RIDES WANTED
We have 10 office owned Rides but will look two more Majors on a good proposition. Can place Popcorn, Octopus, Multiplex. For Major or Other Men in Fees. Jericho, Pa., W.T.-write.

WRITE, WRITE, CALL, COME ON, To Winter Quarters till May 22; then Lexington. No collect wires or calls accepted.
JIM CARPENTER
119 S. 33RD
OMAHA, NEB.

CRUISE SHIP CARNIVAL
Presenting THE SHOWS OF SHOWS
WANT CONCESSIONS OF ALL KIND
Good opening for Pennsylvania, Ohio for Candy Floss and Bon bons. We have one of the last Fourth of July shows in the East. Oakland, Md., with nine bona fide Fairs to follow. Tom Nye, greeter, can get in Virgin all. Good spot for Releftandia, Why not Search of merits. Want Colored Musicians, Trombone and Trompette preferred; salaried out of office. Good proposition to Sound Bakers. Tony Pappas, greeter, can get in Virgin all. Ask for show. Wire or Write to FRANK HARRISON, Owner and Manager BURNA VISTA, VA., this week; THEN AS PER ROUTE.

Endy Bros. Shows
35 RAILROAD CARS 35
Can place Dark Ride, Coin House, Skittles, Octopus, Rides Help—Looper Foreman, Second Men. Ticket Sellers, Concessions, come on.
NOW RESERVING ALL P. C. TRIPS, I-70, 28TH CONVENTION, BOLTON, MASS. WEDNESDAY JUNE 14 SLIVILIAN SQUARE.
Also eleven outstanding Fairs in 1948, many for new Firing Show. All Address: ENDY BRO'S. SHOWS, Hazleton, Pa., this week; Pittsville, Pa., next week.

Bullock Amusement Co.
Clear entertainment for the whole family.

WANTS
Agents for Milk Bottles and Pensy Fitch, man and wife preferred; one more P. C. Dealers. Pay the sober and hard working man book Little Train. Sonke Show, and a few more legitimate Concessions. No racket. KINGS MOUNTAIN, N. C., this week: NORTH WILKESBORO and WEST JEFFERSON to follow them into the coal fields of West Virginia.

WANT WANTS WANTS
McBRIDE BROS. SHOWS
Will book any Hanks Panks, Custard, Grind Shows with our outfits. French Fises, H. C. Farrington wants Ball Game Workers, man and wife to work Show Core and Beat-the-Dealer. Bill Crytal, come on, Frankcy Thomas, get in touch with C. L. Icmyce, Also want two Six Cot Agents.
McBRIDE BRO'S. SHOWS, Taylorsville, N. C, this week.

PAGE BROS.' SHOWS
Can place Concession of all kind. Will sell ""X"" on Scales and Ape, Cotton Candy and Short Range Lead Cellery. Will back Cow Show; must be first class. Have Ticket Agent.

F. M. SUTTON SR. PRESENTS
GULF COAST SHOWS
GET WITH A CARNIVAL THAT KNOWS WHERE TO GO AND WHEN.
THIS IS THE THIRD BIG WEEK FOR THIS SHOW
WANT TO BOOK OCTOPOD, Tilt, Sod-l-a-Plane, Fun House at 25 per cent of your gross. Will take Concessions and Book Any show on Kegs. Will sell well inclusive on Cotton, Popcorn and Peanuts. Marshall works Agents for Lead Cellery, Hit-and-Miss, Bull Rack and Slum Concessions.
F. M. SUTTON SR., Mgr.
Penske, Mo., this week; Hannahal, Mo., next week.

PAGE BROS.' SHOWS
BROWNSVILLE, TENN., this week; BOLIVAR, next week.
P.S.: Want Agent. Mgr. must be able to file for P.C.
RIDES
80 cases
enough.

PITTSBURGH
where
Gross
House,
Frederick,
Swinger Agent, must stay
near Bradley,
Blue Top and Sidewalls, all center and
Show
Son,
VICTORY
CLOSING
don't answer.

FOR SALE
Show and Truck, 11-1/2 Chev., dead
electric. Can and all equipment. Interior
bathroom, central heating. Will run with
emotional troupe, loaded with 72-72 new
Blue Top and Kite with lights and side cars.
Make, painted finish, etc. Ready to go up and
ready to go. For cash or 1st and 2nd double.
For
Roll
Gross
House,

FOR SALE
Ride and Truck, 13-1/2 Chev., dead
electric. Can and all equipment. Interior
bathroom, central heating. Will run with
emotional troupe, loaded with 72-72 new
Blue Top and Kite with lights and side cars.
Make, painted finish, etc. Ready to go up and
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Show
Son,
VICTORY
CLOSING
don't answer.
Sun, Sedlmayr
And Sally Shine
(Continued from page 74)
 Also George
FOR
Always glad
Can place for high class Street
Fun
Duck Pond, Short Range Gallery. A
weeks
FOR
10
86
H.
V.
as
Johnny
Green wants Agents. Chuck LaVine, get
BY
In touch with me. Dennis
J.
For
In
WANTED
Sleeper, combo Combination Biller. Can furnish
panel truck and job after May 23. Write or wire
W. E. JACK
Hotel Kankaan
Kankaan, Ill.

WANT CARNIVAL
For Lions’ Club Carnival scheduled for Aug.
16-19-20-21, to be held on City Square,
bordering Highway 66, in Waukegan, Ill. Bring all riders and games you like.
Wine, phone or write.
ED MONEYMAKER, Chairman

DANNY NEWMAN WANTS
Agents for Razzles, Nooly Owls and Swizzle.
LAWRENCE SHOWS
Salamaona, N. Y., this week

WANTED
All kinds of Stock Concessions, especially Milk Bottles,
Ball Game and Mini-Uni, Bike Help for Wonders and Movie-Bag-Runners. Would like to hear from
 picturesque Shows and Charley Fisher.
JACK WALLACE, Mgr.
Friendwood, Texas

WANTED
AGENT WANTED
For Six Cats, Skillo, Henky Punks and Fans.
W. E. HIBRAM HEALL
Lawrence Greatly Shows, Salamina, N. Y.

DON LESW, ATTENTION
Here the latest branded Cook House on the
most convenient location for pen, Western Ohio. W. M., BACON, care of Buff Hotels Show,
Box 1022, New Orleans, La.

VENET SIMS
V. N. VENET PORT. M. J. DREISCH, East Pearl, Ill., this week; Vinden, Ill., next week.
WANTED

MERRY-GO-ROUND

Children's Merry-Go-Round; power or hand; must be in first-class condition. Write details and price to L. WOLDER
e/o J. Duffy
100 National St.
Rochester 5, N. Y.

WANTED

Striator Does It Again
American Legion Homecoming Celebration
JULY 3-4-5
Concessions
E. J. FARMER
309 Hickory St.
STREATOR, ILL.

WANTED

2 OR 3 RIDES
FROM JULY 20 TO 24, INCLUSIVE
K. C. TOMBOLI, PLATTSBURG, NEW YORK
Daily crowd, 3,000. No other shows this season. Write to:
JOHN H. GALIVAN
ROUSSEI Point, N. Y.

FREAR'S UNITED SHOWS
WANTED
MANAGER FOR ATHLETIC SHOW. AGENT FOR BALL GAMES.
ROY FREAR, Manager
OTTAWA, KANSAS

WANTED

& Control of all Independents for
ANNUAL WATER CARNIVAL
50th of July. Give proposition and what you have for letter.
Mrs. L. E. DICKINSON
Lake Village Water Carnival, Lake Village, Ark.

WANTED
FREE ATTRACTIONS
Cicero Fall Festival
July 29, 30, 31
DONALD D. HOPE, Chairman
Cicero, Ind.

WANTED

Concessions and Rides for
WHEELS, RIDES, ATTRACTIONS AND CONCESSIONS
Rodeo & Celebration
JULY 3-4-5 AND ONG.
Mammoth Cave, Ky.

WANTED
SHOWS OF ALL KINDS
 FOR ANNUAL LEGION CELEBRATION
JUNE 6-12, both dates inclusive. American Legion Park, New Bertham, Pa.
Contact: B. H. HARRISON, Chairman
MAYPORT, PA.

RIDES WANTED

For 4th of July Centennial Celebration
JULY 3, 4 AND 5
Contact: V. L. DICKINSON, Chairman
Augusta, Wisconsin

RIDES AND CONCESSIONS WANTED
FOR 3 DAY PICNIC
Week August 16.
Sponsored by W. W. W. Memorial Post 7679.
E. E. MEYERS
Bland, Missouri

CONCESSIONS WANTED
FOR
TEXAS FOREST FESTIVAL
LUFKIN, TEXAS, SEPT. 27-OCT. 2
PHONE — WIRE — WRITE FOR SPACE
LOCATIONS, $35 AND UP
Apply
ED HOLDEN, Mgr.
ANGELINA COUNTY CHAMBER OF COMMERCE
LUFKIN, TEXAS

CONCESSIONS WANTED
Due to accident, will book Eli Wheel for this season. Can use Spitter. Want Pop Corn, Snow Cone and Candy Apple. Worth while attraction for 20x30 Top.
FOR SALE—Complete Custard Trailer, $1,400.00. Want Fun House.
JOHN L. ROBINSON, MODEL SHOWS
Moscow, Mo., this week; Carrolton, Mo., next week.

FREE ACT. RIDES—One more major. SHOWS—Working World; Wilson, John, 5 or 10-in-1, Glass or Fun House. CONCESSIONS—Photo, Country Store, String, Coke Bottles, Novelties, Swinger and Hall Outfit or Agents for same. Art Conlin, contact Duke Dougherty; Rough, contact Bowman. Wire as per route.

WANTED—SHOWS, RIDES, CONCESSIONS
SAPULPA'S 50TH ANNIVERSARY GOLDEN JUBILEE
Mammoth Historical Southeast, produced by John B. Rogers, Producing Co., July 9-10 Inclusive. Also Open Country Fair, Fun, 7 to 11.
Wire, write or phone SAM SHEECHAN, Secy.—Manager, Sapulpa Chamber of Commerce, Sapulpa, Okla.

GET YOUR SPRING BOLDKROLL HERE
SEVIER COUNTY FAIR, HOME AND FOOD SHOW
JUNE 7 TO 12, SEVIERVILLE, TENN.
Will sell minimum of room to non-reflicting Farmers, Newspapers and Stockers and Merchants.
ALBERT A. ROYSE, Manager, 1424 Hamilton Bank Bldg., Knoxville, Tenn. Phone 31818.

WANTED
FOR OPENING, MAY 20, AND ENTIRE SEASON
Shows with or without Tent. Ride Help for all Rides. Concession Agents for office owned Stock Outfits. Will book small, clean, Cook House or furnish equipment for reliable Agent. Also want to book non-conflicting 10-cent Concessions.
Raines Amusement Co.
PHONE: 274

J. L. "JIMMIE" HENSON SHOWS
Can place Bigtop, Floss, Snow, Grab, Fun Joint, Bumper, Fish Pond, Ball Games, etc.
Legitimate Stock Concession. Privilege, $150.00. Free Gate. No Receptors. Replain
GIDEON, Mo., this week.

B & C'S EXPO SHOWS
PLAYLAND ON PARADE

BUFF HOTTE SHOWS
WANT
Shows with Own Units. Need Ferris Wheel, Merry-Go-Round and Octopus Foremen to join at once. Top wages, long season. New Orleans, La. (Jef ferson Highway), this week; Slidell, La., next week.
ADDRESS: BOX 1025, NEW ORLEANS, LA.

WANT

For 12th Annual LIONS' CLUB CARNIVAL
Four Days, Late July or August
Contact:
JOHN STAGGS, Chairman
Newburg, Mo.

CARNIVAL WANTED
Lester Lee, Carbondale, Must Have 3 or more Rides and Tent for July 26, 1948. Address all correspondence to
Frank J. Cullinan, Adjutant
Hired, Carbondale, Ill.

RIDES AND CONCESSIONS WANTED
For Annual 3 Day Picnic
Sponsored by Ridgway Memorial Fire Department.
R. A. GROSS JR.
BLAND, MO.

RIDE-O-F-SALE
Or lakes, lion, corn dogs and small games of skill. First class conditions, new equipment, will make for Merry-Go-Round or other Ride. Would consider running Ride to good Park or Fete. Write or phone.

TOMMY RICE
Cana Fire Department, Cana, Va.

ATTN.: ROY L. SMITH
Can place your Rides on good show. Real territory.
JIMMIE WILSON
Sweney's United Show, Hundred, W. Va.
To keep a broad subject in hand, I will narrow the topic of advertising to include only the use and purchase of paid space as this is the subject of the Billboard under the heading of the "Speaker System," could thus broaden the interpretation of the subject of advertising, being rightfully included under this heading, but the speaker system and announcements in the rink are not paid advertising space.

I often hear rink operators say that their good dancers are their best advertisers. I'm inclined to agree with them except when I limit the subject of advertising to the use and purchase of paid space, as I am doing in this paper, for the reason that unless the subject were so limited I could write the balance of 1948 on the subject and still not do it justice.

My professional has worked out a five-minute skit which they call "The Evolution of a Skater." In this skit they demonstrate teaching methods and show the difference between back and forth, forward and backward. They have worked this out entertainingly with a musical background and both right and wrong exhibiting. We clear the floor for this skilt whenever there is a big party of newskaters in the rink. This skit is the best advertisement for our classes that I have found and sends to keep our beginners' class filled, but under the limits with have given and the subject of advertising for this article, it is improperly included. The skilt is not published.

Emphasize Message

I am guided in my policies governing the use and purchase of paid advertising by the skit. I think of my father, who broke me into the amusement business 23 years ago by hooking me with a broom. My father used to tell me that ads themselves didn't pay; that an ad was merely white space or empty white space and that the only thing that made that empty white space marketable was what the ad said. He emphasized his point with an example I have heard him use many times and over again. He said that if he could offer a Cadillac care at the half-mile and a Ford and his ad on old pieces of wrapping-paper scratched out in broken pencil and paper, the word would be the same.

I have heard discussions now and then between my fellow rink operators on the subject of paying power of this or that form of advertising. They have used the relative fees between the ads in the newspaper against that, and the advantage of radio over newspapers, etc. I have heard these discussions, but I am always reminded of my father's words. I try to inject myself into the discussions long enough to make the remarks that if you have some thought, you are entitled to make too much difference where you do say it. The choice of words you use in your ad varies with local circumstances, rates and the relative cost, strength and availability of newspaper, radio stations and other media.

My father has another advertising bromide that has served me well and is in part responsible for our continuous growth year against year. He divided advertising media into two kinds and into one "aha" sign, the other "ads." Signs, to him, were directional. That is, he used signs to tell. When I have the chance to look for signs, I use them. He used signs to produce people to look for him. At 13 years of age he never sat in an inch of ad space which he was to use to produce people to look for him. "You can't tell them to say," he would say. If he had a coming attraction, he bought a "aha" sign. If he made an important improvement, he bought ads. If he never bought blank white space and wondered what he was going to say to fill it. It seems to me that this modern advertising is in the same manner. People who often just says, "Come Roller Skating!" By comparison with this bland manner of advertising, I would consider a circular we are now issuing to be something like "Roller Skate Dancing! Your Passport to Social Indepedence" (See 25 Factors on opposite page)

Ohio RSROA Sets New Record With 175 in Competition

SPRINGFIELD, O., May 15.—A record 175 contestants competed in the state championships held at the Springfield Skating Rink Operators Association of the United States, held May 3-5 in Hodges Bros.' Roller Rink under the sponsorship of the Springfield Skating Rink Operators association.

Officials of the Ohio Chapter, RSROA, said the meet was one of the best in the history of roller skating in Ohio. The chapter also announced that in the future the chapter will turn responsibility over to clubs under a policy by which the clubs will make bids for promotion of the meet.

The caliber of skating in all divisions was high. Outstanding was the five-mile race won by Steve Hromjack, Cleveland Rollo-Rama, but he was raced out of the championship in the senior division by Charles Opelt, Seiferling's Rink, Dayton. Opelt claimed the greatest number of points by virtue of wins in half-mile, mile and five-mile events. Columbus Roller Club dance teams made a clean sweep in the senior division and also captured the intermediate division title and second place in the junior division. The best in the state was the women's competition in the Great Lakes Regional championship at Arena Gardens, Detroit, June 25.

Cincinnatians Win


The First Best Skate

LAKE CHARLES, La., May 15.—C. B. DeFilippis, who operates 38 rinks under the trade name of DeFilippis Rink and Roller, has devised a method of handling rough skating that he claims is element to a minimum at the rink.

Upon entering the rink, patrons are given a card containing rules of conduct that forbid backward skating, doing splits, cutting in and out, braying or sitting on the floor and spitting without permission.

If skaters persist in skating backward, which DeFilippis compares to driving an automobile in reverse, they are given a second card which states that they will be expelled and barred from the rink. Avoid embarrassment by not returning.
25 Factors Govern Biz Value In Today's Tussle for Dollar

(Continued from opposite page)

'...You can picture the contents of this circular on skate dancing without quoting a notation from the copy. To me, however, it was even buying new even in the heading, and it will pay. In fact, if I hadn't had the experience, I would have lost money. I feel that roller skate dancing has about the same amount of unprofitable elements in it as solicitation opportunities I discussed in my last article.

Arthur Murray has sold the idea of learning to dance. Every one of his students pays for the lesson. He makes his pay. Arthur Murray's advertising is the keynote we should hit in advertising the great sales possibilities of roller skate dancing.

We are using an extensive radio advertising program at the present time because we have something important to say. We use streetcars, and in the case of large cities, we use bus kiosks as directional signs. Our radio program, our signs, and the continual stream of circulars constitute our advertising program. Billboards and newspaper signs are sometimes used, too. They tell people where we can be found. I believe that the radio is the most important and the best of our present advertising media. We keep our radio time on our house organ and our circulars for this purpose, and we would lose money if we tried to keep our radio time. We are careful that our radio time or our house organ and our circulars for this purpose, and we would lose money if we tried to keep our business in the news.

One of the things that I am sure we are doing right is our advertising. Our radio time pays for itself and then some. People listen to the radio; they read our house organ; they get our circulars, and we are making more money by selling more products. We are making more money by selling more products because we are making more sales. Our advertising pays for itself and then some. We are making more money by selling more products.

We are careful that we make it clear that the party group is our important client and that they are the special guest of the rink tonight and that the public is cordially invited to come. This planned radio program not only helps to sell new parties, but keeps them sold and repeating. It

flatters the party goers to be announced on the air and at the same time the associate names the rink of their rink and introduces them to the town. We share these institutions' good name, pay them with our ad, and at the same time create the idea that something big goes on here at some time during the week. Our radio program was planned and bought with this objective in mind. We try to keep our space and our time and to do what we were going to do with it to keep our business running.

If we used our radio time merely to make the crass and empty remark, "We are going to have a skating party and to please come out and skate, our effort would not be successful. To me there is nothing more futile than the hollow statement, "Come roller skating." Unlike the two words, "roller skating" are the best copy for a sign and are the most important two words on earth. I believe that they are the weakest words we can use in an ad. They induce no one to come looking for you and they create no desire. Those two things must happen in an ad if it is to be effective.

This is as far as I intend to go with the subject assigned to me and which I believe to be a matter of losing money. But while I have the floor, I am going to ask your attention for a moment. I would like to mention a few of the concepts which have to do with advertising the rink business, our sales and publicity efforts which affect each of us individually and collectively.

"Vanity" Rinkman's Friend

To my way of thinking, the seven-year-old roadshow, Skating Vanities, is one of the most powerful factors now in existence for favorably advertising the skating rink. There is no second in importance in my mind, with our national competition. A little might add, it gets a lot more publicity.

Skating Vanities is a spectacle that has been encouraged and supported by the roller rink owners of America in every way possible. Unfortunately, many owners seem to become discouraged in trying to get co-operation from the media. At the back of the backers' idea that one of their biggest promotional helps would be the concept. After several years, they changed their minds, for rinks turned a New York to the next Best. Some rink men even took the narrow attitude that their own box offices were the right place to sell their tickets. They played their town. They played a town. They played a town.

In my opinion, this type of attitude is the result of the failure to appreciate the value of a healthy atmosphere in the town. There are exceptions to this attitude, but I am speaking generally. As a result, the show comes to Denver and we are not even offered posters for the rink. We urge our skaters to see the show, but are offered no more chances of tickets to the box office, the theater, or the box office. We are not even offered a ticket for the show.

I propose that when the show goes out into the field for the first time, a definite plan of rink cooperation is undertaken and that the owners of the rinks would have the general idea of the operators' united desire to help make the show a success. This summer, the Vanities of the year are one of the big things that has been done to popularize the sport in the country. We're not going to say that the show is a failure. But we are not going to say that the show is not a success.

The story of his hobby and his interest in fine dancing and skate dancing will serve the sport in rais boiling. His aim is to get the broadcast to the house tops and roller rinks all over the nation should buy reprints of the article when it appears and distribute them widely.

While I am on the subject of traveling shows, let me add that it would be a fine thing for the roller rink business as a whole if our strong associations of professional rink operators arranged to book attractions into rinks. What we need is some plan which would cause some worth-while coming attractions. No single rink operator can arrange to book an attraction. A circuit plan should be worked out. The coming attractions which demonstrate skating at its best which must be arranged. These attractions would put a little foam on the glass which gets stale from too much sameness. There is no.tou for the amusement business like the looking and ahead of great skating exhibitions. The bringing in of short, showy acts which are good enough to back up the

I firmly believe that the Roller Skating Rink Operators Association of the United States did more good to get Denver on the road to being a center of good skating when the association booked the 1940 national championships in my rink in 1940.

We are using an extensive radio advertising program at the present time because we have something important to say. We use streetcars, and in the case of large cities, we use bus kiosks as directional signs. Our radio program, our signs, and the continual stream of circulars constitute our advertising program. Billboards and newspaper signs are sometimes used, too. They tell people where we can be found. I believe that the radio is the most important and the best of our present advertising media. We keep our radio time on our house organ and our circulars for this purpose, and we would lose money if we tried to keep our radio time. We are careful that our radio time or our house organ and our circulars for this purpose, and we would lose money if we tried to keep our business in the news.
CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers

RATE: 1c A WORD — MINIMUM $2.00

All Classified Advertisements Must Be Accompanied by Remittance in Full

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2150 Patterson St., Cincinnati 22, early in the week.

MAY 22, 1948

ACTS, SONGS & PAROIDS

8-1 PAROIDS, SPECIAL SONGS, MATERIAL

S. W. Boundary, 28, Calif.

25 for $1.

GUARANTEED SATISFACTORY PIANO SCORE

Piano Music, Clarinet, Violin, Voice, Oboe.

M.J. Freese, Dynamo 5

NEW SONGWRITERS' PUBLICATION

Music samples available. No obligation.

S. J. E. Ambrose, E. T. Emblyt, Ill.

AGENTS — $100,000 STOCK; NOTIONS, ETC.

S. W. Been, 20 for $1, and up.

AGENTS VISORS ARE WANTED

Order Now

Starr Pen Co.

24 W. Illinois

(Formerly 505 N. Dearborn St.)

Chicago 10, Ill.

A NEW STARR IS BORN!

IF YOU WANT

BALL POINT PENS

THAT WRITE...

Send $1.00 for sample and price list.

STARR PEN CO.

(Continued on page 92)

BE SUPREME WITH STERLING JEWELRY

No. 6318 $20.25 per doz.

Men's very popular 14 Kt. rolled gold tie ring.

Same style but larger and heavier.

No. 6012 $24.00 per doz.

MERCHANDISE

NO. A315 SOLITAIRE

No. B6-35 WEDDING BAND

For a complete line of Engagement Rings, Etc., send for Catalog.

$8.50 per doz. sets (24 rings).

SAME SIZE — GOLD FILLED

$10.75 per doz. sets (24 rings).

Also sold separately.

$5.25 per doz. Band.

$3.50 per doz.

$9.00 FILLED

Men's gold-filled massive whitestone solitaire. Smooth, modern sides -clear platinum. Covered with white plastic.

Send for free catalog—Be Supreme with Sterling—many styles, $1.00 per doz., and up. Sample assortment sent for $10.

STELLING JEWELERS

63 E. Guy Street

Columbus 13, Ohio

MANUFACTURER SPECIAL

CHINA TABLE LAMPS

Ass'd. Colors. Blue, Cr enam., Ivory, Rose, etc.

Compare With Factory Prices.

19 and 20" Tall.... $1.25 ea.

21 to 25" Tall.... 1.50 ea.

Slightly Imperfect—Packed 12 Only

OTHER CARNIVAL VALUES

PLASTER Larger

SMALL GLASSWARE

Complete Assortment

Many Other Items

25% Deposit. Balance C. O. D.

Write for Complete Listings

PEYTON'S, Inc.

T. W. MAIN

LATELY, LOUISVILLE, KY.

SPECIALS

5 Gross Assorted Whine and Whiskey

Glasses for ... $12.50

83/1 Worth Baseball, Doz. 2.50

180 Comic Half Bands, Per M. 10.00

13/16" Comic Buttons, Per M. 6.50

Paddle and Ball, Gr. 7.20

2-Blade Pocket Knives, Irregulars.

Dos. ... 3.50

WRITE FOR OUR NEW CATALOG

SAUNDERS MFG. & NOVELTY CO.

708 Franklin Av., West Cleveland, Ohio

HAWAIIAN LEIS

Made of BRIGHT COLORS

Here's Something New!!!

Price $4.75 per 100

F. O. B. New York

Manufacturers & Distributors

U. S. DECORATING SUPPLY COMPANY

P. O. Box 242

Maitland, Fla. Station

New York 10, N. Y.
A NEW "SUPER" WINNER

In The PROFIT Race!

The "HORSIE" Set

A NATURAL FOR OPERATORS

Salesboard operators! Here's a brand new item that will pay off better than a 3-horse parlor!

There's a swell, compact AC-DC 5-tube superhet radio housed in the beautiful hand-rubbed walnut case. And topping it all is one of the most gorgeous all-metal horse statuettes you ever saw. Finished in gleaming bronze with all the trappings of a Western mount.

Pick your spots and "The Horsie Set" will pay big and fast dividends. Players can't resist its superb beauty, and when they see that it is a radio too — well, they simply go nuts and can't unload their dough fast enough.

Get aboard this hot one—NOW! Order a sample. You'll use 'em by the dozens once you get started.

Write, phone or wire your order.

D. A. PACKET CO.

America's Foremost Premium Distributor

705 W. Washington Blvd., Chicago 6

MONEY MAKERS

These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival operators, etc.

AIR CORPS TYPE AVIATION SUNGLASSES

22k gold plated frames.
Optical lenses; certified and approved by the Bureau of Standards, Washington, D. C.
Each pair guaranteed for life.
Handsome carrying case with each pair.
Each pair individually boxed in two-color display box.
These are NOT CHEAP DUDDIES BUT HIGH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, RETAILING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.

Sample pair $2.25
By the dozen 20.00 per dozen
By the gross 219.00 per gross
Lot of 500 $675.00 for 500

Antique nickel, bronze, and other finishes are available.

PHILKAY PRODUCTS

30 IRVING PLACE NEW YORK 3

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. CHICAGO, ILL. HARRISON 7798

WESTERN TYPE SADDLE

STATUARY BRONZE FINISH

HAND RUBBED WALNUT CASE

A BIG FLASH

Over-all height, including horse...

13½", Built-in antenna, Alminco P. M. speaker.

Order From Your Jobber NOW!

CONCESSIONAIRES, PARKMEN... because of the many improvements and greatly manufacturing process, we are able to bring you some of the finest, low priced, fast dividends. Try this order. Don't get caught short in time for your parley! now to assure yourself of your needs. Your co-operation is earnestly requested.

A CLOWN ON CANE—MONKEY ON CANE

No. 6-602
All for Trimmed Laughing Monkey on Cane With Bow Tie. Assorted Colors. Packed assorted to the dozen. 1$.50 each.

CHANGES BRAND NOVELTY CO.

154 WEST 27th STREET NEW YORK 1, N. Y.

SECRETARY SHAVE-CUT LOCKET


$7.50 per doz., Sample, 51.50. 1/3 Deposit. BAL. O. D.

1309 VIRGINIA PARK, DETROIT 2, MIC.

LEO KAUL

333 and 335 S. SOUTH MARKET ST. CHICAGO 6, ILL.

#5087B TREMBLING JITTERBUG

Conceived of wire and black cotton, with big boggle weighted eyes and long wire spring legs. Put in motion at slightest vibration. 3½ inches. $1.80 per doz., 2 each... in box

SALESMAN WANTED
To sell to storekeepers, splendid sideline.

JOBBERS Write for jobbers' setup.

2020 E. 17th Street Chicago 5, Ill.
ANIMALS, BIRDS, PETS

A BEAU BET with SATISFACTION GUARANTEED! Cuttles, Pigeons, Parakeets, Finches, 3, 5, and 10, Pigeons, Bufo, Coots, Cottontail. We have on hand, $1.00 each, complete with cage, for $1.00. Write for Cat No. 194888.

ALFIE MONKEYS—WHITE-FACED RINGTAILS

White-Faced Ringtails, 50 each, $4.00. White-Faced Ringtail, 100 each, $2.00. White-Faced Ringtail, 500, $1.00 each. White-Faced Ringtail, 1000, $8.00 each.

ALL ARE PROVEN—COASTMINDS

Squab, Quail, Game, Ducks, Pigeons, Finches, Canary, Merrills, Other Stock. All Demonstrated.

ANIMALS, BIRDS, REPTILES, GIANT JUNGLE ANIMALS

The largest and finest selection of animals and reptiles in the country. We have the largest assortment of animals on hand and on the market. Write for our Price List and we will send you the very best assortment of animals available. We have the largest assortment of animals on hand and on the market. Write for our Price List and we will send you the very best assortment of animals available.

HOLLYWOOD POCKET X-RAY

STARTLING! SENSATIONAL!

Nothing like it regardless of price!

Entertaining and mystifying — the secret on sight in the turning of the disk. Creates a sensation on sight! Retail at $1.00.

SPECIAL! Only $5.40 Per Doz. 3 Doz. $15.00

DOZ. 3 DOZ. 3 DOZ.

Horse Race Cards $5.00 $15.00 $20.00

Pic Tease $5.00 $10.00 $15.00

Dico Mat $6.00 $12.00 $18.00

Burro Pete (30 ft.) $2.00 $4.00 $6.00

Big, Heavy, Messy Rings... $10.00 Doz. 3 Doz. $30.00

(Hand Painted Jeweler’s Brass)

25% Deposit, Balance C. O. D., Orders Filled Immediately

STAR SPECIALTY CO.

BUTLER, PENNA.

FUZZY WIZZY

The Bear for Profits

All odorless skins. Made of selected furs.

Special Size... $3.90 Doz. Sample $3.50 Each

Giant Size... $8.70 each Sample $8.00 each

25% deposit, balance C. O. D.

IMMEDIATE DELIVERY

JOE END & CO., Inc.

Catering to Concession Traders

MIKE TISSER, Gen’l. Mgr.

410 West Broadway. Gen. Offices and Warehouse: 400 West Broadway

WE HAVE

• Plush Toys
• Animals
• Dolls
• Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want?

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machines Bargains will be found on page 104 of this issue.

HOLLYWOOD POCKET X-RAY

WHAT HAPPENS WHEN YOU TURN THE DISK?

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IMMEDIATE DELIVERY

JOE END & CO., Inc.

Catering to Concession Traders

MIKE TISSER, Gen’l. Mgr.

410 West Broadway. Gen. Offices and Warehouse: 400 West Broadway

WE HAVE

• Plush Toys
• Animals
• Dolls
• Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want?
6000 SMASH HITS

CUTTLER & COMPANY, INC.

MEN: Build a Wholesaler Route
Get Into a Big Pay Business

FOLDING CHAIRS
SEASONED HARDWOOD
BEAKED WITH STEEL

MARIO POPPONI MACHINE, TAYLOR MAPLE MACHINE, CONCORDER, TAILOR, TRICKS, MACHINES, APPARATOS, TRICKS, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc,
Here's Money-Making News for You!!

**The PENGUIN de Luxe**

New Low Price

An exquisite writing pen (ball pen, lever pen and mechanical pencil) with the quality workmanship you expect to find in only the most expensive pens.

The fine writing ball pen is the last word in streamlined design from its glittering plastic case to its precision steel ball point. The patented air lock feature on this pen prevents stop and go flow, a big draw back in most ball pens today. The PENGUIN lever fill is the work horse of the line. A well balanced writing instrument that will last the lifetime of the pen.

An original fine line mechanical pencil is the product of many years of experimentation. A really good mechanical pencil that keeps lead firmly gripped at all times, writes the entire line.

25¢ of the amount of each purchase must accompany each order. Write Dept. 8-4.

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**MUSICAL INSTRUMENTS, ACCESSORIES**

**MUSICAL LIGHTS**

464 Broadway, New York, N. Y.

**PERSONALS**

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**BINGO CATALOG NOW READY**

Write for your illustrated copy

STANLEY TOY & NOVELTY COMPANY

130 W. Broad Street, Richmond, Virginia

**Slum**

**Glassware**

---

**MISCELLANEOUS**

**BARGAIN BRAND NEW STAR O'HIBO** Glass, crockery, paper, perfect condition, proceeds to S.B. Enter the S.B. Sweepstakes.

**BELLY TANKS—FREE PICTURES, BOOKS** Auto parts, etc. Also new models.

**BOOKEPERS AID—COPYRIGHT SYSTEM** A practical method of making your own forms. Use them to make invoices, statements, bills, etc.

**CHAMPION'S BARGAIN REMAINS** only with fullprepayment.
"ONLY THE BEST MAKES SOLD"

Attractive. 100 84 x 41 LETTERHEADS

and 20 a Striplets. 2000
cards. One doz. 21×34×64
32 x 41. 200 cards. No. 23.41.

BURLINGTON CARDS. 95c PER THOUSAND.

WANTED:

"SHOW" WINDOW CARDS! 14×22 WHITE

non-reflecting. attractive boutique type. 2 pack. 200

100. 10.40. 110. 40. Cents. January

sales. Free Art Check. Confectioner, Nov. 2222

100 84 x 41 LETTERHEADS and ALL ENVEL

OPEN. Hamonton. 5.1. 50. Cents

Pack. 100. 2.45. Cents. January sales.

Salesmen. Art Merchandiser. Confectioner, Nov. 2222

SALESMEN WANTED

BIG MONEY—QUICK AND EASY. TAK

ing orders. Representative. Firecracker Mfg. Supplies

Bottles, Cig. Holders, 3,000 cndine, 300 reed

wicks. Will solar. Frank-Fash Company, Box 463-H.

Royal, N. Y.

SALESMAN IN EVERY COMMUNITY

A new world would like to

handle a line of Glistening 

Angels. 

Large shop, magnificent display. Salesman entitled

to a 4 x 6 2 Oz. sample. To see a copy, 505 Temple St., Los Angeles 26. Cal.

SCENERY AND BANNERS

500 CARNIVAL AND CIRCUS BANNERS—

Printed in bright colors. 30 x 45. 1232 S. Halsted, Chicago Ill. 

BRIGHT SHOW BANNERS—100 FEET. $38.50.

Long or short streets and stores. Also small and janitorial use. G. W. Courtenay, Balto., Md.

TATTOOING SUPPLIES

TATTOOING OUTFITS AND SUPPLIES—B

Advertised everywhere free. Diamond equipment.

VENDERS. PAVILIONS, 126 Leslie, Rockford, Ill.

Tattooing Equipment, Supplies, 

etc. G. W. Courtenay, Balto., Md.

WANTED TO BUY

4-1 CIGARETTE AND CANDY VENDING MA

CHINES. Must have operable equipment. Stan Young.

414 S. Newnall Ave., Chicago.

BIG PROFITS

One Cigarette Vendor is getting

his first royalty check in a scant


MARCH FLYER

Fireman's Red and Irony Trim

FREE, 120 Hole Top Board, 50.00
doz. 1 cent printers plate. Free 36
take off, 100. 1 cent. 200. 5 cent

Punchboard. Take in $90.00 or $100.00, most

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SQUIRTING GUM

Enjoyable. It's New. 25c each.

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The Hit of the Party

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ROSS DYAR is in Miami taking in the sights and spending much of his time fishing. With him is Pat Smith, brother of Doc Tom Smith.

Work clean and the lure is yours.

DICK JACOBS is still in Sarasota, Fla., where he plans to remain thru the summer.

DOC O'NEILL is reported to be raising the lettuce pitching health books on the downtown streets of New York.

Hot? Well, you asked for it.

A PROMINENT Milwaukeean who pitched his way thru medical school is Dr. J. T. Green- walt, medical director of the Junior League Blood Donor Center in the Beer City.

Best road to success is to know yourself best.

MADALINE E. RAGAN comes thru with the following from Jefferson City, Mo.: "Have just completed this week work on our Hygiene Exhibit on the World of Mirth Shows and business has been oh so nice like to know what has become of Doc Crosby, who formerly pitched see books. We've had a number of pitchforks visiting us recently, among them being Doc George Ward, Arizona Pete and Little Emmet Smith. How about some more of those interesting pipes Sid Sidenberg and Osborne, Tom E., Alex McCord, Doc Tom Neeley, Randy Carruthers, Speed Haskell, Lester Kane, Bert Doty, Chief Little Fox, Coy Hammond and Doc DeMilla. Posey also wants to know what has become of Gary Varner. Looks like the day of the easy buck is long gone.

AMONG NEW FACES of the purveying profession in St. Louis are Guy Kimbell and Al Weston, who invaded the Mound City for the big doings at the Arena.

SIZZ CUMMINS reports great gains over last year in stores with plastic furniture coating.

Let's have more straight dope on open and closed town.

VIRGINIA MOORE well known in pitch circles, has joined her husband, Bert Moore, in Milwaukee, where he is playing with the Trouvadores Trio at the Wisconsin Hotel.

HENRY H. VARNER, his headquarters: "I recently noted a neat woman factory at the factory entrance to the Enterprise Manufacturing Company with a swell table top display of gadgets, openers and pan lifters. She was making a demonstration in soft voice and came up with a convincing talk. This city likes clean workers. Weather has been good, and altho there's been a few layoffs in the shops, the city rolls merrily along. We have a great many new showmen here in prominent positions. On the anniversary of Paul Revere's ride, I motored down to Tony Diacco's Buffalo Ranch, south of Can- ton, O., and Tony had some mammoth tongs and barns in the rolling hills there."

Have you ever considered using an open spot when your sales begin to slump?

JOE SATTLER comes thru with a timely bit, althoDestinately, from Key West, Fl. H.: "It's about time I'm getting around to piping in. After reading the pipes column for so many years I feel a bit guilty when I realize that I have taken so much out of it and sent so little into the column. Numerous boys are leaving New York for the road. I recently ran into that swell guy and top showman, Charlie McCannery. He's working out in Somerville, N.J., and when I saw him he was awaiting a visit from his daughter who makes her living in Maine. Most of the boys will remember Charlie as the fellow who came out of baroque to pitch in the summer and return to the stage in the winter. I enjoyed reading Curis Little's pipe."

Know your business and like it and success is almost a certainty.

BOB WALL ... four shown another one from Akron, his headquarters: "I've been working with him for years. He's a swell guy and has taken so little out of the business."

Pipes are always welcome. I have a pipe with a package. ZEB-OLAK. It's big and good. You can see the pipe is being satisfactorily cared for by more than a pipe. It takes the attention and always seems interesting. I like the pipes and bands and will pick up a pipe when I can. Write for information or ZEB-OLAK as well as hundreds of other names.

ATTENTION!! CONCESSIONAIRES FLASH ITEMS for Park and Carnival!

This is the ship clock for every house at a moderate price.

It is one of a very few ships clocks available in this country. The price is low and the clock is well made.

Headquarters:

BOB WALL,
522 W. Randolph St.
Chicago, Ill.

Medicine Men

SOLD BY LEADING JEWELERS

THE OAK RUBBER CO.
Ravenna, Ohio

PICO NOVELTY CO.
Distributors of OAK RUBBER Balloons
and Rubber Toys

Sally HOT SPOT Silent Flame
Gold Plated LIGHTER

Immediate Delivery

Sample $2.00 share, rest on rem. touch other end and to sights and Pocket a Silent Flame.

Height 2.5" 50.00

Palo Alto, W. 1962, 2.75

ABCO NOVELTY CORP

823 W. Randolph St.
Chicago, Ill.

MEDICINE MEN

Get the Facts! Enjoy Realized Business! Write today for low prices on our wide line of Herb Compounds, Laxatives, Physiology, etc., in one of the most complete line on the market.

QUAKER MEDICINE COMPANY

28-84 George St., Dr. St., Cincinnati 2, Ohio.

Rubber Masks

Cover Entire Head, No Licker. People Grow! Moulded from the best raw rubber, these masks are made up to mold. They are made for use in the rubber industry. Cover entire head, the rubber is extremely tough, strong, light, and will not break or tear. For work with strong acid solutions, or in any other situation where a mask is needed. Made from the finest rubber and in all sizes. Write for further information.

RUBBER MFG. CO.
6944 N. Avenue
Chicago 31, Ill.

Famous BANNER

Fire RESCUE

OH-BOY! Don't be surprised of my new Unique and Inventive Designs. These big signs, banners and flags will keep your place and business in the public eye. These BANNERS are made of canvas, silk, chiffon, satin, etc., with red, white, and blue colors. ALL WIDTHS AND LENGTHS AVAILABLE. BANNERS for schools, churches, hotels, business places, etc. Write for estimates.

ABRAMS LIGHTING & DISPLAY WORKS

411 Tenth St., Philadelphia 12, Pa.

Fluorescent Fixtures

Direct from Manufacturer at Lowest Possible Prices, AS LOW AS $.20 EACH.

For Dealers, Distributors, Concessionaires.

SPECIALS FOR EVERY PURPOSE

Write for Catalogue and Price Lists

FLUORESCENT FIXTURES

Famous BANNER

WANTED: Young men in good health. Must be able to swim, climb trees, and climb high. Will work in all parts of the world. Must be good at athletics and have a good education. Write for further information.

LEGAL NEWS

MINNEAPOLIS, MINN., Jan. 29, 1948

The Minneapolis Star Tribune reports that the new law regulating the sale of bongos will go into effect next month. The bongo, a type of drum, has been popular with young people for many years. The new law will prohibit the sale of bongos to anyone under the age of 18. The law was passed in response to concerns about the negative effects of bongos on young people."
manager of the Circus Room at the Hotel Wisconsin in that city.

DON HARTTARD
Don Trave, Ralph Hinkle, Harold Mahoney and Frank Papes are looking candy and novelties at the Empress Theater, Milwaukee.

There's no place in pitchfork for the pessimist.

STELLA RUSINSKY is reported to be making huge passes with corn punk in the Kregel store in St. Louis. Stella has been holding forth in the same spot since January, with business continuing on the increase.

JACKIE DALE and Bud Wheeler are still in Cleveland, where they were last seen, and will not return to the road until the fairs get under way. They report that Madeline Hagen and Ray Herbers are doing well with their new show on the World of Today Shows.

Get up to date. Leave the past alone.

MOE SCHWARTZ, who closed at the Empress Theater, Milwaukee, recently, where he was pitching candy, left the Keg City to join a carnival for the summer.

THEY TELL US that a few of the boys and girls are working stores in Columbus, O., and that all is not complaining, some report business way off from a year ago in the same locations. Ralph Gardner reports that Baker is still in the Green store there with foot pad.

The pitchman exploits his pitch with every medium at his command.

WHAT PROMISES to be a winner for anyone planning to make the event is the annual Cincinnati Zoo Food Show, which again will be sponsored by the Cincinnati Retail Meat Dealers' Association. Scheduled to run from August 24 thru September 6, the event last year proved a red one for the boys and girls who made it. Show, now in its 1st year, always has been a good crowd puller, with numerous exhibitors on hand displaying their wares. Last year's show had 150 booths and officials expect that figure to be surpassed by a wide margin this year, according to E. F. Zachman, general chairman. A. E. (Tony) Schaefer, well known to pitchers and general manager of the event for a number of years, will not be on hand this year. He retired recently because of ill health.

MORRIS PLOTKIN, former pitchman, now in the insurance business in Milwaukee, tells from the Beer City that his daughter, Shira-

THERE'S NEW! AND HOT! THAT PITCHWHEEL
Felt Hat with twirling colorful pitchwheel attached. Children go wild over this fast seller.

Doz. $4.00 - Gr. $45.00
25c Deposit With C. D. O. Orders.
1 Doz. send Order
Bengen Products Co., 119 5th Ave., New York City

JEWELRY CHAINS & FINDINGS - IDEAL FOR NECKLACES, ANKLETS, BRACELETS, & CHATEAUX

Send $1.00 for complete sample assortment of chains and findings

Send $1.00 for complete sample assortment of chains and findings

RUSSIAN JEWELRY

IMITATION CRYSTALS

ROLL ON CHAIN

100% SILVER

COMMUNITY ORDER

LADIES' "RUBER" BALLOONS

A terrific 35c seller for streetmen or store demonstrations.

Complete with handles, balloons, sticks, instructions and envelope.

ONLY

$1.25

per gross

SIX SAMPLES SENT POSTPAID FOR $1.00

F. G. D. WASHINGTON, D. C.

25% DEPOSIT REQUIRED

DAVIS SALES CO.

626 "F" St., N.W.

Washington, D. C.
Fancy Blankets—INDIAN-TYPE Jacquards

IMMEDIATE DELIVERY!

$2.15

Each

F.O.B.

Chicago


MINIMUM ORDER, 30 BLANKETS

1/3 Deposit With Order, Balance C. 0. D.

Samples Shipped on Request

Established 1923

23 S. Franklin St., Chicago 6, Ill.

Telephone Randolph 8960

morton textiles, inc.

Write for information on any of your textile requirements

SALES SENSATION BATTERY TOY AUTO

FEATURES

Plug Toy — 4 Colors. New STREAMLINING DESIGN. Patented by E. O. Made in Canada. No. 707, 10 Lbs. 1/4 Wide, 1/2 High. Individually Blended. At 27.50 Doz. 50% 1/3 Discount. At $1.25 15% 50% Discount. 1/3 Discount. At 25¢ 15% 50% Discount.

Sewing Novelty

PROSSESS ON WINDOWS OR MIRRORS

UP TO $88.00

A DAY

FIRST TIME OFFERED

WHAT MAKES 'EM GO!

THEY WALK DOWN.

Sells for 2 for 39c. Send 25c for sample.

$2.10 GROSS PAIRS

25% Deposit on All C. 0. D. Orders.

FOUNTAIN DISTRIBUTORS, Inc., 111 E. Fifth Street, Cincinnati 2, Ohio

ECONOMY MERCHANDISE CO.

814 W. MADISON ST.

CHICAGO 7, ILLINOIS

key, recently celebrated her birthday by being crowned queen of the Washington Park Lodge of the B'nai B'rith Lodge Club there. He says that his mother-in-law, Mrs. Beck Kogan, visited him for several weeks, coming in from Chicago.

The fellow who continues to chase the pitch of all pitchers will find that some day it will catch up with him.

TOM KENNEDY

who was in Cleveland recently holding big tips and working from a window in one of the big stores there. He had 'em laughing as usual but when he turned the joint most of the prêt-à-porter away from the spot with newly purchased items.

Many of the boys and girls have decided that it won't be a Cool's tour this season.

WALLY HEFT...

former pitcher, is turning his sales and try-to-good account at the J. C. Penny downtown Milwaukee store, where he is a junior executive.

SAM BARI...

are pitchers dit nationwide print recently when he posed in a picture to illustrate an article for a purpl...-

The successful pitchers is the fellow who keeps his own house in order. He doesn't have time to worry about what his bosses are doing with their. You can't keep a pitcher going unless he is...-

THINGS HAVE BEEN...

on the quiet side here,“ cards R. B. Cunningham from Crofie and Thrust Tex. “I've been pitching key checks and Social Security plates to some small bloomers. Novelty and jewelry workers also are finding it tough here.”

What are the new lines you are trying on this year?

PAUL HOUCK...

secretary of the recently organized pitch organization, writes from his headquarters at 107 Pacific Street, Knoxville, that the group already has 31 members and it is continuing to grow. Paul points out that no dues are charged and that the organization already has done some good for the profession.

Fancy Freddio says: “The worst miss...-

the most mis...-

the least item that I Richard push it. The kids who did are in the...-

POLACK, EASTERN

(Continued from page 73)

the Western unit, for his reports to The Billboard, which furnishes us with much interesting news con...-

Under the heading of "The mails must come", comes a postcard recently received by Irene Lafferty from Else Sydney. Else had mailed card to Irene last autumn, when Irene was with the other unit. Latest transform...-

Racing GONNIE BUGS

RACE THEM ON

WINDOWS OR MIRRORS

PRESS ON GLASS

LET ROLL!

Buy Direct!

CREW HATS

SUITABLE FOR SEWING MACHINE OPERATORS

Also With Two-Tone Crown

WRITE FOR PRICE LIST

CROWN NOVELTIES

1862 Schenectady Ave., Brooklyn 3, N. Y.

ATTENTION, JOBBERS AND CONCESSION OPERATORS

For May and June—Gold-Plated Rosaries with hand-engraved Crucifix, regular $4.00 retailers, $12.00 a doz. Regular $1.50 retailers, $6.00 a doz. Send for samples today and be ready for big sales. All popular colors, also satin pa...-

ATNO ROSARY CO., 197 Lake St., St. Albans, Vermont

ORRIN DAVENPORT

(Continued from page 73)

Dee, Dorothy Davenport, Mrs. V. F. Onhauser, Mrs. R. E. Sapers, Mrs. Bay Hamptom, Margaret Pilling and E. S. Fraser.

Tuesday afternoon (11) the clowns and Harry Haag and his contracte show on the lawn of the hospital for crippled children. Joe and Chester Sherman, Joe Kuyper, Shorty Shipley, Jimmy Davison and Gabby Deeke represented clown alley.

Viola Books gave the crowd a thrill Saturday night (8). Her rigging slackened unexpectedly and she headed earthward, 30 feet below. She miraculously grabbed her trapeze bar with one hand, thereby saving her...-

All are happy to see the Orantes back with their perch act following a bad spill in Detroit. Augmenting the Davenport for the Canadian tour are the George Hannaford family, Riel D'Arcy and Leo Hamilton. Lola Deeke has recovered from her knee in...-

Off the griddle: Joe Sherman bought a used truck. Brother Chester says when Joe leaves to drive along Michigan Boulevard (Chicago), he might even buy a new one for himself. Jimmy Davison is teaching Joe to drive...-

Billy Ward and Jimmy Olson took a 130-minute haircut down in Chicago. — Naomi Haag is back after a ses...-

John Dyer, is displaying costumes by...-

Orchids to band leader Frank C...-

These new lines from Max Fischer, Paul Schumacher and Big Joe Billotte are fast turning them towards doing with theirs. — Dick Lewis.

ON APPROVAL

(Continued from page 4)

are excellently cast in the contrasting fem roles, with Miss Forbes doing a top-drawer job as the shrew. Henry Daniel as the gossipy Duke of Bristol is superb; while Hurd Hat...-

Lax Richards is making leads no...-

Lex Richards is making leads no loose ends, and the play moves as rapidly as anybody's English drawing room comedy. Louis Ken...-

F. W. Woolworth is back with the present-day theater, and the only conclusion to be drawn is that Ov Approval should be sent back.

BRAND NEW...

"FEE WEE" MIDGET VIEWER

. . . SELLS LIKE HOT CAKES!

 invisible, but the news is still there: the Western unit, for his reports to The Billboard, which furnishes us with much interesting news con...-

Under the heading of "The mails must come", comes a postcard recently received by Irene Lafferty from Else Sydney. Else had mailed card to Irene last autumn, when Irene was with the other unit. Latest transform...-

POLACK, EASTERN

(Continued from page 73)

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POLACK, EASTERN

(Continued from page 73)

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SALESDOARS

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

De Luxe Sales Company, Black Earth, Minn., recently welcomed back General Manager H. C. Hayes from his travels, during which he visited the Premium Show and the NATD meet in Chicago and attended the four-Slates regional meeting at the Radisson Hotel, Minneapolis. Hayes is also active on behalf of the affiliated firm, De Luxe Manufacturing Company.

SALESDOARS

IMMEDIATE DELIVERIES—For Repot

3700 S. Market St., Minn.. Dpt. 271, Chicago, Ill.

1900 C. F. Loeser, 1418 Broadway, Kansas City, Mo.

1950 C. E. Davis, 1141 N. Market St., Westfield, Wis.

1940 J. E. Marchant, 6701 S. 51st St., Racine, Wis.

1940 H. R. Tice, 214 E. 2nd Ave., Vacr., Minn.

1900 T. S. Minton, 1612 E. 4th Ave., Minneapolis, Minn.

1900 T. C. B. Chitty, 150-25th St., Minn.

1900 H. E. Smith, 7724 NW 6th Ave., Minn.

1900 R. J. Davis, 631 N. 51st St., Racine, Wis.

1900 A. E. Butler, 315 N. 31st St., Racine, Wis.

1900 H. H. Brown, 350 E. 34th Ave., Minneapolis, Minn.

NEW! 6 Tickets Per Hole Board

1900 A. J. Chitty, 150-25th St., Minn.

1900 J. E. Marchant, 6701 S. 51st St., Racine, Wis.

1900 C. W. F. Chitty, 975 W. 18th St., Chicago, Ill.

1900 H. E. Smith, 7724 NW 6th Ave., Minn.

1900 H. H. Brown, 350 E. 34th Ave., Minneapolis, Minn.

1900 A. E. Butler, 315 N. 31st St., Racine, Wis.

1900 R. J. Davis, 631 N. 51st St., Racine, Wis.

1900 B. C. Davis, 1141 N. Market St., Westfield, Wis.

1900 C. E. Davis, 1418 Broadway, Kansas City, Mo.

1900 J. B. Loeser, 1950 C. E. Davis, 1141 N. Market St., Westfield, Wis.

1900 H. R. Tice, 1940 J. E. Marchant, 6701 S. 51st St., Racine, Wis.

1900 T. S. Minton, 1900 T. C. B. Chitty, 150-25th St., Minn.

1900 H. H. Brown, 1900 A. J. Chitty, 150-25th St., Minn.

1900 H. C. Hayes, 1900 H. H. Brown, 1700 E. 34th Ave., Minneapolis, Minn.

1900 A. J. Chitty, 1900 H. E. Smith, 7724 NW 6th Ave., Minn.

1900 J. E. Marchant, 1900 H. H. Brown, 350 E. 34th Ave., Minneapolis, Minn.

1900 A. E. Butler, 1900 R. J. Davis, 631 N. 51st St., Racine, Wis.

WORTHMORE SALES


For best board manufacturers and quality are always in the making here.

Natchez, Miss., has imposed a tax on punch boards, according to information obtained from an agent here. The tax is placed upon sales made under a recent city ordinance; all locations using them are taxed $25 per month. The tax is being assessed on the veteran police lieutenant as a special investigator and tax collector.

Charles B. Leedy, Gardner & Company (Chicago) sales manager, is leaving Monday [17] on a six-week trip to work with the West Coast representatives. The trip is a combination business-plus-pleasure journey (by air, of course) with stops-off at Albuquerque and Phoenix on route.

Charles states that firm's new Texas representatives, Tom Rocky, is receiving some nice customer compliments down that way. Also that Larry Guyardts, veteran Gardner man, has returned to the road after an extended absence due to ill health. His friends and customers in the Chicago and Chicago suburban area are giving him a welcome home handclap.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, is expected back from his Eastern tour in two weeks. Harold is rolling along in a new Chrysler convertible and McNauman, production head at McNauman Company, pellet board firm, reports addition of four more Pioneer boards at the line-up this week. They are all 1,224-hole jobs, with panels called Big Doughy-Charley (20-30); Canary Diamond (35-40); Double Header (3-5), and Your Choice (any). Firm's sales representatives, Philip and Bill, are currently on the road; Philip is in the Honolulu and Bill in the Southwest area. . . Consolidated Manufacturing Company's (Chicago) general sales manager, Irving Sax, is off on an Eastern trip; left early this week with a two-week tour ahead of him.

Final Curtain

(Continued from page 54)

Band at Ocean City, Md., and with Lebanon band at the Opera House. Survived by his widow.

Mrs. M. A. Smith, Calle Tech 73, pioneer motion picture character actress, in Los Angeles April 29. She was known professionally as Calle Frey. Survived by a brother and three sisters. Burial in Forest Lawn Memorial Park, Glendale, Calif., May 4.

Mrs. William L. Sanders, 670 S. Madison, mother of Mr. William Taylor, wife of Mr. Jack Taylor, and a woman's radio program at Martha Deane, May 15 in Starlake, N. Y.

Jean Rawlinson, May 8 in Hartford, Conn.


Kist-Cartier — Virgil Kist, usher on the Ringling-Barnum show, and Patricia Cartier, aerialist on the same show, May 8 in New York.

Meister-Goodhart — Frank Meister, kiddie ride owner, and Fern Goodhart, May 8 in Milwaukee.

PAGE-KrXen — David Page, announcer at KIHO, and Mary Frances Krxen, May 1 in Seattle.

Smith-On-The-Air — Jim Shannon, announcer on KQV, Pittsburgh, and Anita Appleby, May 1 in this city.

Steinkamp-Springer — Raymond Steinkamp Jr. and Lucille Springer, radioequalist at KMBC, May 1 in Kansas City, Mo.

Uther-Chavez — Bill Uther, with David Le-Winter's ork, and Rosebud Chavez, May 4 in Chicago.


Births

A son, Bobby Lee, to Mr. and Mrs. Donald Campbell May 3, in Charlotte, N. C. Father is the first player of WITI's Ranger's Quartet.

A daughter, Mary Ann, to Mr. and Mrs. W. H. (Heck) Easter April 27 in Savannah, Ga. Father is a processor of the John H. Marks Shows.

A son to Mr. and Mrs. Eddie Abrams April 24 in Pittsburgh. Mother is Regina Peterson, according to report of the Pittsburg Business Journal.

A daughter to Mr. and Mrs. Milton Feldman April 25 in Hollywood. Father is the former Imogene Carpen ter, actress; father is an assistant film director.

A son to Mr. and Mrs. Leroy Hillman April 30 in Brooklyn. Mother is Joan Barclay, actress; daughter to Mr. and Mrs. John John April 24 in Pittsburgh. Father is head of WCAE production.

A son, Louis Fenton, to Mr. and Mrs. William Porter March 16 in Jamaica, N. Y. Mother is Edith De laney, dancer.

Marriages


Coleman-Ware — Larry Coleman, composer, and Lynn Warren, vocalist, recently in New York.

Craven-Krauss — Bob Craven, now in the cast of Strange Bedfellows, with Sabette Krauss May 17 in Philadelphia.


Dyelli-Smith — Alfred Divelli, Jr., who plays the Poor Jud role in the North Road, and Barbara Lee Smith, member of the trop's chorus, recently in San Jose, Calif.

Fitts-Capron — Vernon Fitts and Florence Capron May 8 in Chicago. Both are with the National Broadcasting Company in Chicago.

Hugh Rawlinson — Ivor Hugh, announcer at Station WCCO, and

Gardner & Co.

2222 S. Michigan Ave.
Chicago 16, Ill.
BATTER UP!

HITS! HITS! HITS!

PLAY BALL WITH JAR-0-00
EVER POPULAR
BASEBALL BINGO

DEAL IN PAD
FORM

BEAUTIFUL
COLORFUL
NEW CARD

Takes in 1,600 Tickets @ 5 for 25¢.

Pays Out:
Card (average) $2.45
Consolations 18.00
Profit (average) $2.00

WRITE TODAY
FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.

"WORLD'S FOREMOST MFR. OF JAR GAMES"

400-11 E. 8th St.
Kansas City, Missouri

SALESBOARDS

The Billboard
May 22, 1948

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12¢ a Word ... Minimum $2

Remittance in full must accompany all ads for publication in this column ...

Forms Close Thursday for the Following Week's Issue

1-4 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All make, models, lowest
prices. Typical: 15¢ Cigarettes, 15¢ Candy, 2500
for $100.00. Buy 2 or more. Write name and
address. World Wide Sales Co., 833 South Lake,
Chicago 7, Ill.

4-4 BARGAINS—BALL GUM AND NUT
Vending Machines. All make, lowest prices. Sale!
Offer: 5¢ for 50¢. Must be purchased in lots of 12.00
6¢ if you install self-serve, Fastway Machine
Comp. 25 W. North Ave., Chicago 17, Ill.

SALESBOARDS
MICHIGAN
980 960 1000

20¢ Profit

TAKES

25¢

DER TROUBLE

\n
IT'S NOT A BARGAIN—COIN-OPERATED MACHINE

3¢ for 50¢.

The machine is new, doesn't play cards, must
be hand fed. Mach. bought 10 years ago, 100
balls, in two boxes. Working order. H. W.
Lindsey, 6227 Oldfield, St. Louis 4, Mo.

PRACTICALLY NEW OR RECONDITIONED

Aurgeon or Simmons Makeup Machines, priced to
move. Write for prices: 1231 St. Louis Ave.,
Chicago 13, Ill.

LOTTERY MACHINE OPERATORS—CONTACT WITH
our new type making target combinations. Write
for information. Service Co., 1022 E. 47th St.,
Chicago 19, Ill.

HUMOR POPULAR MACHINES FOR SALE—
Confidently Inquire. 1341 S. Wolcott, Chicago 5, Ill.

SPECIAL—50 LT. CAR 3,500 to 7,200
balls, 3 cards, 3 cards per price.

Write: W. R. Hawkins, 1751 Bond St.,
Paducah, Ky.

TOY MACHINE—BENNETT 7000

$250. Minimum bid, $250 average. Ask
anyone, these machines are a money maker.

5¢ each. Wm. R. Hawkins, 1751 Bond St.,
Paducah, Ky.

wanted—exhibit Ideal Card Venders, SUN MAID and
other machines. Will pay high prices. W. P. Thompson,
Manteno, Ill.

wanted—pick up DEPT. STATION MACHINES.
Full payment to be made before taking equipment.

375. W. R. Hawkins, 1751 Bond St.,
Paducah, Ky.

DOMINO SOUTHWESTERN 28 PEANUT
$45 for the set. T. H. Thomas, Niagara, N.Y.

12 FLASH HOCKEY MACHINES—SACRIFICE
12 at 84. other machines at or below cost. W. E.
Bradley, 1822 W. Arthur Ave., Chicago 45.

TUMBLE CONTINUOUS PROJECTION—COIN-
OPERATED. Machine in excellent condition. 210 Win
Distributers, 1274 S. State Rd., Elkhart, Ind.

HARSHBARGEN ARC-O-REP Larger 85c Motor for
Slye, $16.

5¢. Greath, 1528 Brookly, Kansas City, Mo.

ATTENTION: SALESBOARDS AND
PUSH CARD OPERATORS

SALESBOARDS New device is the "SALESBOARDS"
of every operator in the field. Everything is here,
everything done. One man can run a terrific
assortment. We have the largest money-making
selection of new and used Machines. We service,
Coinboards, Jar, Ticket and other Deals. We are
SALESBOARDS

COIN MACHINE

PROMOTION. They include Consol-

ates. See Juicy, Ultimate and other De-als.

Have you a new machine to sell? Let us

ADVANCEMENT?

Write for Complete Details.

RAKE SPECIAL

$25,000.00 SALE STOCK.
$15,000.00. PRICE 5¢, 10¢, 15¢
and 25¢. All To Be Sold At One Price.
$12,500.00. 1¢ and 10¢ single.
$5,000.00 2¢ and $12,500.00 3¢.
$3,399.00 5¢ and 5¢ or more.
$1,000.00 10¢ and 10¢ or more.
$339.00 25¢ and 25¢ or more.
$90.00 50¢ and 50¢ or more.
$25.00 75¢ and 75¢ or more.

RAKE GUM MACHINE EXCHANGE
409 SPRING GARDEN ST., PARK 22, PA.

PUSH CARD OPERATORS—We deal in any
card. Send us for your advertisements of
extraordinary novelty that sell on sight, complete
with special cards.

ECONOMY DISTRIBUTING CO.
621 Whiting Hlgl., 224 W Superior Ave.,
Chicago 11, Ill.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA
Hy Greenstein Buys Bush Distributing in Minneapolis

MINNEAPOLIS, May 15 — Hy Greenstein, owner of Hy-G Music Company, Seeburg distributor in this territory, has purchased the Bush Distributing Company and three-story building owned by the Bush brothers in the city, Air-

n jobbers here, Greenstein an-

ounced Thursday (13).

The sale, completed a week ago, be-

came effective Monday (10). Al-

though no figures were made public, it was learned that Greenstein paid Ted-

Bush, president of the Bush Distribut-

ing Company, a sum of $30,000 for

the building.

Greenstein, in the coin machine business since 1931, said that he will move his office, showroom and service department to the new location at 253 Plymouth Avenue, Min-

neapolis, by June 1, using his present quarters at 1415 Washington Avenue S. for storage purposes. Hy-G Music’s SICM division, managed by Greenstein’s son-in-law, Al Lieber-

man, will remain in its present quar-

ters at 1415 Washington Avenue S., Greenstein said.

In taking over the building occu-

pied by Bush, Hy-G Music acquires 30,000 square feet including, in addi-

tion to its three floors, a basement and a side-entrance loading dock.

Aircon Dealt Out

Greenstein, who has a crew of 13 persons employed at Hy-G, said he will retain most of the 19 employees in the Bush organization. He stressed that the deal does not include the Aircon distributorship nor the two locations owned by the Bush organization.

Greenstein said that his organiza-

tion will feature only four lines in the new establishment: Seeburg mu-

sic, Walling scales and Gottlieb and Chicago Coin pin games. The first three have been under the Hy-G ban-

ner and Greenstein is acquiring Chicago Coin’s franchise from Bush. Philex,

phone and Seeburg machines have been contracted for on a dealership basis.

Aircon also owned by Greenstein.

Solly Rose has been placed in tem-

torary management of the Bush or-

ganization as an associate of Sam Sigal, former chief auditor there until the Hy-G firm moves into the new location.

Greenstein, who has been associated with Aircon for the past six years and for the past two years has been in charge of the finance department, will direct the new general sales man-

agement department, it was revealed by Pearson.

According to Pearson, creation of the new department was effected in order to coordinate the firm’s sales and service activities, according to the new system of organization. Bush said at the time, it is the plan of the organization to most effectively use Aircon sales representatives in all fields covered by Aircon.

A three-day sales meeting held the previous week (16) was attended by all regional sales managers of the firm, Pearson reported. Problems on the horizon were discussed and promotional plans in this phase of the company’s activities were reviewed. Various policies to be pursued in the fu-

ture were brought out for consideration.

Meanwhile it was learned that the Reconstruc-

tion Finance Corporation (RFC), major creator of loan, and the Federal Exchange Commission (FEC) were both in local courts last week in an effort to clarify the status of the Aircon reorganization plan. The RFC has objected to the plan immediately and that a hearing be set as soon as possible on the plan. The RFC has objected to the plan immediately and that a hearing be set as soon as possible on the plan. The plan has and asked that the filing of the plan be delayed several months in order that parties involved may get more involving experience.

Boston Pinball Situation Snarled as License Bureau Ignores City Ordinance

BOSTON, May 15—The snarled pinball situation in this city has been termed a "nightmare", according to Mayor Curley as administrator of licenses for pinball machines and other automatic devices, locked horns with the Boston Licensing Board to determine why certain types of loca-

tions were included under the ban against the games issued by the latter.

Basically, McGee reported, he had agreement with the licensing board ban on the taverns, cafes, bars, res-


canting 1,300 machines licensed last year for the $30 a year fee for the city treasury.

The city ordinance under which McGee is acting is expected to raise $14,000 annually (approx-

imately 1,300 machines licensed at the $30 a year fee) for the city treasury.

"We are definitely going thru with this action," McGee, experienced insurance admin-

istrator, "and Boston will be sold for pinballs in all places under our jurisdiction. That is all I can say at present except that we are continuing our discussions on the matter, with the Boston Licensing Board.

The city ordnance under which McGee is acting is a (See BOSTON PINBALL, page 123)

C. Schlicht To Key Post At Jennings

With Mills 25 Years

CHICAGO, May 15—O. D. Jen-

nings & Company has appointed C. S. Schlicht (17), to the newly created post of di-

rector of sales research. J. Raymo-

nay, Boston, firm vice-president, an-

nounced yesterday (14).

In his new capacity, Schlicht will spend the major part of his time con-

ducting market surveys, get-

timber to the company’s inde-

pendents, and distributors. He will also contact operators in various parts of the country and search out problems peculiar to certain areas.

Prior to joining Jennings, Schlicht was with Mills Industries for 25 years. Joining the firm in June, 1923, when it was known as Mills Novelty Com-

pany, he was successively paymaster, audit manager, western division manager and finally general manager of the music division.

N. Y. C. Situation Still Uncertain

NEW YORK, May 15—Game opera-

tion here remains in a state of flux as of today, according to dealers, the term "flux" being used to indicate what the final outcome might be, whether games will be allowed on location under strict city supervision or be banned entirely. Anxious awaits the action to be taken by the city council’s committee on general welfare, which is expected to report on its findings on the proposals before next week.

Meanwhile, reports have circulated that the trial in New York State Supreme Court, to determine the lo-

gality of police seizure of games, which has been scheduled for next Wednesday (19), may be postponed.

Leon Maurada, Williams Exec, Dies Suddenily

CHICAGO, May 15—T. Leon Maur-

ada, general manager of Williams Manufacturing Company, "died of apoplexy" today morning (19) of a heart attack while en route to his office.

One of the industry’s top exec-

utives for the past decade, Maurada has been with the company for three years. From 1938 to 1942, he was vice-president of Roh-Oh Man-

ufacturing Company. During the 1942-45 period he served as a mem-

ber of the Ball executive board.

Survivors include his widow, Helen; his mother, Mrs. Elizabeth T. Maurada Spohrer, Philadelphia; a daughter, Olivia, and a brother, Maj. Fred J., U. S. Army.

KANASS CITY, Kan., May 15—Appointment of Bernard D. Craig as general sales manager of Aircon Manufacturing Corporation was an-

nounced this week by Harold Pear-

son, president of the firm. Craig, who has been associated with Aircon for the past six years and for the past two years has been in charge of the finance department, was named by Pearson.

According to Pearson, creation of the new department was effected in order to coordinate the firm’s sales and service activities, according to the new system of organization. Craig said at the time, it is the plan of the organization to most effectively use Aircon sales representatives in all fields covered by Aircon.

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Aireen Appoints Craig Sales Head; Will Reshape Policies

Aircon, a unit of the National Industries for the Blind, has announced the appointment of Bernard D. Craig as general sales manager of the firm, Pearson reported. Problems on the horizon were discussed and promotional plans in this phase of the company’s activities were reviewed. Various policies to be pursued in the fu-

ture were brought out for consideration.
Aggressive Bottle Vender Tactics Slow Cup Growth

High equipment costs biggest factor contributing to slowing down of cup drive—bottlers open aggressive drive with direct-to-location sales of machines

By Dick Schreiber

CHICAGO, May 15—Cup-type soft drink venders are drawing the short end in their running battle with bottle units to capture existing locations and open potential spots. And the cup industry gradually has come to realize that this competition will continue, that at least, is the consensus expressed privately among operators and manufacturers of cup-type units. This attitude is marked reversal of the situation which existed when post-war production on both types of drink units was started. At that time the cup industry looked to the future with unbounded enthusiasm.

A number of factors have caused the present situation where bottle venders and the cup units which operate that type of unit have dropped their defensive tactics and gone on the offensive. One of the principal factors has undoubtedly been the high prices the cup vender caught when the cup vender manufacturers worked up quantity production on high volume units, to expand their routes, the bottle units found themselves forced to jump into the competition, including artificial ice. That and high volume units are not too easily defended.

Break-Even Comparison

For example, cup operators point out that in order to sell all 126 drinks per day to break even, more than that to make a profitable operation. The bottle unit, on the other hand, only needs 48 sales per day for a profitable operation. This price difference is an advantage—a disadvantage which can be traced back to high initial investments and higher operating expenses. More than one cup operator has been stung during the past six weeks that a bottler has jumped into the cup machine, complete with coin changer, along their route. No matter what gross the bottle machine swings away from the cup unit, this fact remains: The cup unit needs to maintain high volume while the bottle unit is forced to show a profit with much less volume.

Intensive drive which the Coca-Cola Bottling Company has put behind its bottle venders in recent months has had its effect on cup venders. But to cover the market as rapidly and as thoroughly as possible, Coca-Cola venders have been able to deliver and place quantities of bottle machines while cup operators were waiting for equipment. The necessity for finding those necessary high-volume spots, too, has slowed down the cup vender, giving an edge to the bottle unit drive.

Sale of Locations

Exploring every possible market, Coca-Cola has solicited orders directly from locations, selling machines. (See Bottle Vender on page 111)

Gum Galore

WASHINGTON, May 15—Per capita consumption of chewing gum has increased from 39 billion sticks in 1914 to 150 billion sticks this year, industry figures reveal. The U. S. now consumes seven times as much gum as the rest of the world combined, and all from an industry that was beginning to die out in 1885 when Americans first adopted the habit from the Indians.

Bulk Drink Sanitation Clinic Set

Sked Mid-June Production On Kalva Venders

CHICAGO, May 15.—Kalva-Vender Manufacturing Company will place into production on its four-flavor bottle vender and improved three-flavor machine, W. J. Tyran, advertising manager, reported this week.

Four-flavor unit, Kalva Quick, debuted at the Atlantic City AID convention, was originally promised for April delivery, but the short steel supplies production date was moved back. Six test models have been on the market for the past three months. Tyran states that the production models will include refined cabinet and mechanical improvements.

Firm’s three-flavor vender has a re-designed cabinet too, delivery next month. (See Production Skedded, page 111)

Bulk Drink Sanitation Clinic Set

ANNA ARBOR, Mich., May 15.—National Sanitation Foundation (NSF), Chicago, will sponsor the first annual National Sanitation Clinic here June 22-25. NSF Executive Director Walter Snyder announced this week.

Clinic will cover 12 separate subjects dealing with sanitation in bulk liquid dispensing in public places.

Purpose of the two-day meeting is to arrive at agreements on recommending sanitary standards and codes to local and State officials dealing with same. It is expected that resulting bulk drink dispensing information, sanitation-wise, will promote better understanding by law-makers of the problems facing the manufacturers and operators of such equipment, plus rendering detailed description of the function and construction of such equipment. Arming both legal and manufacturing groups with all aspects on sanitary bulk drink dispensing will bring about smoother and more satisfactory relations, NSF officials state.

N. J. Senate Okays 80% Cut In Cigarette Vender Tax

TRENTON, N. J., May 15.—A measure introduced in the New Jersey Assembly earlier (4), approving amendment of the State cigarette tax law which goes into effect July 1 and reducing the proposed tax on cigarette venders from 85 to 17% per year, was passed by the Senate Wednesday (4). Measure is slated to go to the governor for signature within 10 days.

When signed, the measure will become effective immediately, pegging a 3-cent tax on a pack of cigarettes which was signed by Governor DiGiovanni last Wednesday. Tax is expected to return about $14,000,000 in new revenue to the State treasury. While popular cig brands vary in price throughout the State, it is expected that independent dealers will establish an 18 or 19-cent-s-per-pack price after July 1, with operators getting 19 and 20 cents.

Five points covered by the vender tax reduction amendment measure are: 1. The reduction of the cigarette machine license fee. 2. Authorized transfer of vending machine license from one machine to another if they are under same ownership. 3. Provisions for purchase price of new machines. 4. Reduction in amount of tobacco distributor’s bond. 5. Clarification of the new law permitting retail and wholesale operation by one firm or individual, if separate licenses for each business are obtained.

Standard Products Takes Over Sales of Sneed Cup Mch.

CLEVELAND, May 15—Standard Products Company announced this week that the firm’s negotiations which give them sole sales, distribution, service and manufacturing rights to the Sneed Cup Mcher, have reached an agreement. New arrangement includes the specification that Standard must produce a minimum number of machines to maintain the agreement.

Standard has been manufacturing the Sneed machine for Stewart Prod- ucts, and under the new arrangement the Standard firm will pay a royalty to Stewart on each vender sold, as the latter controls the patents.

Standard’s vender operation, formally based at Marine City, Mich., is moving to the largest dis-
Sandusky Kids Eat Cake; Have It, Too!

Sandusky, O., May 15.—Monthly profits from gum vending machines are being used by the local Kivissan Club to provide a free dental clinic for first and second-grade pupils in all Sandusky and other Erie County schools for the spotting of 123 dental machines throughout the city for the Toledo area district.

When the State-owned truck containing dental equipment, X-ray machine, and the Kivissan Club local board to give the exams, with Kivissan finding the bill with their gum fund.

Bottle Vending Unit Patented


Device is described as follows: In a dispensing machine, a plurality of parallel upright magazine compartments, containing an elevator for supporting article to be dispensed therewith, means for actuating said elevators in consecutive order by step-by-step movement to effect the article to be dispensed from one opening to the tops of said compartments, the elevator for a plurality of said compartments being disposed in cascade relation to each other, and means for bridging each of the lower elevators openings to form a continuous chute for guiding an article by gravity from a higher opening across each lower opening to a discharge station.

Birmingham Revises Vending Mech. Taxes

BIRMINGHAM, May 15.—Merchandise venders located in industrial plants, school employes, use here henceforth be taxed a percentage of gross business instead of a percentage tax, as result of amendment to the city license code passed by the city commission.

New schedule provides for a fee of one-hundredth of one per cent on the first $100.00 and one-fourth of one per cent on anything above $100,000.

Taxes on machines in all other locations remain on a per-machine basis with annual rates unchanged. These are $27.00 for vending machines $31.00 for selling merchandise for more than 1 cent, $77.00 for vending machines, $2,772.00 for vending machines.

City was first of any size in the State to make changes required under a new State statute that permits venders in industrial spots to be taxed only on a gross receipts basis.

Runyon Sales Shows Keeney Cig Vender

NEW YORK, May 15.—Runyon Sales Company, 35-45 7th St., Jackson Heights, L. I., N. Y., manufacturers of the Keeney electric cigarette vender, has passed by the local trade at a showing in the Park Avenue Hotel, New York City (14).

Display is scheduled to run thru Monday (17). As factory representatives for J. H. Keeney & Company, Runyon will handle sale of the vender in New York and New Jersey, Barney Sugarman, president, stated.

Frantz Ready Price Coffee Vender, $200 Price Aim

CHICAGO, May 15.—F. Frantz Manufacturing Company here will give the public a glimpse on a new coin-operated "carn brew" coffee vender within the next month, said Mr. Frantz, the firm's president, announced this week. Vender, called Aristo Coffee Vender, is designed primarily for industrial type locations and will be available in three, five and eight-gallon capacities. For $200 on the vacuum tank with coin mechanism, and if realized will make unit lovely priced in the coffee-vender field.

Frantz stated that the unit will be set for nickel operation, vending a nine-ounce cup. It will be a counter or table model, consisting of stainless steel vacuum tank (holding the brewed coffee) with a patented coin device which is attached to the dispensing section of the tank. Operator may brew the coffee at a central location, fill his tank and deliver these tanks to locations, removing the empty tank from its stand. Pushing the latter mechanism, to the full tank, Frantz declared. Any standard, brand coffee may be used.

Push Type Coin mechanism will be the push-type, and designed to locate to the coffee dispensing mechanism on the coffee tank proper. When a nickel is inserted, patron pushes the slide, raising handle high enough to Beneath the delivery spout to receive nine ounces of black coffee. After delivery, nine-ounce portion is vended, mechanism automatically shuts off and sugar. A separate paper cup dispenser also will be made available, vending paper cups for a penny each. Entire assembly of four units is to be mounted on a common stand, Frantz stated.

Coffee vender with coin mechanism (one coin device is needed for every two tanks to permit switching of full and empty tanks on location) will be pegged at one price, with the sugar, cream, cup dispenser used. Use of vacuum type liquid containers permits filling in a central spot, delivering to location at a steaming temperature, which will be maintained for over a period of 20 hours, Frantz said.

All American Names Nelson Distributor

SAGINAW, Mich., May 15—Bob Fletcher, president of the firm salesman of All American Electric Corporation here, manufacturers of the All American shoe- shining machine, announced this week, appointed Fletcher as the new distributor as of the Saginaw area distributor.

Fletcher stated that the firm's shoe-shining machine is driven by steam, with 600 units produced per month. The All American machine has been proved in the moving picture industry and in churches, lobbies, laundries, offices, et al. Fletcher said that the All American shoe-shiner isles, restaurants, hotels, etc. He said that the machine incorporates a coin counter and fluorescent lighting, enclosed coin box and a light switch. It is available for either dine or nickel operation.

Back of Every Kunkel Hot Popcorn Vendor

CHICAGO.—(Automatic Electrically Operated)

Kunkel Model I POP- CORN VENDORS are now in stock—Built in conjunction with Kunkel Converta, these units are equipped with a perfectly converted tank for the "KINT." Price $9.95

F. O. B., Los Angeles

Write for Name of Your Nearest Distributor

NORSOA ME

350 So. Broadway, Los Angeles 13, Calif.

All American Electric Corporation, Distributor; New York and New England

All Vending Machines recommended and sold on TORR TIME PAYMENT PLAN. Pay for same in 16 weekly payments. WRITE FOR SAMPLES.
March Candy Dollar Sales Increase 13%  
Total Hits $74,729,000  
WASHINGTON, May 15.—Dollar sales of most manufac-tured confectionery continued to soar, with March sales 13 per cent above the previous March and 4 per cent higher than February, the U. S. Commerce Department reported today.

Estimated March sales were $74,729,000. Total for the first quarter was $212,779,000, an increase of 12 per cent over the same period in 1947.

Despite the increase in dollar value, poundage sales were spotty in March with some lines up and others down. But the average continued to rise, jumping from 4.35 pounds in February to 4.785 pounds in March, 1947, to 4.785 pounds in March, 1948. Pounds sales of package goods were almost identical for two months. March, 1948, sales were $85,000,000, while pounds sales for the previous March came to 4,589,000 pounds.

Pound sales of bulk candy, however, were off considerably, dropping from 16,467,000 pounds to 10,218,000 pounds.

Gross income also was spotty for manufacturers around the country. The 22 firms in New England averaged a 25 per cent increase over the previous March, while 11 companies in Georgia and Florida reported a decrease of 34 per cent.

In Pennsylvania, 44 firms reported gains in March, while the increase averaged 15 per cent for 24 California manufacturers. Eleven candymakers in the central belt, however, said their sales declined 30 per cent.

New Keeney Cig Mch. Shipped to Distributors  
CHICAGO, May 15.—H. Keeney & Company, Inc., began shipment of the production models of its new electric cigarette vendor to distributors last week, William Ryan, general manager, reports.

Firm’s sales manager, John Conroy, was touring a tour of the company during which he demonstrated the new machine to operators. Trip included displays in New Orleans and other Southern areas, and more recently in Chicago, Philadelphia and Boston. Latest showing was made to operator groups in New York.

New nine double-column vender features simplified electrical operation and servicing.

New Stamp Vender Debuts in Boston  
BOSTON, May 15.—The first con-0100 operat|ed automatic stamp vending machine, manufactured by Commercial Controls Corporation, Rochester, N. Y., was installed in the main Bos-ton post office this week.

Machine placed opposite the stamp window has five large, six inch drawers for nickels; two air-mail stamps for a dime, and five 10-cent stamps for a dime and a nickel.

Frank in New Quarters  
ST. LOUIS, May 15.—C. R. Frank, distributor, installed in the main Bos-ton post office this week.

Frank will occupy the building for offices, display and warehouse pur-poses, it was stated.
Peanut Price Relief
Hope Fades Away
WASHINGTON, May 15—Chief of the peanut section of the Department of Agriculture's Pats and Oils Division, W. T. Parker, recently went on record as stating that congressional supporters of legislation designed to give canymakers relief from high peanut prices have decided there is little chance for such action at this session of Congress.

At a recent meeting here discussion centered on the possible enactment of legislation, proposed by the Committee for the Peanut Industry, which called for "immediate resale by the Commodity Credit Corporation of such peanuts as it purchases, at a less equivalent to the difference between its cost and 80 per cent of the support price." This would equal 72 per cent of parity.

Parker stated that while the European Recovery Program and military legislation have provided the biggest stumbling blocks to passage of the committee's proposal, enactment of such a bill would "amount to subsidizing one industry and would let the bars down, making it necessary to subsidize them all. . . ."

Set Up Drink-o-Mat
Distrib in Kentucky
FRANKFORT, Ky., May 15—Secretary of State here has issued a charter to the Kentucky Drink-o-Mat Corporation, Elizabethton, Tenn., which was announced this week.

According to the papers, 500 shares of no par stock are listed, V. O. and Dorothy Brown, and M. K. and Caroline Lecky are listed as principals in the organization.

Mailomat Locations Gain
ATLANTA, May 15.—A Mailomat, first coin-operated "automatic mailman" to be placed in operation in the South, is located in the lobby of the main postoffice here. Mailman, manufactured by Pitney-Boies, Inc., is also in operation in nine other cities at this time.

Postmaster Lon Livingston, commenting on the addition of the Mailomat to this office, said: "This emphasizes the Post Office Department's policy of extending its mailing service by making it possible for people to mail letters without stamps and after hours. It will cut down wait-in-line (time) when stamp windows are crowded. A letter can be mailed at any hour of the day."

Initial mailing made thru the new machine, a letter sent by Livingston to Postmaster General Jesse Donaldson of Washington.

It is planned to place 50 Mailomats in other cities thruout the country in the near future.

CIGARETTE MACHINES
Rowe President, 10 Cols., 475 Pack Cap. $90.00
Rowe Royal, 10 Cols., 400 Pack Cap. 100.00
Rowe Imperial, 6 Cols., 180 Pack Cap. 60.00
Uneeda Model 500, 9 Cols., 350 Pack Cap. 115.00
Uneeda Model 500, 7 Cols., 250 Pack Cap. 100.00
National, 6 Cols., 160 Pack Cap. 75.00
DuCrenier Champion, 6 Cols., 420 Pack Cap. 75.00
DuCrenier Champion, 7 Cols., 210 Pack Cap. 70.00
DuCrenier Champion, 8 Cols., 200 Pack Cap. 75.00
DuCrenier Model R, 5 Cols., 150 Pack Cap. 40.00
DuCrenier, 4 Cols., 100 Pack Cap. 25.00
Stewart-McGule, 7 Columns 35.00
Uneeda, 8 Columns, 510 Pack Cap. 159.50
Uneeda, 6 Columns, 330 Pack Cap. 149.50
Uneeda, 7 Columns, 230 Pack Cap. 100.00
Lehigh PX, 10 Columns 140.00

CANDY MACHINES
Rows, 3 Columns, 25 Cols. 75.00
Uneeda Candy, 5 Cols. With Base 75.00
DuCrenier Candyman 67.50

10c CIGARETTE MACHINES
Rowe 3 Cols., Capacity 175 $22.50
Uneeda, 5 Single Columns, Capacity 50 $17.05
Top Equipment—Unconditionally Guaranteed
One-Third Deposit at Order—Balance C. O. D.
Parts and Mirrors available, including the 21c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE
"The Nation's Leading Distributor of Vending Machines"
166 CLYMER STREET
EVERGREEN 7-4568
BROOKLYN 11, NEW YORK

VENDOR SELLING OUT!
BIG GROUP OF USED
"POP CORN SEZ"

HOT POP CORN VENDORS
Our Client is going into a new business—Selling Out at this Sacrifice Price! These machines are thoroughly reconditioned—like new. Let us know how many you can use.

WRITE OR WIRE—ROZEN ADVERTISING AGENCY, INC.
291 DELAWARE AVE.
BUFFALO 2, N. Y.

1c ACE VENDOR
ALL PURPOSE, ALL PRODUCT VENDOR

Atlas Mfg. & Sales Corp.
12230 TRISTON TOWER, CLEVELAND 17 OHIO
ESTABLISHED 1928

1731 BROADWAY PADUCAH, KY.

VEND-O-RAM NOSER MACHINE EXCHANGE
$5.95 to 70.00 BARDSTREET STREET NEWARK 5, N.J.
NATION'S LEADING DISTRIBUTOR

May 22, 1948
The Billboard
VENDING MACHINES
**Survey Shows Coin Laundries Increase Home Washer Sales**

NEW YORK, May 15—Automatic washer dealers' fears that the spread of commercial half-hour laundries have carried into the sales potential of washers for home use were somewhat allayed this week when the results of a survey of users of Westinghouse-equipped laundries were made public. The survey, conducted by Fact Finders Associates, Inc., indicated that the reverse was true and that, if anything, the spread of half-hour laundries had aided home sales of automatic washers.

An important factor in the trend toward increased home sales, according to the survey, was the education of half-hour laundries. People use them, get to like the service, and then buy automatic washers, the survey showed, in many cases, purchase units for their own use later on.

Only 2 Per Cent Dissatisfied

Interrogated were those who had self-service laundry patrons if they liked the way the Laundromat washed their clothes found that 97.1 per cent said yes. Only 1.9 per cent answered no, while .4 per cent refused to answer. J. F. Brownman, manager of the laundry equipment department of the Westinghouse Electric appliance division, remarked of these results: "This level of user satisfaction is much higher than a washability standpoint than we have been able to achieve in the domestic field. This is chiefly due to the fact that many homes don't have cold hot, soft water supplies as do the laundries."

The survey disclosed that close to 22 per cent of the patrons owned conventional-type washers, but used the half-hour laundries themselves. They gave as the reasons for the service offered was faster, easier, and more convenient. Some noted that their own machines were broken down or had been junked. A large percentage of these persons indicated they would buy automatic washers when they could afford to do so.

**Chi Firm Revises Small Drink Vender**

CHICAGO, May 15—General Vending Machine Corporation, in announcing production on the new Midget bottle vender, reports minor conventional-type changes in the final production model.

1. A. Terhune, firm general manager, explained that changes consisted of a single, top-bottom hinged side panel instead of the former top and side panel. The new cover is to be both front and rear of the base of the machine, instead of a horizontal pan. Louvers are on either side only. Bright work has been added to edges of delivery compartment for increased eye appeal and wearability. Addition of a baffle plate behind the delivery door eliminates possibility of merchandise pilferage.

First plans for introduction of an additional multiple-flavor bottle vender in the medium and small sizes.
**Bottle Vender Tactics Slow Cup Growth**

(Continued from page 106)

To offices and similar spots. Cup operators admitted that the great majority of direct-to-location sales have been made to locations where the volume would be too small to profitably support cup machines. But even so the whirlwind placement of bottle units and direct-to-location sales has directly contributed to the slow growth of the cup vender.

Operators who have many years' experience know that the field for cup venders, at present prices, is narrow. The very narrowing of potential locations has been a factor in keeping cup vender production from reaching the kind of quality necessary to effect a cut in profits. Thus, the operators are quick to point out, is a vicious circle because the cup manufacturer, unable to build and maintain volume of production, can be expected, sooner or later, to hike his price.

**Cut-Throat Commissions**

To complicate the cup vending picture and give the bottle unit an even further edge, operators on the East and West Coasts are faced with commission rates — most of which are fixed — hands which is paying up to 50 per cent commission to the location.

The commission is the average maximum which experienced cup vending operators say can be paid to locations which mean that anything above this figure must come out of profits. Eventually, experienced operators insist, the firm which pays outlandish commissions will find itself out of business.

But meantime, this sort of commission warfare is having a telling effect on the growth of the cup business and aggravates a situation already made even more aggressive by the competitive promotions of the bottle venders.

**EASTERN SETS KERNO**

(Continued from page 106)

the only way to merchandise coin machine equipment is thru the distributor. There will be no direct selling.

In commenting on the sales potential of the ice cream bar, one cup operator said that 18 per cent of the bulk sales in ice cream are in ice cream bars, and with the introduction of the vending machines the percentage will increase considerably. As a result, he added, the ice cream industry is concerned in the sales possibilities thereby.

**NEWSTRAP OF TOOTHBRUSHES - $1.7 million**

**TORONTO, May 15 — Philip Gustafson, writing in the Star Weekly here, featured two coin-operated devices in a special story called Into the New Machine Age. Units used to illustrate the feature story and included among the new developments in the postwar era were the Shin-o-Mat and the toothbrush proctor manufactured by the One-Use Toothbrush Corporation.

Listing the two units among the achievements of the push-button world, Gustafson said: "High labor and material costs are being licked by industry with machines so fast and highly accurate that they make pre-war tools look like spinning wheels."

**Production Skedded To Start on Kalva Venders in Mid-June**

(Continued from page 106)

chanism and method of carrying ready-to-vend and pre-cool bottles. New machine, called Model D-3, retains the dry-cooling principle. One-piece top is retained with new front and rear sides extending thru to the top, thus shortening the lid length. The coin side-panel has been eliminated. Because of the reversal of the vending and pre-cool positions, delivery mechanism now is operated by three fingers, which pushes each bottle thru the delivery throat.

Moving one of the three vending lever on front of unit moves the delivery mechanism. Formerly, the pre-cool was below that of the vending section, thus utilizing a deep-type delivery chute. But for pre-cool are now stored in a special rack above the vending compartment.

The Kalva wet-cooler, designed for reach-in, non-coin use, will continue to be made available in a coin-operated model with addition of a conversion unit. As built and introduced before this year, this machine was the same a rack-like unit which fits into one-half of the merchandising compartment and permits multiple selection of from one to seven flavors. Unit is designed for installation in marginal-type locations, where larger, automatic equipment would not be feasible, Tyman declared.

**CHICAGO, May 15 — E. J. Brach & Son, president of the Chicago firm, has been invited to stockholders by Edwin J. Brach, president, announcement that operations for 1947, on both dollar and tonnage basis, were the largest in firm's history. Net profit totaled $2,097,770, equal to $18.14 a common share; net sales for 1947 amounted to $42,439,066.**
Many Opposed To Upped Fee At This Time

OPS Take Firm Stand

By Norman Weller

CHICAGO, May 16—While there are instances where 10-cent music machine play is not only possible but is now actually operating at an increased profit to the route owner, the general opinion, based on past experiences, through representative areas of the trade, is that the 10-cent play is ill-advised at this time and that such areas as New York, Philadelphia and Los Angeles as well as Chicago and many other larger cities are definitely opposed to its introduction.

Reasons for the opinions vary according to the facts. In most operations feel conditions would not warrant an increase in the juke box play price. Many point to the experiments along these lines a year or so ago, when tests ended in a rout, with many of these operators involved chalking up heavy losses. These operators say, “It just did not work.” Many agree the time to have made an industry-wide attempt to hike the price was four years ago, when most locations had heavy transient trade and regular customers were making and spending more money regularly.

In addition, the 10-cent play question, as far as music machine operators are concerned, involves the competitive factor. Unless all equipment in an area is operating on a dime-play it would be difficult not to attempt the price increase. In some areas, where regulations are strong enough (due to their heavy memberships) to bring about almost an industry-wide move in a move such as this, the associations, in most instances, are opposed to price increase because of current business conditions.

In a following, The Billboard presents the first part of a spot survey on operator reactions to the 10-cent play question. Next week a similar check with associations will be printed.

(See OPS DISCUSS on page 118)

Dennison Quits Videograph Post

NEW YORK, May 15—H. F. Dennison, former president of the Videograph Corporation, producer of the Videograph combination television-juke box unit, resigned from the company this week and announced that he is forming a new organization to be known as the Dennison Sales Company. The new firm will act as national sales agents for Videograph products in New York area, and for the Solotone Corporation, Dennison’s other enterprise.

Dennison Sales will specialize in coin-operated music and television equipment. It will introduce in the near future a new unit “which will open a large field to the production of this line.” But the firm’s founder refused to disclose any details at this time.

Lou Forman is now president of the Videograph Corporation.

Detroit Juke Ops Test Six For 25c Play

Marston Reports Results

DETROIT, May 15—The six-four-a-quarter idea on juke box play has been extensively tested here by several operators under the watchful eye of Max Marston, of the AMI Distributing Company, who told The Billboard this week:

“Six plays for a quarter is a better idea than anything that we can go unless we get a 6 or 7-cent coin. We have tried it on 50 to 60 locations. Some operators indicated their satisfaction because, even though there was no increased take, there was a smaller quantity of nickels and more quarters to count. In other words, there was less work for the collector. And I don’t think we were driving away any actual business—if a man drops a quarter instead of five nickels, you can’t say fewer people played the machine.

“Seventy-five per cent of the operators who have reported increased sales of five to 6 dollars per week—an encouraging sign,” Marston said, “AMI operators are reluctant to make the change. If the manufacturer were to offer a success in the six-four-a-quarter idea the money would probably be involved in the change.

“Everywhere it has been tried the operator and the location owner are finding an actual increase of business.

“There has been a single case of the loss of business. One location where the six-four-a-quarter idea was attempted.

(See DETROIT Ops Test on page 117)

AMI Intros Model B

35 Discribs

Plan Shows All Next Week

Raise Price on Model A

GRAND RAPIDS, Mich., May 15—AMI, in its nationwide display of coin-operated operator showings of its new 40-selection music machine—the Model B—in the headquarters of its 35 distributors for one week beginning Sunday (23), John Haddock, AMI president, announced this week. Both the Model B and its predecessor, the Model A, are in full production.

Outstanding feature of new model

(See AMI INTROS on page 117)

OPS DISCUSS 10-CENT PLAY

Not a Sound

In recent weeks there has been a resurgence of discussion relating to the matter of a 10-cent play. This revival of the issue comes at a time when the operators have been affected seriously by, or regional and industry-wide conditions that have hit them where it hurts.

There is no argument that increased income for the operator is the uppermost problem to be solved in the business today. Everyone agrees that the market is large enough to absorb the new prices. Whether or not such a price would be feasible now, or whether have made these operations successful can, and are, applicable to the volume music field.

This is fact—attested to by men whose activities have been synonymous with the coin-operated music machine industry since its beginning. Even the newer members of the industry have to go back one year in their memory to recall a similar attempt to push 10-cent play. It is my memory that it did not yield.

For it cost many operators hard-earned cash from an already dwindling income (as compared to wartime grosses) to discover that “you don’t have to lock the stable door after the horse has run away.”

The Billboard has, in the face of these recent conflicting reports, made a point of not participating in this kind of endeavor to present the trade with a factual, reasonable view of the situation. Operators understand that the man in the industry who will know whether or not a 10-cent play is feasible now, or in the future.

In these columns in this issue, and again next week, detailed results of the experiments will be shown.

Every operator has a right to his own opinion. Whether or not he likes the idea of a 10-cent play is not important industry-wide. But whether or not he can make it work is of importance to every other operator in the field. That the majority of them know or feel 10-cent play is not the answer to the music machine business today.

“We doubt very seriously if it would increase the revenue,” Forman said. “A year ago 10-cent play failed practically without exception. Conditions are even worse today.”

Some operators feel that the price increase is merely a reaction to the increased cost of money of their operation. In other cases, where the play price increase is to be met by the operator, the increase is expected to afford the operator a margin that will not be unprofitable in all locations.

And so on down the line where the average music route is the question.

(See LET’S LOOK on page 116)

Swing Time Music Develops Progress Chart for Routemen

CHICAGO, May 15—Vince Angeleri, A. A. Swing Time Music, has evolved a daily route progress chart for each of his routemen that gives him a daily spot-check on business and trends. System, put into practice several weeks ago, accurately indicates rate of progress of section of a route worked on a particular day against colocated operators in the same area of the previous week. Thus each week affords a five-section comparison showing comparable returns from each section of 10 or so machines every day.

Aside from affording week-by-week comparison in increase and decrease of Swing Time Music on page 116)

Tele Sports $ Woes Up; Next MoveCutback?

OPS Watch Developments

CHICAGO, May 15—Further crystallizing the sports-in-television picture this week was the settling of the ABC TV boxing situation, wherein the fighters appearing on cards that are televised will receive 25 cents per round based on the number of sets tuned in. The potentialities of a cut-back in sports telecasts come the fall and the wind-up of the baseball season (The Billboard, May 15). Another factor along

(See TELE SPORTS $ on page 116)
AMI's New Model "B"

DELIVERY NOW!

40 selections!
Plays both sides of 20 records.

smaller!
Only 64 x 33 x 24

more flash!
In flaming color, visibility of mechanism, more sensational than any phonograph.

quality!
Mahogany plywood cabinet; beautiful tone; precision mechanism; many new features for location and operator.

SEE YOUR AMI DISTRIBUTOR NOW!

AMI Incorporated
127 NORTH DEARBORN, CHICAGO 2, ILLINOIS
Two Cities Add Tele Stations

WASHINGTON, May 15.—Operators in New Haven, Conn., will have their first taste of full-scale television this month, when WNHC-TV begins operation. Station is operated by the Elm City Broadcasting Company and will eventually become an affiliate of the DuMont Television Network.

Second station scheduled to begin operations this month is WATT, Newark, N. J. While operators here have been faced with tele competition in the past, as many bars installed sets to pick up New York City sporting events, the addition of a regular outlet in the city, with the resulting publicity, is expected to heighten interest in the public locations sets.

Maport Holds Show For Filben Maestro

PORTLAND, Ore., May 15.—Robert Portale, Maport Distributing Company, played host to a large group of operators at an "open house" here Sunday, May 2. Occasion was the official opening of Maport's new showrooms and the first Pacific Coast showing of the Filben Mirrocle music line.

As this was the first chance operators here have had to see Filben's new Maestro, plenty of coin were on hand to inspect it. In addition, the line of games Maport had on hand was the subject of plenty of operator attention.

UST Names Distrib In Salt Lake City

SALT LAKE CITY, May 15.—Arnspiger & Ostler, Inc., has been appointed by the United States Television Manufacturing Corporation (UST), as the firm's distributor here. It was announced this week by Hamilton Hoge, president of the manufacturing firm.

Arrangements for the local distributor were completed recently by representatives of the distributor and John Hoge, UST vice-president, who is on an extended trip thru the West. Following the Salt Lake City visit, Hoge continued on to California, where he is now making a survey for the firm.

De LaViez Says Showmanship Is Industry Need

WASHINGTON, May 15.—Lack of showmanship is the chief cause of the troubles of the juke box industry, H. Irwin De LaViez, president of Hirsh Machine Corporation, told the Washington Music Guild (WMG) this week.

"There is no reason for the condition of our business it its operation," he said. "We lack showmanship and our business is show business." De LaViez declared, however, that thru the use of "modern merchandising, scientific marketing principles, and showmanship, the alert juke box operator can combat any competition and more than hold his own."

De LaViez went on to say that "individually, operators just gripe and complain, unwilling to face cold facts, reluctant to accept the time-proven methods or other chance of promotion can help them in exactly the same financially profitable fashion as it has all other firms selling to the public."

He plugged the promotion program planned by a New York organization, which started the "hit parade idea. The firm, he said furnished posters listing the month's song hits, which are placed on the juke boxes.

De LaViez stated that his company has used the service for several months with the result that "we have increased our take anywhere from $2 to $8 per week, and the amazing part is that we have saved about $5 per cent on our record purchases. We achieved this saving by arranging the system of keeping the records on our boxes until the next month's poster is released."

Turning to the subject of operator faults, De LaViez declared: "Operators, and particularly their servicemen, almost completely ignore the demands of the public. Due to high pressure selling methods or other reasons, they load their machines with records that have no chance of becoming popular. They forget that the public cannot be forced into buying anything that is unacceptable."

Another common fault, he said, is that tune titles "are often illegally written by hand, in many cases so indistinctly that the potential player is unable to read it. Many players are lost thru negligence of this sort."

Build Up Your Own Name and Reputation in the Coin-Operated Field!

The Pioneer Manufacturer of Coin-Operated Radios Offers You Choice of:

(1) Radios Made to your own specifications, or
(2) Standard Model bearing your own name.

AREA LIST Prices...Immediate Deliveries

OUR STANDARD MODEL ... newest in Coin Radios. Has everything necessary for successful public operation and complete protection of profit. Absolutely tamper-proof and trouble-proof, conserving your time and giving the maximum in customer satisfaction. Has famous ATC TIMER UNIT with... (a) Switch button that can be operated from any point in the room, (b) Automatic on-off feature, (c) Switches, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc,
Mobile Taverns Beat Juke Ban by Renting Equipment

MOBILE, Ala., May 15.—Gov. James E. Folsom's much-repeated campaign promise of a person drinking his beer to the time of some good juke box music has come true in this city, even beyond the governor's expectations. It has been made possible by music machine operators who have closed the coin chutes and are renting their equipment for free-play in the locations. While the juke boxes are playing their songs about Moonpie in at least 60 downtown Mobile cafés selling beer and whiskey, the hillbilly bands and the piano players who formerly furnished the musical entertainment in these locations will be disappeared by today (15).

While the Mobile city commission and Mayor Charles Baumhauer continue their stand that juke boxes will not be licensed to operate (by coin insertions) in places selling alcoholic beverages (according to State law each municipality has the right to license or refuse licenses for juke boxes in taverns, bars, etc.), the latest song hits continue to spin on juke box turntables throughout the city, and the operators and locations are satisfied with conditions as they are.

$10 a Week Plus

Operators are getting $10 per machine per week rentals and the locations buy their own records. Locations containing at the average $18 weekly cost (including rental and record fees) as they were shelling out anywhere from $15 to $50 per night for the live talent.

Despite Mayor Baumhauer's stand, those units now on location are operating entirely within the law, simply because coin chutes on the machines are sealed with adhesive tape, and are operating on a completely free-play basis.

"The city of Mobile has no intention of issuing juke box licenses," said Mayor Baumhauer, "but if the machines are giving music without charge the city cannot interfere."

Learning of the juke boxes operating in the city's taverns, etc., County License Inspector Tom L. Holly is checking all machines to determine if they have state and county permits, which cost a total of $12.50 a year. A spot check revealed that all equipment had the permits posted on the machines. While Holly stated machines would be yanked if they did not have the permits, it appeared certain that all locations would be willing to ante up the additional $12.50 in fees, in view of the savings effected by eliminating the live talent. A piano player, for example, costs $15 per night and up. A three-piece hillbilly combo runs upward of $50 per night.

Many customers frequenting the locations where juke boxes have supplant music apparently have approved the move. A survey made here shows that these locations have shown increases in gross revenues of as much as 300 per cent since the switch was made.

Everybody Pleased

Operators and location owners alike told The Billboard they were pleased with the present arrangements. The formet get a straight $10 per machine each week on the rental basis and must service the equipment. But their record costs are eliminated. Locations, while footing the bill for the disks, can make their own selections, and even the cost of the records (which approximates $8 per week according to the locations, since disks are sold at a lower price from the constant play) makes the entertainment problem a cheaper one here.

Location owners and operators alike reported that if the city does relent, and allows the use of the coin chutes working, the locations and operators will effect a commission basis for operation to replace the rentals.

Automatic Distrib

CHICAGO, May 15.—Automatic Phonograph Distributing Company will hold open house Sunday and Monday (23-24) at the formal opening of its new headquarters at 806 N. Milwaukee Avenue, Mike Spagnola announced this week. Two-day party will be hosted by firm head, Phil Weisman, and Spagnola.

Occasion will also be the official debut of the new AMI Model B phonograph to Chicago area operators. The machine will be introduced on a nationwide scale at the same time, which is designated as National Show Week by AMI.

Spagnola stated that the new offices will be opened first, while the service and parts departments will be put into use May 25. Space for latter departments will be used to accommodate visitors at the formal opening.

FOR SUMMER LOCATIONS -

CHECK THESE BUYS IN GOOD USED PHONOGRAPHS

Seeburg 1146-M $625.00 Seeburg Classic $149.50
Seeburg 1146-W $610.00 Seeburg Mayfair $139.50
Seeburg 1146-S $600.00 Seeburg Regal $129.50
Seeburg '46 Hideaway $389.50 Seeburg Plaza $124.50
Seeburg 9800—R. C. Lotone $274.50 Seeburg Gem $124.50
Seeburg 8800—R. C. Lotone $274.50 Seeburg Concert Grand $99.50
Seeburg 8200—R. C. Lotone $274.50 Aircon 1200A $249.50
Seeburg 9800—R. C. Hilite $249.50 Mills Empress $79.50
Seeburg 8800—R. C. Hilite $249.50 Rock-Ola 1422 $399.50
Seeburg 8200—R. C. Hilite $249.50 Rock-Ola Super 140 $164.50
Seeburg 8800—E. S. Hilite $224.50 Rock-Ola 29 Standard $110.00
Seeburg Colonel $224.50 Rock-Ola Monarch $79.50
Seeburg Commander—R. C. $209.50 Wurlitzer 750 $264.50
Seeburg Cadet $205.00 Wurlitzer 950 $219.50
Seeburg Maestro $189.50 Wurlitzer 660 $99.50
Seeburg Commander—E. B. $184.50 Wurlitzer 500 $89.50
Seeburg Major $179.50

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606 South High St.
Columbus 15, Ohio

ROD'S COLUMBIA COIN OPERATED RADIOS

In a Choice of 2 STYLES AND SIZES FOR PROFITABLE OPERATION IN

HOTELS • MOTELS • RESTAURANTS • CAFÉS • BARS

Specially engineered for the finest in tone quality and performance. Accepted America's Best Buy by operators, the bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

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Southern Texas Operators:

See the New AMI Model "B" in our Showrooms week of MAY 23

R. WARNCKE COMPANY
121 Navarro St., San Antonio, Texas • 1217 Taft Ave., Houston, Texas

MRS. HELEN NEW, art instructor at the Albright School, Buffalo, shows one of Al Dome's drawings used in Wurlitzer ads to two students. Eighteen original drawings used by Wurlitzer to advertise their juke box will be shown in art schools throughout the country in coming months, each school keeping the drawings on exhibition for two weeks.
Tele Sports $$$ Woes Rise; Next Move Cutback?

(Continued from page 112) There has been considerable activity this week when it was learned that other athletes, including baseball players, were readying moves to collect a slice of the television rights.

With sports the major draw as far as public location tele is concerned (few locations turn on their receivers for any other type of program), operators of music equipment who have been hit by the invasion of tele in their locations, could look forward to some break in the future operations of tele as costs mounted. Sports promoters in this area still consider the "guarantee" basis the only one that will work, and this would hike costs prohibitively as far as the telecasters are concerned.

(End of the "guarantee" plan, the tele stations would have to make up any deficit in the box office for a given event. If the event were financially successful, the station would still be required to pay for the tele rights.)

Baseball Next
Following the settlement in New York of the Boxers Managers Guild's demand for a share in the tele take, it becomes evident that major league baseball players would be the next group of professional athletes to make their demands. Representatives of the major leaguers are scheduled to meet after the All-Star game in July. Tommy Henrich, bargaining agent for the New York Yankees, reported that men on all of the teams in the American League intend to make a positive demand before the start of the 1949 season. Similar reports were made by players representing the National League players.

Professional wrestlers are expected to follow suit in the future, while football and basketball players (professional) are also indicating an interest in getting some of the tele money. Amateur football and basketball players, however, would have no say in this type of negotiation, and all the money accruing from tele rights would go to their schools.

Baltimore Ops Plan New Ass'n

WASHINGTON, May 15—Hirsch De LaViez, founder of the Washington Music Guild (WMG), will help Baltimore operators to form a jockey box association to be called Baltimore Music Guild, Inc., it was agreed at the monthly WMG meeting this week. The meeting was attended by 30 Baltimore operators.

The Baltimore operators endorsed WMG's plan involving jockey box promotion by the use of posters attached to jockeys playing up the 10-

Let's Look at the Facts

(Continued from page 112)

rule—the specialized route the exception.

There is no room for a single-line or grandstand coach in the coin machine field. Long years of experience, active route operation in both good and bad times, and the know-how that comes from earning a living in such a trade over a long period of time are the only qualifications that can be accepted in formulating important policies.

Ten-cent play is an important policy.

The men whose views will be presented in this study of the 10-cent play question in The Billboard are men who qualify as coaches.

Refutes Statement That Servicing Is Problem in Caracas

NEW YORK, May 15.—A letter received here by the American Steel Export Company, export representatives of the J. P. Sieburg Corporation, Chicago, from its distributor in Caracas, Venezuela, takes issue with a statement by Julian B. Kassack, Caracas jockey box dealer (The Billboard, April 24), that the most difficult part of operation is there is finding competent mechanics and keeping machines in order.

The letter received by the American Steel Export Company through the Corporacion Americas, read in part, "... on the other hand, all that Mr. Kassack states (in the clipping) seems to indicate that he does not know the market of the country. In the first place, not only do we carry our own service shop, but there are some other jockey box dealers and those who are doing excellent work. On the other hand, jockey boxes are already installed in many places and the people know how to operate them and are familiar with them nobody would tinker with the equipment."

Swing Time Music Develops Progress Chart for Routemen

(Continued from page 112) A reissue in play, charts provide route men with first-hand information on basic play conditions prevailing on their routes. Conditions bringing on lower play, as well as those resulting in increased play, are more apt to be called to the routemen's attention because of his sharpened interest in his locations, brought on by the weekly charting of his stop, Angeleri believes.

To enable the chart system to be put into effect, the average number of pinball machines in each of the five sections of a route were arrived at by comparing three previous collections for each section. This figure was then used as the zero, or comparison, on each man's chart. Subsequent collections for each section of a route appear as percentage gains or decreases from the zero point. Normal differences of from 4 to 10 per cent are not considered important, but those showing a serious drop, or a sudden rise for any section, would be sought immediately and either corrected or used as play-builder material for other sections and routes.

Angeleri states that only a minute or two is required to gather chart information from each route man as he turns in receipts each day. Charts are posted on a wall in the office daily. Not only does this competition but to increase over-all operating efficiency and routemen interested in his locations," Angeleri said.

Let's Look at the Facts

(Continued from page 112)

rule—the specialized route the exception.

There is no room for a single-line or grandstand coach in the coin machine field. Long years of experience, active route operation in both good and bad times, and the know-how that comes from earning a living in such a trade over a long period of time are the only qualifications that can be accepted in formulating important policies.

Ten-cent play is an important policy.

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AMI Intros
Model B Juke Box

Raises Price on Model A

(Continued from page 112)

is its smaller size, measuring a full 6% inches narrower than Model A. Actual dimensions for the new model are 64 by 33 by 24. Other changes are switching of the selection panel to the center of the cabinet, addition of transparent corner plastic panels to permit patrons to see the mechanism in action and the elimination of much chrome trim. Box will come in both mahogany and blond cabinets. Mechanism in both Model B and A machines is identical. Base price for the new model is pegged at $865 for the mahogany and $800 for the blond model.

Principal reason, for the smaller size, Haddock pointed out, is that it will make it possible for operators to place the machine in many spots where size is a factor.

Raise Model A Price

In announcing that the Model A also would remain in full production, Haddock disclosed that AMI had found it necessary, because of increased cost of materials, to raise the price $50 or from $835 to $865 for the Model A standard phonograph. New prices for Model A in combination with accessories are: With playmeter, $940; with small stepper and playmeter, $890.50; with large stepper and playmeter, $1,002.50.

AMI distributors scheduled to hold operators’ showings the week of May 23 are:


DETROIT OPS TEST

(Continued from page 112)

went in,” Marston pointed out. “This is an important favorable factor. But other plans, such as the dime play idea, have meant an actual drop in total business done.

“The six-for-a-quarter plan also gives the customer the idea that he is getting his money, a vital good-will builder.”
Ops Discuss 10-Cent Play; Many Opposed to Upped Fee

(Continued from page 112)

Los Angeles Says “No”

Local operators feel that the chance of getting a dime, three for a quarter, a 10-cent play from a box is more than they have allowed permanently. Many would like to get that extra nickel insamuch as, as one said, “It’s not a dime, it has skyrocketed.” Those who have tried it, however, while it is the rage back at the scene with an “I told you so” attitude and sagely report that the horse has already bitten the dust, and even the Delano and Inyokern, Calif. (the latter about 160 miles from here), operators are getting booms up and are having few kicks from customers or location owners.

Operators blame their inability to get a dime here two or three years ago on the location owners and fly-by-night operators. A music man, who asked to remain anonymous, said he was working with a large number of them in their arguments concerning music operators. He pointed out that when a $1,000 installation is made and the location is asked to cooperate on a 10-cent machine, he can to reduce that figure, the stock answer is that the location’s business is selling liquor and not music. Then when the operator asks for a more equitable percentage that the house expenses and liquor business is selling music with liquor just a side line.

Thompson Bros., in Delano, located on Highway 99 in the San Joaquin Valley 10-cent towns sort of here, has been charging 10 cents and three for a quarter for almost a year. A spokesman for the firm said operators have tried to work into the field with this 10-cent play but it had been unsuccessful. The Thompsons do have some 5-cent machines but they are in ice cream parlors and spots patronized mainly by teenagers. Income of this firm jumps 40 per cent when it went to the dime play. The Thompsons are the only music operators in town, however.

In the desert area of the Antelope Valley Fresno, Los Angeles, Jones Jr., who was captured by the Japs at the beginning of the war, is operating machines on the hiked basis for almost a year. In the same area another operator and Jimmy Murphy are also operating with this price. In the near-by towns of Mojave and Lone Pine the operation is 5 cents. Jones said that few complaints have been registered by locations or patrons against the dime play. The talk consists mostly of quarrels about the price. The Thomsponsking domain, indicating the patron takes advantage of the three-time price.

Company Towns

Jones pointed out that in “company towns” such as Trona, 30 miles from Inyokern, is a center for naval ordnance, and in Boron, a potash center, operators are getting 5 and 10 cents. With the air force there are more illegal operated mechanisms than dime ones.

Lightweight Pickups

For All Wurlitzer and Seeburg

Perfect Tone—Easy on Records

New York’s JACOB MANUFACTURING CO., INC.

Stevens Point, Wisconsin

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These phonograph record players offer... foneloscoples that are a group of 5000 each at 4500.00 per unit. These machines are perfect in every way. Telephones required are 10 to 20% less cost. The rate of 4,000.00 per unit is per machine. These are all shipped within a very short time. Write MAJOR ENTERPRISES, Inc., Stevens Point, Wisconsin.

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Name (print) __________________________

Address __________________________

City __________________________ State __________________________

Mail this coupon to: PACKARD MANUFACTURING CORPORATION, 1234 S. W. 16th St.

OPRO 10-CENT PLAY

The Billboard

May 22, 1948

More Coming

Next week The Billboard will present Part II in the nationwide survey of 10-cent play, in which responses are being received from music operators associations who speak their piece on the issue.

had been tried in Mobile and abandoned there. The Alabama Music Operators’ Association, Hurvich said, left its individual members and "we have not been able to get a sizable organization."

Juke box operators are working under a further handicap in Birmingham, according to this city's music association, because local ordinances prohibit music machines in places selling liquor. Municipalities because local ordinances prohibit music machines in places selling liquor.

“We have to operate 10 machines to get our money back. I wouldn’t realize if permitted to operate one in drink places,” Hurvich said.

Twin Cities Opposed

Dime play in juke boxes never caught on. However, it is said that a 10-cent box play is work attempting. Several distributors, too, have gone to St. Paul for dime play to be investigated. In view of such a situation few operators here are in any position to say a 10-cent box play is work attempting. Several distributors, too, have gone to St. Paul for dime play to be investigated.

Indianapolis Speaks

The number of 10-cent play has been discussed on several occasions with no results. While it has not been tested, operators say the spots will not stand for it. The juke box is known as a 5-cent play at this time, and no one who has been asked to submit to a 10-cent play and have threatened to have boxes removed should try to attempt to change or raise the price.

No Dice in Washington

Ten-cent play on Washington juke boxes has been defunct for some time. One attempt was tried out during the war years.
and proved a flop, according to Hirsch de laVie, president of Hirsch Coin Machine Corporation, which operates 550 nickel- and dime-play wall-boxes in the basement now and they are completely worthless. "I see no way it can be overcome only by advertising and public relations that the public would drive all the customers away," he stated.

New Orleans Says Maybe

New Orleans juke box operators are in favor of 10-cent play, but are skeptical as to its feasibility at this time.

As one operator put it: "It's too late now. When we could have done it we didn't. We were supposed to go out of business, but now they're looking for something else. The six-for-a-quarter play gives them an extra record and should go over big." Another operator, Richard Miller, of the Fla-Mor Music Company, said: "This gives them a chance, but I don't think the people would like it. A 10-cent juke box would practically kill the box. The added interest is falling off considerably under the 5-cent play." Joe Hornezyck, of Precioso Electronics, declared, "I think the 10-cent play is practically impossible." He also put it as a good word for the six-for-a-quarter machine.

Operators here echoed the voices against 10-cent plays. They aren't definitely needed," he declared. "Everyone is going broke, but we'll have to go with it until they go a little broker before they realize they can't make any money with nickel play. I think 10-cent play would not stand up in New Orleans, because the nickel plays and the price hike would have to be general throughout the city to be successful.

Another drawback for this town especially is that there are practically no dime machines in the nickel town, always has been. Reasons for this are rather obscure. There is no dime or streetcage fares. Most nickel commodities are still made up of nickel and one-cent. To raise nickel prices have failed in many lines.

Operators believe dime play might stand up independently in a few locations, and if so, it might be the only way to go, but not in run-of-the-mill locations.

Some operators tried dime play for a very short period. Altho their take was somewhat under their nickel-operators' complaints are that locations seemed dead because of the reduced amount of play.

Boston Results Poor

The old question of nickel versus dime play is coming in for consideration by operators here, but little is being done about it, and the nickel play continues in practically all of the Boston area.

Dime play was put into effect last year by a number of operators, but after a few weeks they went back to nickel play because complaints from customers and location owners were too heavy. Another factor against dime play exclusively at this time is television, which is being realized for the last of this month. Many locations carrying juke boxes have installed television.

Harrisburg—No

Ten-cent plays for juke boxes just aren't in the cards so far as Harrisburg, Pa., operators are concerned. The music machine take, at a nickel a throw, has already dropped below the previous level. The slump, however, is general in the amusement and night life areas. If one location gets away from nickel play, a little cost of living is seen as the major factor. Operators keep going for fun, more for food.

In fact, the operators are looking at the day when a quarter play to quarter play to quarter play to drive a little more business. At one time some years ago, operators here in Harrisburg had dime machines, but the dime machines were soon abandoned because of small sales.

Six months ago, with immediate post-war spending was at a peak, the distributors of juke boxes were looking for a favor on the dime play, but now it's definitely out.

Op Opposed

Frank D. Bliss, editor said the dime play "is no good now because music is getting scarce for amusement purposes. During the war period, they didn't care how much they spent, but now they're looking for something else. The six-for-a-quarter play gives them an extra record and should go over big."

Sandy Shumski, owner of the Penn-Juke Amusement Co., operators of Penn-Juke appliance store in downtown Harrisburg, stated: "I (would not) be able to do this unless the location needs its own machine. It (would not) be possible to do this unless the location needs its own machine.

Sandy Shumski's Hold Line

Juke box ops here are continuing to hold to the 5-cent play, figurine or dime machines. About a year ago there was some discussion about a box for 10 cents a time but it never went thru.

With several dance halls in the vicinity utilizing juke boxes, juke ops feel the competition, and are holding to established price points.

Public Must Pay

Ralph Colucci, owner of State Music Distributing Company, Hartford, Conn., told Billboard that the Hartford area correspondent that the 10-cent play in juke boxes would be $300 a month if the public would go for it. Colucci says he would prefer to hold to 5-cent play, but by the experiences of other operators who have jumped 5 cents in the play. For a while these operators were getting more money than before, he said, but now, with increased sales, their take dropped considerably. "It costs $300 to put a juke box on location," he added. "If we add this, then later on the following taxes as adding to the box cost: Excise tax at purchase time, State sales tax, when bringing box into Connecticut, federal license, city license in Hartford, state personal tax (boxed as personal property). Colucci also said he hopes there can be some way to bring the box price down.

He offered the opinion that if some of the taxes on juke boxes could be dropped or at least lowered, the operator would be in a better position to consider such a change as 10-cent play.

As the situation stands now, however, Colucci believes it's better to stay at 5-cent play.

Not Tried in Detroit

Max Marston, of the Marston Distributing Company in Detroit, is in disfavor of the 10-cent play, said:

The average operator is afraid to try the 10-cent play. He doesn't know whether it is good or bad. As far as I know, no one in the country has tried it. Personally, I think it would mean a total drop-off in business. People do not have as much money as they had a year ago and they are not going to spend more money for the juke box."

Grand Forks Report

Coin-operated phonographs with a dime minimum are popular with the distributors and operators in this vicinity. None has tried them and they do not expect to try them.

With many new models out it would create a problem for the operators to place the proper coin in the correct slot. Customers would rebel against putting in dimes, others said, and business would fall off.

Distributors believe dime machines would widen the coin phonograph business in this area.

Virtually Impossible

Operators in the St Paul area report 10-cent play virtually impossible. The operators themselves have been unable to get a dime box for sale as a subject. Some tried the increased price last year, but the test proved a failure. Operators reported that there are few, and in most cases, no calls for 10-cent play units. Only in private or exclusive clubs is it possible to jump the 5-cent play to a dime.
COINMEN YOU KNOW

Indianapolis:
Senator Homer E. Capehart, of the Packard Manufacturing Company, who is representing a chapel incorporated at Cold Spring Springs' Hospital, at a program observance last week at the hospital (9). The Derby Winner Company, with headquarters at Cold Spring Springs, also displayed by Banster and Miller, report progress on a coin-operated device which will soon make an appearance on the market. Due to an improved manufacturer who recently joined the F. J. D. Manufacturing Company has closed its headquarters here.


San Francisco:
John Pickering public relations counsel for the CMI, is expected here to help with a national convention. Marysville city council has banned the one-ball machine but permits the operation of the five-ball game. An appeal for an extension of this effect was passed a week ago. 

Twin Cities:
The Midwest Coin Machine Corporation, St. Paul, now has its field representatives pretty well set, says Jack Kartner, who heads the firm, plenty of interest in the Fiben, Muto- mor, and the Vendors in the firm. Sales line-up is as follows: Oscar Schafer, sales manager; Mr. Edelman, who joined the firm, is covering North and South Dakota; Bill Davis is contacting operators in Southern Minnesota, Iowa and Nebraska, and Andy (Cap) Le Francais is visiting local ops. Cap earned his nickname as a captain of the St. Paul Fire Department. He retired last year to join Midwest.

Cincinnati:
Members of Automatic Phonograph Owners' Association voted $60 for the Charity Drive, and used equipment from Coney Island next month when the park is opened to the public on May 19. Resolution was passed at the regular monthly meeting of the association held Tuesday (11) at the Hotel Gideon. Also working on details for a radio show this month was the publicity committee.

Members attending the meeting were Sam E. Chester, Charles Xander, Harry Hester, Al Charles, Roy Bippel, Al Lieberman, Charles McNeely, Lou Schoenlumb, Sam Gerros, John Nichols, Don Tavel, Bill Harris and Milton Cole. Guests were Joe Westerholt, Leonard Goldstein, Joel Stovall, of Stovall's Whos and 1. J. Rose, of Rondo Company.

Newark, N. J.:
All-State Distributors, Inc., distributors for Mercury Records, Weitch-Chester Wire Recorders and Hallicrafters radios in Northern New Jersey, celebrated its third anniversary last week with a Civic party at the Newark Athletic Club. More than two hundred machine operators, record dealers and sales personnel attended. Party was dedicated to President Donald, Mercury's recording artist, with Vic Damone, Patte Page and Julian Gold also on hand. John Harnois, president of the firm and a member of the firm's public relations department, according to Fred S. Campbell, eastern district sales manager, of Mercury, also attended.

Cleveland:
Jenkins, Atlas Manufacturing & Sales Company president, starts off on a week-to-two-month trip to the West Coast (Friday). He will be accompanied by his sons while on the trip. Jenkins intends stopping off in St. Louis, Albuquerque, taking in the Grand Canyon, and arriving in Los Angeles in time to attend the Kiwanis Convention. Jenkins ties (13-11-11) on the home- ward trek, he will visit Yellowstone National Park and then Mexico.

Boston:
Vic Steinberg, publisher of the United Jewish Appeal last week at the Hotel Commodore... Dick Shaw, of Shaw Music, gets his troubles on doubles... Harry Williams, head of Williams Manufacturing Company, arrived at his New York headquarters from a trip to California. Sam Stern, vice-president, returned from a check on the New England shows. Dealers in Virginia last week included Sam London, S. & E. Distributing, Milwaukee, and Ed Dickey, of Dickey's Max. Harry Williams' new game, Yanks, is first post pin game using a baseball theme. Powered flipper action and animated base runners are the features of the game, says the president at ABT, reports W. R. Miller, of Miller's Machine Company, Milwaukee, as one of the firm's business callers. Miller's firm is in the coin-laundromat business.

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New York:
Bill Fox, Modern Music's sales manager, left on a trip this week to set up some coin-operators in key cities. Nat Cohn, Modern's advertising manager, will be gone about three weeks. He last year of his trip, will cover Philadelphia, Pittsburgh, Chicago and St. Louis—among others.

Vending operators are coming into Cosmic, for reservations on the Revelation cup vendor, manufactured by the Interstate Engineering Company, who have been expecting their orders).

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Detroit:

Lewis Heidenfelder, who has been operating under the name of the J & L Music Company for the past year and a half, went into partnership with Vaughn J. Hone, a newcomer in the field of coin machines, under the name of Wayne Coin Machine Company. They are operating a route of juice boxes and amusements.

In the head of the U. S. Postage Stamp Machine Sales, reports delay in getting his folders for stamp venders on the market because of slow shipments of stamps. - New Hampshire W. W. Parker, who has operated under the name of the W. W. Parker Music Co., located in Larnie Crutcher, a newcomer, as a partner and is rechristened the business the Buckeye Music Company.

Donald J. Maskell and Peter C. Nywall are going into partnership as the Maskell Music Co. ... Roy Clemson, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), reports new officers will be elected by the MAPOA next month. ... Donald B. McLaughlin, of Detroit Coin-ops, Inc., has been elected president of the organization.

Thomas G. Jones, who recently went into the julex box business, is managing 30 boxes, besides running a restaurant which he also uses as headquarters. ... Food Products Vending Company, popcorn, machine operators, have been moved to Woodard Avenue with the addition of Woodard C. Rectex Jr. to the partnership, originally formed by Victor Davis and Lewis J. Langham. The new location is the office of the Marquette Music Company, at the 9121 opera, now headed by DeSchryver.

Max E. Koch, Charles F. Burns, and Michael J. Stein, who recently formed the Pacific Sales Company, have taken over distribution of the Kinkel popcorn vendor for Michigan, and are also operating a route of the machine. They have also started operation of amusements, including julex boxes in the city. ... Howard Crawford, who headed the Detroit Prototype Vendor Company, which was working on development of a new coin-operated amusement device, has joined the Branson-Knapp Corporation, in charge of production. Phil Brown, who has been involved in the coin-operated amusement device, on the order of the new, has joined the company, and has developed a new design invention which he is putting on the market for the dental profession.

Emilio Dalasio, who is starting a small route of nut vendors under the name of Leo's Vendor Company, is one of the few young vendors who have come into the field lately here, and is a part-time basis. Emilio's plans to add other types of vending machines later, but is sticking to the penny machines at present.

Philosophy:

Personal appearances of Billy Eckstine at the Tropical Gardens and Coin-ops at the Possible are providing excellent tie-ups for operators servicing the area locations.

Jackie Fields, local writer distributor provided material for stories by local newspaper sports writers when Hay Rev. Formerly head of the business, and the new campaign director for the Chamber of Commerce, bumbled a radio show by naming the name of Jackie Fields, three-time world welterweight, in his story. What made for the story was the fact that Jackie Fields is a close friend of three age years ago, who introduced Fields to Didi More, who is now Mrs. Fields.

Louis Primo's return to Frank Palmu- no's Club is drawing a lot of attention. Music operators, getting in line with Jeanie, local Coin-ops president, head manager, preparing to cash in on Benny Goodman's return to the band business May 24 at the Club. ... Local newspapers called attention to the fact that the Eastern Engineering & Sales Co. is introducing a radio-cream vending machines via placement at the hospital with funds donated to the children's Fund. ... Apart from the good will engendered, the move is expected to help our time making other institutions receptive to the placement of vending machines.

Morris Sobell, of the Scott-Cross Distributing Company, was elected president of the Michigan Phonograph Owners' Association (MAPOA), which will establish the Golden Nugget Square Club Company, for privileged boys and girls. ... Frank Engel, who recently sold his Seeburg distributing firm, declares that he has retired from all business activity. ... William Johnson, general sales manager of the Movie Supply Company, a division of Y and Y Popcorn Supply Company, is rechristening vending machines with new dealers, one of the most recent being a father, as Jack Mechtuch, warehouse manager for the Y and V company.

Los Angeles:

Bill Happel Jr., of Badger Sales Company, taking off for the golf course during the surfer's break, California, has been here— lately. ... Bill Gray, of Saupin's, is in town on one of his regular trips to buy for the Inland Amusement Company. ... E. B. Rippie, of the Los Angeles Pico visitor and stopping off at the Badger Sales Company, has been working in the Los Angeles area, and has donated to the crippled children's fund. ... Allite Manufacturing Company, a division of the Allite Industries, is moving right into the new production schedule on the Allite automatic bowling and pin setting game. ... Tom Lewis, of San Diego, a visitor. ... J. L. Orr in town for a business trip to Long Beach, a Los Angeles buyer. ... Ray and Dorothy Burton in from the desert town of Coalinga.

Frederick and Richard Gaunt, twin sons of Fred Gaunt, of General Music, received their fourth birthdays this week, and Fred threw a big party for them. ... Roy Sanford, of Allite Automatic Bowling Distributing Company, just back in town from Kansas City, Kan., where he attended the meeting at the Alirean factory. ... F. E. Wilson and B. H. McCreary, both of Bolton, went on a motor trip to Dallas. ... Bill Wall, of the M. S. Wolf Distributing Company in town for a visit. ... After a visit to his operating interests, California Amusement Company, is back in town. ... Roy Jones returned from a vacation trip to the Grand Canyon and Arizona. ... Mike Fisher took along his trailer to spend more time on the road. ... Roy Slade is under the weather. ... John Carr of California Music, is extending his sales distribution firm, and that he gave Orlind can take care of more calls. ... Charley Robinson, back from his vacation in the desert, is making good. ... Bud Parr, spending some time at his local office, General Music.

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- Easy to install
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- Nationwide coverage
- Guaranteed for 1 year
- Easy to install
- Guaranteed against breakage for 3 years

For Sale

COIN-OPS DISTRIBUTORS

- Nationwide coverage
- Guaranteed for 1 year
- Easy to install
- Guaranteed against breakage for 3 years

For Sale

WINE MUTOSCOPE POKERINOS WITH STOOLS. PRICE $5.00 (Catering Extra)

E. W. PINEAU

For Sale

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BAR
BIG HIT
BOWLING LEAGUE
CLOCK
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FAST BALL
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HONEY
HUMPITY DUMPITY
KIBBOY
LUCKY STAR
MAISE

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LEAP YEAR
JACK ’N JILL
OSCAR
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SHANGHAI
SAMBA
VIRGINIA

Mid State Co.

ATTENTION

The Chicago incarnation offers a route of coin machines in the Midwest area. We've come to something with my week-ends," he says.

The annual outing of the Automatic Machine Operators' Association will be held at the Laurelas Country Club, in Monticello, this year. Ops will put on a unique bird's-eye view of the law. The outing is scheduled for June 25, 26, and 27. Russell Baker, a Lake-wood, N. J., builder of coin machines, will explore coin machine business possibilities.

Telecon Corporation last week launched its third buy-of-the-month mail offer for its 1,300 Loudenwicke stores throughout the country. The current promotion ties in with Fashion-Flo, a Silver City, N. C., mail order house and offers a few of the patrons special purchases in terry cloth beach robes. Also featured is a twin less reflex coffee.

Valter Harris, president of Boston's Automatic Sales Company, took town last week on biz. With New England in mind, he observed that Fort Mills coffee machine and the Black Ice cream vendor already in hand, Harris is catching his eyes peeled for new lines. . . . Nat Cohn, of Modern Music Sales, is no longer handling Signature Records.

Barney Suggs, head of Buoyan Sales, reports that attendance is running well on the first day, Friday (14), of his showing at the Chicago show. Barney played plenty of ops. The show runs thru Monday (17). Meanwhile, Barney is planning for another show. He will debut the new AMI jux box at his avenue showrooms soon.

Harry Kunster, president of Key Distributing Company, has his sights on a specialization in television servicing and installation. He has been selling sets, too. Well, he isn't selling the set for the tele biz. But with a lot of coin machine experience in back of him, Kunster is still hankering to get his hands on a good vending line.

whizeling along California Avenue hard on the heels of a first look. Seems Jimmy is a confirmed fire engine follower. His electrical and Lighting changer is continuing to hit the high spots in operator comment. Jimmy says, and is backed up by national distributors Vincent and Grant Shay, over at Bell-o-Matic Corporation.

Ballot Manufacturing Company calls last week included Ed Heath, Heath Distributing Company, Fred Reich, Reichel Distributing Company, El Paso: David Rosen, Philadelphia. Southern Amuse- ment Company, Minneapolis . . . Clayton Kerner, Monarch Coin Machine Company, reports the travelling arcades are taking on additional coin equipment that is being prepared for the sum- mer ahead.

D. A. Wallace, sales manager, made a quick trip East last week picking up a large shipment of its newest and its plus-four coin chute . . . Gil Kitt, partner with Ralph Sheffield at Blue Ten Distributing Company, worked on a Cadillac after a two-year wait. . . . Mervin Finley, owner, Spirit Coin Company, Seaside, New Jersey, on behalf of the United States Senate, is a second one to lend a helping hand to the coin machine manufacturers concern.

Jimmie Johnson, Globe Distributing, is the flying figure frequently seen chipping away in New Jersey. Larry Brown promotes a route of coin machines in the Midwest area. We've come to something with my week-ends," he says.

ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1930. Owners of about 150 pieces of Fruit, Billiards and Redemption Games, all profiting. About 120 machines with Wall Boys, Spapers, etc. This is located in the second largest city in Michigan and surrounding territory. This will hold only for cash and will take about 30,000,000 to handle. Long time established and has plenty of good will. Earnings are satisfactory and is a good opportunity for 2 or 3 good mechanics. Will pay out about one rac. Room for selling, anger wishes to retire. No information given unless you can show cash. Write.

GO SEE GARY, GAGE THE BILLBOARD, CINCINNATI 22, O.
NEW METAL TYPER MACHINES  
REPAIR SERVICE  
PARTS AND SUPPLIES  
We Rebuild Old Goochdata Typewriter 
Machines to Look and Operate like new.  

FINEST ALUMINUM DISCS  
Plain or Colored  
Write for Samples and Prices  

NEED THE ROOM  OUT THEY GO  

PIN GAMES  
$25.00 Each  
Havana  
$25.00 Each  
25 New Pin Games  
Write for Price  

WANTED  
Scientific Location  

POKERINOS  
ACME AMUSEMENT CO., INC.  
3210 Boardwalk, Wildwood, N. J.  

EXHIBIT SUPPLY CO.  
Arcade Mach. Catalog, Op Message  
CHICAGO, May 18—Exhibit 
Supplies' last week's 
installations of its color-illustrated catalog 
of arcade machine equipment, 
also presented itself with this 
Pennys Arcade?  

CATALOG shows 52 illustrations of 
the well-known Exhibit outdoor 
equipment line and also describes 
in detail the operations of the pieces.  

Other important pictures in the 34-
page catalog include views of 
the world's leading Penny Arcades 
and that Exhibit Supply's efficient pro-
duction facilities.  

Second Exhibit Supply publication 
was prepared by J. Frank Meyer, firm 
president, traces the early history of the 
Pennys Arcade and points out the 
entertainment value of Penny 
Arcades and the amusement machines 
found in them.  

H. Z. Vending Opens 
Lincoln, Neb., Branch  

OMAHA, May 15—In order to 
step up its service to operators in 
the territory, H. Z. Vending 
& Sales Company here has opened 
a branch office and showroom in 
that city, with the opening 
announced today (11).  

Bob McGinnes, known to 
Nebraska operators before he joined 
the armed forces, has been appointed 
manager of the Lincoln 
branch. He was recently 
separated from the air 
force with the rank of major.  

They have little doubt that at such 
time their side of the question will 
receive fair consideration.  

The new branch office is located 
at 4224 South 14th Street and 
operators are invited to call 
and see the equipment and 
arrangements made for 
the branch office.  

MAY 6  
METAL  
10  
10  
FINEST  
117  
10  
LANCE J. HARRIS  
117 North "A"  
Huntington, Texas  
Phone 698  

FOR SALE  
10 Midget Racers  
$15.00 Each  
20 Super Speeders  
25.00 Each  
50 Super Speeders  
25.00 Each  
1 Double Barrels  
$15.00 Each  
1 Free Shot  
$15.00 Each  

IMMEDIATE DELIVERY  
FROM STOCK!  

RUNZEL Pushback Wire  
18 or 20 Strand  
68 Color Combinations  

Pushback wire, for many years one of our leading items, has kept pace with the 
phenomenal growth of the coin machine 
industry.  

The wide variety of color combinations 
available lends itself to devious methods 
of wiring harnesses—to meet any 
requirements of the industry.  

Coin machine service organizations 
and distributors are invited to write for 
complete information as to how they may 
benefit by using pushback wire by 
manufacturing it with RUNZEL quality wire.  

Manufacturers of coin machines may 
owledge of their operations, 
write for complete information 
and facilities for designing correct and most 
efficient wiring harness.  

RUNZEL  
Cord and Wire Co.  
1723 W. MONTROSE AVE.  
CHICAGO 41, ILL.  

SET LICENSE FEES  
For Lincoln Games  

LINCOLN, Neb.—Under an 
ordinance approved by the city 
council here recently amusement 
games in areas patrolled by 
the Lincoln police, was 
"decriminalized" May 26.  

As specified in the ordinance, 
operators wishing to apply 
for licenses for "incidental 
licensing" or "amusement," 
were required to pay a 
$5 inspection fee, $50 for a 
license permit and $50 occupation 
tax for equipment on 
more than penny 
operation. Operators of games on 
penny operation will pay 
the same inspection 
fee, $25 for game permit 
and $25 for occupation tax.  

R. E. M.  
Rein Rentals  
$50.00 Each  
$75.00 Each  

GEMLENGER  
Bows, Oper. & Location  
$50.00 Each  
$75.00 Each  

L. L. KRIEGER  
709 SHERMAN ST.  
JOHNSTON, PA.
Record Reviews
(Continued from page 49)

POPPULAR

ARTIST
RAY McKEVLE
JIM FERMER
JIM FERMER
JIM FERMER
JIM FERMER
JIM FERMER
ARTIST
DESI ARMZ
DESI ARMZ
DESI ARMZ
DESI Armz
DESI ARMZ
DESI ARMZ
RATINGS
90 90 90 90 90 90
(100 Point
Maximum)
RATINGS
65 65 65 65
(100 Point
Maximum)
COMMENT
A beautiful, fresh, young, balanced sound, a lovely ballad which
contains many beautiful harmonies.
Lively, fresh, a good example of a modern musical style.
Inspirational, a good example of a modern musical style.
A beautiful, fresh, young, balanced sound, a lovely ballad which
contains many beautiful harmonies.
Lively, fresh, a good example of a modern musical style.
A beautiful, fresh, young, balanced sound, a lovely ballad which
contains many beautiful harmonies.
Lively, fresh, a good example of a modern musical style.

IF YOU ARE BUYING MILLS SLOTS
GET OUR PRICES BEFORE
BUYING ELSEWHERE.
OUR MONEY BACK GUARANTEE
IS YOUR ASSURANCE OF SATISFACTION.

Baker Novelty Company
1700 Washington Blvd.
Chicago 12, Illinois

For Quick Service
Write, Telegraph or Phone
MONROE 7911

SEEBURG RAY GUN
Amplifiers, Movers, Rolls Replaced,
COMPLETE STOCK OF
SEEBURG RAY GUN PARTS.
WRITE FOR LIST

IF YOU ARE SELLING MILLS SLOTS
GET OUR PRICES
YOU CANNOT DO BETTER
BECAUSE WE SPECIALIZE IN
MILLS SLOTS.

Chicago Coin Hockey
$9.50

Kenney Automobile
$5.00

Scientific Batting
$4.50

Kenney Automobile
$6.00

Taylor Doodle, P.G.
$6.00

Four Ac's, P.G.
$4.50

PRINTED BY W. F. WRIGHT, INC.

1396 Roscoe St.
C.R.A. 0937
CHICAGO 11, ILL.
BARGAINS ON OUR COMPLETE STOCK OF WOOD AND STEEL BALL ROLL DOWN GAMES

All games are completely reconditioned (cabinets and mechanics) by factory-trained mechanics.

WRITE, WIRE, PHONE FOR PRICES
Genco Ding-A-Rolls
Genco Advance Rolls
Chin Coin Rolldown
Big Citys
Pro-Scores
Bermudas
Robin Hoops
Sea Isles
Bubbles
Singapore
Stormys

SEABOARD
SEABOARD NEW YORK CORPORATION
540-550 SILVER ST.
NEW YORK, N.Y.
PHONE: COLUMBUS 5-4584

A Dime Gets You a Dollar!
NEW "POLAR FETE" SNOW CONE MACHINE
The hottest idea in COOL PROFITS!
Turn to page 79 and see how you can make over 900% profit.

MULTIPLE PRODUCTS CORP.
3612 Cedar Springs
Dallas 4, Texas

CLOSEOUT!
$ New Dollies Coin Operated Automatic Shoe Shining Machines, Brown and Black — Price, $100.00 each.

KAY DISTRIBUTING CO., INC.
446 W. 50th St.
NEW YORK, N.Y.

OPEN FOR BUSINESS! VENDING AND AMUSEMENT MACHINES AND SUPPLIES. Send a postcard for our prices.

LARSEN SALES COMPANY
721-3 BROADWAY
PADUCAH, KY.
Cig Sales Soar in Summer
HARTFORD, Conn., May 15.—According to State Tax Commissioner Walter W. Walsh, consumption of cigarettes hit a peak during the period from June to October, showing that people smoked more during the summer months. Statement is based on cigarette tax receipts, a barometer of monthly consumption. Low months, in year after year, bring in January and last thru March; tax returns show, Walsh stated. Warm months tend to increase social contacts, which are conducive to more smoking.

OPERATORS INFORMATION ON REQUEST

GOOD USED RECONDITIONED PIN GAMES

<table>
<thead>
<tr>
<th>Game</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast Ball</td>
<td>$29.60</td>
<td></td>
</tr>
<tr>
<td>Spread Out</td>
<td>$29.60</td>
<td></td>
</tr>
<tr>
<td>Hit The Bats</td>
<td>$12.50</td>
<td></td>
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<tr>
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<tr>
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<td>$12.50</td>
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</tbody>
</table>

NOW DELIVERING YANKS
SAMBA
MONTREUX
TRADE SHANGHAI

RECORD REVIEWS

(GOOD USED RECONDITIONED PIN GAMES)

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<tr>
<td>Hit The Bats</td>
<td>$12.50</td>
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</tbody>
</table>

MONARCH COIN MACHINE CO.

SPECIAL SALE: 50c MILLS SLOTS—ALL MODELS

Want to Buy

IMMEDIATE DELIVERIES—ALL NEW EQUIPMENT! WRITE OR CALL FOR PRICES

NEW PACKARD KICKAWAY $59.50
Tumblers and Boomerangs $129.50
Upholstery made to order.

SHOOTING STARS

RECONDITIONED ARCADE EQUIPMENT—READY TO OPERATE

<table>
<thead>
<tr>
<th>Game</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinkable</td>
<td>$110.00</td>
<td></td>
</tr>
<tr>
<td>Underwater</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Attractive</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Lucky</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Liberty</td>
<td>$125.00</td>
<td></td>
</tr>
</tbody>
</table>

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.

STEEL BALL ROLL DOWNS

<table>
<thead>
<tr>
<th>Game</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tropicana</td>
<td>$150.00 Singapore</td>
<td></td>
</tr>
<tr>
<td>Bermuda</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Gold Mine</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Trade Winds</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Stormy</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Hawaiian</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Lady Robin Hood</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Sea Isle</td>
<td>$125.00</td>
<td></td>
</tr>
</tbody>
</table>

WOODEN BALL ROLL DOWNS

<table>
<thead>
<tr>
<th>Game</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rolls</td>
<td>$8 50.00</td>
<td></td>
</tr>
<tr>
<td>Advance Rolls</td>
<td>$125.00</td>
<td></td>
</tr>
<tr>
<td>Hy-Rolls</td>
<td>$25.00</td>
<td></td>
</tr>
</tbody>
</table>

GIVE TO THE DAMON RUNYON CANCER FUND
Ten Firms Signed For Beverage Expo

NEW YORK, May 15.—With six months to go before the second post-war International Beverage Exposition convenes in Atlantic City Nov.

15, the nation's coin machine firms have already signed contracts for exhibit space. Both levels of the Atlantic City Auditorium will be utilized for the conclave, organized by the American Bottlers of Carbonated Beverages (ABC) to accommodate an expected record attendance, according to Herb & Fuchs, Inc., managers of the exposition.

Among the more than 200 manufacturers, bottlers and others who have already reserved booth space for the show are the prominent Koval Vendors, Inc., Chicago; Portable Beverage Manufacturing Corporation of Baltimore, Md.; Maple Leaf Beverages and Distributors, Inc., St. Louis; American Vendors, Inc., of Philadelphia; Calumet Vendors Co., Detroit; Calumet Co., Inc., of Lawrence, Mass.; General Vending Machine Corporation, Chicago; Vendall Division of Texaco Silica Corporation, Gasport, N.Y.; Supervend Corporation, Dallas; Ideal Dispense Corporation, Bloomington, Ill., and the Cobb Company.


BIRMINGHAM, May 15.—Automatic Business Machines Corporation in a report to stockholders issued by Ernest H. Woods, firm president, announced the re-election of all executives and directors and the firm's short history and disclosed expansion plans. Concern manufacturers insurance vending machines.

Re-elected officers include Ernest H. Woods, Birmingham, president and treasurer; R. J. Haas, Columbus, O., executive vice-president, and William C. Blackwell, Birmingham, secretary.

Directors re-elected were Dr. Neal L. Andrews and Dr. Lee F. Tinkam-

ton, Birmingham; Woods and Brown. Directors added to the board were Thomas E. Bradford, Jr., James S. Johnson, Jr., Joe E. King, Charles N. Southern, Jr., and Dave H. Wood, all of Birmingham, and Daniel Scarritt, New York.

Prezent Operation

The company is operating 107 ma-

chines at airports in major cities and sold more than $1,000,000.-

600 of insurance in March. An addi-

tional 60 machines will be installed at airports shortly.

Arrangements have been made to install 10 machines in Pacific Greyhound bus stations for trial and experience and plans are being completed for installation of about 20 machines in passenger stations of the Chesapeake & Ohio Railroad system.

"After nine months of actual operation at airports over the country, the machines have proved they fill a real need," Woods said.

Until August, 1947, the insurance machines were made on a hand as-

sembly basis. Since that time, regu-

lar manufacture of all devices has produced 200 machines.

Cabinets for the machines are manufactured by the Aluma Metal Products Company at Bessemer, Ala. The machine assembly plant at Co-

lumbia, O., probably will be moved to Birmingham in the near future.

The company's engineering and research department, operated by W. W. Harper, is located in Birmingham.

Thus the machines it is possible to buy life insurance in amounts from $5,000 to $25,000 at the rate of 25 cents per $5,000. The policy issued by the machine is underwritten by Associated Aviation Underwriters, New York.

Record Reviews

RATINGS

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

100 Point Maximum 60-69 SATISFACTORY • 60-39 POOR

ARTIST TUNES

LABEL AND NO.

COMMENT

FOLK

65 68 60 65

CURLY KINESS

(The Tennessee Rider Runners)

62 60 60 60

Birmingham Blues

L. secretary.

BUSINESS

65 68 60 65

OTHELLO 6506

I'm Gonna Change My Way of Living

65 68 60 65

REVIVAL BAND

Revival shows hill style, heavy with the

65 68 60 65

church. I Heard My Name on

65 68 60 65

Orthodox rural eppitonal, song with more ene

65 68 60 65

ergy and restraint than the style.

TED STEELE

65 57 50 53

(Saska 5012)

Don't Ever Leave Me Again

65 57 50 53

Parry penning by Andy noly needs full

65 57 50 53

orchestra, the last line draws

65 57 50 53

hard.

SHEMINA MODAL

64 69 61 61

(Parry Strange)

Tune uses a couppola on Jewish adapted melody

64 69 61 61

and Choral backing under workers lick's

64 69 61 61

mains. Ted DAFTAN's

65 58 53 54

TEXANS

(Turley Borgen)

65 58 53 54

Top Fur (Teka 2066)

Regime ballad material and vocal on this West-

65 58 53 54

ern. Steely guitar effects

65 58 53 54

Deep Down Inside

66 67 66 66

(Parry Strange) Genre varies here, better tune-out

66 67 66 66

and short amount of orchestration.

SHELTON BROTHERS

68 82 80 85

(Brothers 50005)

Ace in the Hole

68 82 80 85

An ace-blues version of the folk classic. Could

68 82 80 85

everywhere in Western cin

68 82 80 85

with ease. Choo Choo Blues

60 85 85 85

Not a blues, despite its title, but a rhythmical

60 85 85 85

Western stamp. G.C. ve-

60 85 85 85

cal and strum backing.

AILIE HUGSON AND

25 80 76 79

THE WESERN ACES

65 68 60 65

San Diego Schwartze

68 82 80 85

The Western Aces are in over their heads on this ambient at a schmivitch.

68 82 80 85

Payola Neal

68 82 80 85

TROUBLED ON THE PIONEERS

65 68 60 65

(Parry 2066)

(There'll Be No An-

68 82 80 85

other Providence job on West-

68 82 80 85

ern. Has)

68 82 80 85

Parody of the Rio Grand and the

68 82 80 85

blue shadows on the

68 82 80 85

Dinny film "ping" in West. Piano and gitts

68 82 80 85

with Western treatment

68 82 80 85

and "swinging-lending-ebrous ef-

68 82 80 85

titure."

EDDIE KIRK

68 82 80 85

(Capitol American 1016)

How Do You Mend a

68 82 80 85

Broken Heart

68 82 80 85

Above average folk rhythm melody, good vocal

68 82 80 85

Pistol picking, acceptable back-

68 82 80 85

ing.

Born To Lose

68 82 80 85

Hillbilly standard with punch of new pickers at which this effort is very high. Folk war-

68 82 80 85

bler crows tear-jerker from an seminar model.

PAUL HOWARD AND

74 76 70 76

HIS COTTON PICKERS

65 68 60 65

(Parry 2066)

Drinking All My

74 76 70 76

Troubles Away

74 76 70 76

Bright paced yodel country delivery of one tune.

74 76 70 76

Country Pickers' Special

74 76 70 76

Custom Pickers' romp

74 76 70 76

ordinary instrument showing off some fine

74 76 70 76

tuner, asar and 38 notes.

GIVE TO THE

74 76 70 76

RUNNY ON CANCER FUND

NOw $150.00

5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B.

CHICAGO

WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

I'm betting on...Call WATLINGITE...

SINCE 1912 WE HAVE SOLD THE BEST ARCADE AND LOCATION EQUIPMENT
grandmother - $1,500.00 Roll down 8 Ball (New) - 125.00

PHOTOMATICS

Also Factory Reconditioned. Write

POKEROID, New and Factory Reconditioned

EACH 75.00

Write

RUSSELL

GUNS $125.00

Each: Bolo Conveyer, Defender, Rapid Fire; Fishing Chicago Sam, Parachute, etc.; Mutoscope Sky Fighter, Baker Sky Pilot, Exhibit 2-Pistol Range.

GUNS $145.00


EXHIBIT AND MUSOTOCO MACHINE AND SUPPLIES

Complete Line at Factory Prices.

MUNYVES FACTORY REBUILT MACHINES

LOOK AND WORK LIKE NEW.

FREE May, 1948, Illustrated Catalog

New or Factory Rebuilt Amusement Machines — Any Make, or Model of Supplies and Cards—Munyves Has Them All.

BRAND NEW

1¢ BALL GUM IMPS

FRUIT or cigarette reels, any 12 or more, each with 1,750 falls of gum, 15.95

Five with gum @15.75.

T. G. THOMAS CO.

1572 Jefferson

PADCUAH, KY.
New York or New Jersey Showrooms the week of May 23rd to see

THE NEW
AMI MODEL "B"

40-selection phonograph

You’ll see a new phonograph that will make new profits! Don’t miss this gala showing! Immediate delivery!

Boston Pinball Situation Snarled

(Continued from page 105)
State-appointed group of which Mary E. Driscoll is chairman, Miss Driscoll this week stated:

“We are instructing the police either to see that the machines are removed (from BLB licensed locations) or to keep any licensees who fail to comply with the order.”

Superintendent Edward F. Fallon pointed out, however, that police have no authority to seize the machines or install the pinball machines. The authority is vested in the BLB. He added that police do take it as their duty to notify the property owner of the presence of the pinball machines.

The State Alcoholic Beverage Commission (from which BLB derives its authority) now bans pinball games in places serving liquor.

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard.

New Equipment
Bell Console, O. D. Jennings, 4300 W. Lake Street, Chicago. Machines distributed in the Western States will be called the Prospector, while those distributed in the East will be called Monte Carlo; otherwise both machines are identical.

Beverage vender (hot chocolate, iced coffee), Talcottin Corporation, 12 E. 44th Street, New York.

Beverage machine (two-favor), Square Manufacturing Company, 2537 N. Broadway, Chicago.

Polar Pete (snow cone machine), Multiple Products Corporation, 3812 Cedar Springs, Dallas.

Pool-o-Game (coin-operated pool table), Pool-o-Game Company, Wayne, Mich.

Pool table (coin-operated), G. F. Perry, Johnston, R. C.

Samba (five-ball), Exhibit Supply Company, 4218-1250 W. Lake Street, Chicago.

Shanghai (five-ball), Chicago Coin Machine Company, 1725 Diversey Boulevard, Chicago 14.

Universal (bulk vender), Victor Vending Corporation, 5701-15 Grand Avenue, Chicago 39.

Conn. City Solons Weigh Coin Measure

BRISTOL, Conn., May 15.—Proposed ordinance before the city council here would establish annual license fees ranging from $5 to $100 per machine and also call for close supervision of equipment as well as the operators who own them, it was announced last week.

Under the terms of the ordinance amusement games would be licensed at the rate of $10 each annually and local law enforcement agencies would be empowered to destroy any machine where players were caught gambling on them. Ordinance would require also that operators applying for licenses be at least 21 years old and American citizens of proven good reputation. The chief of police would have the right to approve the location of each machine and certify the moral character of the license applicant.

Under the proposed ordinance juke boxes and cigarette venders would pay an annual rate of $2 per machine.

If the ordinance is approved by the Bristol councilmen violators of its terms would face revocation of license and be penalized.

Boston Pinball Situation Snarled

(Continued from page 105)
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The State Alcoholic Beverage Commission (from which BLB derives its authority) now bans pinball games in places serving liquor.

New Firms
Fisher Automatic Service Company, Bryan, 0.

New Addresses
Coradio, Inc., 212 Broadway, New York.

Engle Coin Machine Company, 3441 W. Montrose Avenue, Chicago 18.

Dan Gould Enterprises (part suppliers) 1500 N. Clybourn, Chicago.

Personal Notices
Neil Deimling, has severed his connection with the Hawkeye Novelty Company.

Frank Field, has formed the Fisher Automatic Service Company, Bryan, 0., to operate candy, gum and nut venders within a 20-mile radius.

R. B. (Budy) Greenbaum and Robert M. Waggner have organized the Production Credit Corporation, a finance company.

Charles F. Haug, re-elected president of the Association of Manufacturers of Confectionery.

A. T. Treganza named executive vice-president of Mills Industries.

Distributor Appointments
AMI, Inc., has appointed two new distributors, Fort Worth Amusement Company, 110 S. Jennings Street, Fort Worth, and Beacon Coin Machines, Inc., 910 Benson Street, Boston.

Klapper Distributing Company, 1204 Tremont Street, Boston, has been elected distributor for Coradio, Inc., 212 Broadway, New York, in Massachusetts, Rhode Island and the southern half of New Hampshire.

Jack Nelson & Company has been named national distributor for the new pinball vender by Humm, Hagerston, Inc., Chicago.

Hy Greenstein Buys Bush Distributing

(Continued from page 165)
North Shore distributor since 1935

Ted Bush, head of the Bush Distributing Company, who next week will announce his future plans, has been in the coin machine business for 15 years. He started in the field under the name of Acme Novelty Company, which he sold in 1941 to Harold Lieberman. Bush re-entered the pinball business in September 1945 and in January, 1946, took on the Aireon phonograph line. He moved to the Plymouth Avenue location in August, 1946. Oscar Truppman, Bush’s nephew who has been associated with him for years, said Bush Distributing Company will dispose of its two routes by June 1.

Norwood, 0., Mayor Asks Council To License Pins

NORWOOD, 0., May 15.—City council here was asked Monday (11) by Mayor R. Edward Tepe to approve an ordinance licensing pinball machines and vesting authority in him to revoke licenses in instances where it has been proven players were using amusement games for gambling.

In asking for regulatory power, Mayor Tepe explained that several weeks ago he received a letter from a Norwood resident who had read recently and took advantage of the fact that there is no law prohibiting the installation of pinball machines. He also told the council that he felt the situation was getting too serious and he felt the time had come for him to learn who owns the machines so that he could take proper action if it were reported gambling on pinball machines.

The proposal was referred to the council’s law committee for study and a report at the next meeting.
Other CHICAGO Cylinder Locks for coin machines include 11 criss-cross-tumbler models for double-bitted keys, and disc-tumbler models for single-bitted keys.

While ACE Locks won't replace the First National Bank, they're the next best thing to protect coin box receipts out on location.

7-pin-tumbler mechanism provides maximum resistance to picking . . . gives you the kind of security you want! More than 80,000 key changes. Changes may be registered for your protection. ACE Round key defies unauthorized duplication.

Prompt delivery for new and replacement use. For coin boxes and cabinet doors. For wood and metal panels. Simple to install.

When ordering for replacement use, send complete specifications or sample of locks being replaced. Write for free copy of Chicago's complete catalog and price sheets.

Chicago Lock Co.
3056 N. Racine Ave.
CHICAGO 14, ILLINOIS

NEW ENGLAND OPERATORS
Come One — Come All
To a Really
GRAND OPENING AT

BEACON COIN MACHINES INC.

THE TIME:
All Day — May 24, 25 and 26

THE HOSTS:
Jack Mitnick -- Harry Poole

BEACON COIN MACHINES, Inc.
Exclusive Distributors in the New England States for AMI, Inc.—United Manufacturing Co. Exhibit Supply Co. and Chicago Coin Games

910 Beacon Street, Boston 15, Mass. (Phone: KEnmore 6-6810)

MUTOSCOPE'S
FISHING WELL

Designed for general location operation

You'll catch 'em and hold 'em with the spectacular FISHING WELL, a solid new game packed with action and constant motion. All the thrills of real fishing with big scores flashing in lights on the background.

Operators who have already bought and placed Fishing Well are re-ordering—the best proof it makes money on location.

Another in the great Mutoscope family of profit makers, including Voice-O-Graph, Photomatic, Mutoscope Movies, Postcard Vendors.

Specifications: Only 2 ft. wide, 2 ft. 4 in. deep and 6 ft. 6 in. high.

WRITE, WIRE, PHONE TODAY

INTERNATIONAL MUTOSCOPE CORPORATION
Established 1895
W. M. RABKIN, President
46-01 Eleventh Street
Stillwell 4-3800
Long Island City 1, New York

ONLY A LIMITED NUMBER BEING MADE
ACT NOW!
MAKE US AN OFFER ON
KEENEE'S NEW CONSOLES

20 BALLY CUP DRINK VENDORS, just as installed.
100 BRAND NEW 2 COLUMN METRO-POSTER COUNTER MODEL POST CARD VENDORS
50 PREWAR 1 BALL BALLY VENDORS, all perfect, 4 nickel each.

SCIENTIFIC'S NEWEST PRINTATE 8" X 8"een LIFE $450.00

USES CONSOLES
3 Nickel 4 Way $425.00
4 Ball $495.00
3 Nickel 3-5-9-20 75.00
Super Bell $250.00
10 Silver Dollars, F.P. 800.00
2 Ball Drive Bells 265.00
2 Push Bells, F.P. 95.00
5 Bucking Track Odds 115.00
2 Pushing Track Odds 115.00
Laste Man. 175.00
2 F.P. by Kier, Good Choice 469.00
1 BRAND NEW TRIPLE FREE
4 Keenee 3 Way 155.00
5 Nickel 2 Way 250.00
2 Nickel 5-10-25 650.00

NEW COUNTER GAMES
Patty Terry 3 $95.00
A & A Challenge $425.00
Killer & Craps 2 $375.00
Soda Fountain 2 $250.00
Electric Stacker 2 $125.00
Bally 1 $115.00
Bally 3 $150.00
Bally 25 $125.00
Prince Peak $35.00

USED COUNTER GAMES
4 Nickel and Blue $20.00
4 Nickel and Red $25.00
4 Nickel and Yellow $30.00
3 Nickel 2 Way $125.00
2 Nickel 5-10-25 $150.00
2 Nickel 5-10-25 $200.00
2 Nickel 5-10-25 $250.00
4 Nickel 2 Way $350.00
5 Nickel 2 Way $400.00

EXCHANGE OFFERS

ARCADE EQUIPMENT

Arcade already located by us.$ 150.00
3 Play, Wall & 2 Column Vend 2.00
3000 Western Game Card 1.50

SHOE SHINE MACHINE

Shoe Shine Machine $175.00
7 Bottles Daily 175.00
4 Kennesaway 1.50

SPECIALS

Steel Ball Roll Downs

Steel Ball Roll Downs $20.00

CLASSICAL & SEMI-CLASSICAL

John Field: Ninotemo in E Minor (119)
D. Mathews (John Field) Columbia 1151

OTHER HYBRID ALBUMS

Elmore James: The Best of Elmore James (117)

BELL PRODUCTS

2000 NO. OAKLEY AVE. CHICAGO, ILL.
Philadelphia, May 15.—The Click-Tune-of-the-Month promotions of the Phonograph Operators' Association in conjunction with Frank Palumbo's Click, local name band nitery, became a three-way tie-up this month, with The Philadelphia Daily News joining in on the sponson. Each month the Click is converted into a milk bar for some 2,000 teen-agers, for whom tickets are distributed by the phonograph operators thru their approved music machine locations.

Highlight of the party is selecting the tune the teenagers believe will be the hit of the month. All major record companies submit the songs they wish to be heard and the youngsters, hearing them all played on a juke box, vote for their favorite. Another feature the youngsters look forward to at these monthly parties is the awarding of a juke box which the winning teen-ager must turn over to some school or organization. Local distributors donate the music machines. The teenagers also vote for their favorite band. This is part of the recent innovation whereby the music operators and Frank Palumbo will give a scholarship for college thru the proceeds of a mammoth dance to be held at Convention Hall early in the fall. The band collecting the most votes at the monthly parties will be hired to play for the dance.

The name band leader appearing at the Click always turns in a guest appearance at the party and the emcees are handled by disk jockeys Rito Wayne, of KYW, and Joe Grady, of WGNE's 99 Club. The song voted the Click Tune of the Month gets a No. 1 position on over 4,000 music machines operated by association members in the Philadelphia area.

The addition of The Philadelphia Daily News as a co-sponsor of the parties, which have been running successfully for the past year, means that the newspaper will give the events special attention in its pages. It also means an added dividend for the music operators in what is probably the most successful public relations campaign carried on by the association.

Philly's Germantown Area

Testing Ground for Meters

PHILADELPHIA, May 15 — The business section in the Germantown neighborhood will become the first testing ground for parking meters in Philadelphia. Subject to the approval by the entire city governing body, the public safety committee of city council last week unanimously approved the ordinance providing for the installation of 625 coin-operating parking meters in a six-block business section in Germantown.

Viewed as an aid in solving traffic problems, without ultimate cost to the city, the meters will charge 5 cents for parking an hour or a fraction of an hour. They would be installed, under the proposed ordinance, on a six-months' trial period.

Owners of the meters would pay the city 30 per cent of the receipts during the six-months' trial period, would be responsible for maintenance, and would eventually turn them over to the city after receipts were sufficient to pay for their original cost. In contrast to the sporadic opposition which has developed in other neighborhoods with the installation of the parking meters, there apparently was general acceptance of the idea in Germantown. If the six months' trial proves successful, it is certain that other business sections of the city will also ask city council to allow the installation of parking meters.

Alfred Sales Buys Buffalo Building

BUFFALO, May 15.—Alfred Sales Inc., which was recently appointed Wurlitzer distributor for this area, has purchased the building formerly occupied by Redi Distributing Company, previous Wurlitzer outlet here.

Alfred Bergman, head of Alfred Sales Co., is moving to the new quarters and will celebrate his appointment as Wurlitzer distributor by having a house Sunday (16). About 400 invitations have been sent out. Each month the Wurlitzer party will start at 11 a.m. and run thru the evening.

Bergman started in the business as an operator. He also distributed Aircon juke boxes and various games in all of New York State except New York City. Until a new Aircon distributor is appointed he will service old customers with parts.

Ky. Charters 2 Coin Firms

FRANKFORT, Ky., May 15.—The secretary of state here has issued charters to the following concerns: Carter and Horn, Inc., Louisville. Firm will deal in coin-operated machines. Capital stock is listed at $2,400. Officials include Ira M. and Pearl, Horn, and Gladys Carter. Automatic Amusement Association, Inc., Louisville. Nonstock organization to promote business of member-ship. Officers are Bernard Berman, Frank Liess and Hyman Marguial.
ADVANCE RECORD RELEASES
(Continued from page 130)

HOT JAZZ

INTERNATIONAL

25 South High
Columbus, 1, Ohio

PHONE: AD. 7949 - AD. 7993

COLUMBIA DOUBLE-JACKPOT BELL SPECIAL
BRAND NEW

480.00 Each
525 South High

WRITE FOR COMPLETE CATALOG.
Machines, Tokens, Tickets.

Columbia Novelties Co.
513 Magazine Avenue
Phone: Gar 6984
Newark, New Jersey

GIVE TO THE DAMON RUNYON CANCER FUND

New Orleans Novelty Company Specials
New Ballerinas—Tennesses—Write

SINGAPORES; $125.00; CATALINAS, $150.00; TROPICANAS, $165.00; PLAY BOYS, $29.00; GUMBalls, $55.00; NAVARAS, $95.00; ALL STARS BASEBALL GAME, $225.00 (used very little); LADY ROBIN HOODS, $250.00; HAWAII, $282.50; MANNATANS, $185.00; SPECIAL ENTRIES, $275.00; Jockey Specials, $425.00; William Storey's, $147.50; NEVADAS, $110.00; SEA ISLES, $150.00; Southwolds, $250.00; Combination Bell-0000-1.00.

NEW ORLEANS NOVELTY CO.
115 Magazine Avenue
Phone: Gar 6984
Newark, New Jersey

GIVE TO THE DAMON RUNYON CANCER FUND

New Orleans Novelty Company Specials
New Ballerinas—Tennesses—Write

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World's Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators find it the Console sensation throughout 1947....you'll call it your best bet in Consoles for 1948, thanks to features like these:

• SENSATIONAL WINTER BOOK ODDS! Provide up to $25.00 HIGH JACKPOT ON 5c PLAY!
  Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NEEDED!

• EVANS' NONPAREIL 7-COIN HEAD!
  Greatest Improvement in the History of the Industry!
  7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game! Why be satisfied with less?

• EVANS' FAMOUS PRECISION ENGINEERING

• TROUBLE-FREE PERFORMANCE

• BEAUTIFUL CUSTOM-BUILT CABINETS

• AVAILABLE IN 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.
1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

---

J. Brandmiller's One-Man Nat, Gum Row; 21 Yrs. Old

CHICAGO, May 15.—John Brandmiller, with his one-man peanut and ball gum operation here, called John's Vending Machines, has one of the oldest routes of its type in the city. Brandmiller bought out the original operating firm in August, 1947, when he had been in its employ for 20 years as a service man.

Using a half-ton panel truck, Brandmiller has scheduled his route calls so that he visits each of his several hundred machines once every three to five days. The vender is installed in every type of retail location, in addition to several units in the cvas major all night stations. According to Brandmiller, the low point in sales is reached during the hotter summer months, with a sharp upward swing in business during the fall and early winter months. "Most folks spend much less time indoors during the warmer weather, so naturally potential vender customers are spending a much greater portion of their relaxation hours away from my machines," he states.

Brandmiller's base of operation is equipped to refurbish, rebuild or clean venders. A portion of each working day is spent in refurbishing and testing units brought off location for repair. "This is a must, for otherwise I could never keep up with such work if I allowed it to accumulate," Brandmiller emphasized.

Under ordinary operating conditions, indoors, he figures each machine is brought into the shop for cleaning and major repairs every one and a half to two years.

Williams Begins First Shipments Of New 5-Balls

CHICAGO, May 15.—Williams Manufacturing Company is in full production and has made first shipments of its 5-Ball kick-out, a new pinball game which features an action start in the base. It has been designed by John Fulton Moore, firm sales manager, and announced Wednesday at the World's Fair.

Using all the latest player appeal attractions, this new pinball game has a baseball diamond sketched on its playfield and ball bumpers, roll-out switch, switch, pocket pockets and bonus score holes have been designated in baseball terminology. Yanks' scoreboard is animated with the result that base runners actually advance when a hit is registered by the customer.

Description of play in the new Williams game starts: "Playfield contains five numbered bumpers located in the four extreme corners and at the top center. At the time the patron puts 5 cents in the machine, the numbered bumper one run is tallied on the scoreboard. Four other bumpers scattered throughout the playfield register a single when hit and advance a base runner. One bonus ball changer button in upper center of playfield registers single on scoreboard when action is taken. The player adds one run to bonus score board. In all the bonus score board, you can score up to 20 runs. Bonus runs are collected by getting a ball in the kick-out pocket located on the extreme left and right side of the playfield. At extreme left and right, the player has made the 1-5 bumper series.

Other scoring highlights of the new Williams game include two roll-over switches at the left center and right center of the playfield. These switches are worth three bases if contacted when, lit, are lighted after a ball has hit bumpers 2 and 3. When hit both roll-over advance the runner one base and advance bonus one run. In order to register a two-base hit, the patron must drop a ball in a kick-out pocket located in the extreme left or right side of the playfield. This action also adds two runs to the bonus score board.

Yanks' four-power flippers are all actuated by pressing either flipper control button on the side of the playfield. The firm has designed its flipper wiring in such a way so that when player presses flipper buttons the flippers give one quick thrust, and immediately return to original position.

Exhibit Supply In Production On New 5-Ball

CHICAGO, May 15.—Exhibit Supply Company is now delivering its newly developed five-ball game to dealers. John Christianson, firm president, has announced. Top feature of the game is a come-back kickiller.

Scoring highlights of the new Exhibit product include bumper sequence, rollover switches and bonus build-up and kick-out pockets, plus flipper action. Play of the game is as follows: At the top of the playfield are five numbered bumpers. Bumpers 1-3 have a 1,000 point value until all 1-5 series have been put out. After this is done bumpers 2, 4 and 5 have a 5,000 point value at all times. Two outside rollover switches, located at extreme left and right of the playfield, are used to change value when the bumper series have been made. One at left, when 1-5 series has been hit, changes from 10,000 to 50,000 points when lit. Same action takes place on right outside rollover switch when 6-10 bumper series (bottom of playfield) has been made.

Two additional rollover switches toward the center of the playfield are also affected by making the two numbered bumper series. Left side, normally a 10,000 point switch is converted to a 5,000 point after 6-10 series has been hit. Game switches take place on the inside right switch when a ball comes thru it. The action of these switches, located near the bottom of Samba's playfield, is as follows: If the player has made the 1-5 bumper series, he drops a ball in the left bonus collection hole; he receives double bonus score. Same results take place if player reaches 6-10 series and drops a ball in right bonus collection hole. Since the player can score up to 100,000 points on the bonus score board, skillful play can bring the bonus score of 200,000 points. However, player must make either bumper series before he can score a ball in the bonus collection hole.

Exhibit Supply stresses the appeal of its new come-back kickiller feature. This action takes place at the very left, right, top and bottom of the playfield model of the game's outset. Main interest for the player is that he can skillfully guide a ball thru the kick-out pocket and can set up many additional points. Game's two sets of flipper buttons (five balls) are designed to keep player interested to the end of each game.
The Complete Jennings Line!

Jennings Standard Chief
1c - 5c - 10c - 25c - 50c - $1.00 Play

Jennings Twin Play Challenge
5c - 10c - 25c - 50c - $1.00 Play

Jennings Club Console
5c - 10c - 25c - 50c - $1.00 Play

Jennings Super De Luxe Club Chief
1c - 5c - 10c - 25c - 50c - $1.00 Play

Used Games

<table>
<thead>
<tr>
<th>NEW GAMES</th>
<th>CLEANED</th>
<th>CHECKED</th>
<th>SCRAPED</th>
</tr>
</thead>
<tbody>
<tr>
<td>United's Monterey</td>
<td></td>
<td>$124.50</td>
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<tr>
<td>Exhibits Samba</td>
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<td></td>
<td>$74.50</td>
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<tr>
<td>Chicanos Shanghai</td>
<td></td>
<td>$120.00</td>
<td>$69.50</td>
</tr>
<tr>
<td>Williams' Yanks</td>
<td></td>
<td>$119.50</td>
<td>$69.50</td>
</tr>
</tbody>
</table>

Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity, we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It’s the play that counts and these 13 tools will soon liquidate their small initial cost—$24.95 f.o.b. Kokomo, Ind. Jobber’s prices quoted on request.

Write for Illustrated Literature and Complete Information

Central Service Sales Company
219 West Jackson
Kokomo, Indiana
THE TOP GAME IN OUR TERRITORY

Williams

Yanks

ADVANCE AUTOMATIC SALES COMPANY
1350 HOWARD STREET
SAN FRANCISCO, CALIFORNIA

H. Z. VENDING AND SALES COMPANY
1205 DOUGLAS STREET
OMAHA, NEBRASKA

S. L. LONDON MUSIC COMPANY, INC.
3130 WEST LISBON STREET
MILWAUKEE, WISCONSIN

MAYFLOWER DISTRIBUTING COMPANY
2218 UNIVERSITY AVENUE
ST. PAUL, MINNESOTA

WILLIAMS DISTRIBUTING COMPANY
2309 WEST PICO BOULEVARD, LOS ANGELES, CALIFORNIA

WELL ESTABLISHED COIN MACHINE DISTRIBUTOR
Top lines, sales now exceed $500,000 year. Am retiring, if you have $50,000 cash and can qualify, will make you unusual deal. Box D-310, The Billboard, Cincinnati 22, O.

NOW DELIVERING
GOTTLIEB'S JACK 'N JILL
CHICAGO COIN'S SHANGHAI
WILLIAMS' YANKS
GENCO'S MARDI GRAS
SEND FOR OUR COMPLETE LIST OF GOOD USED GAMES

OLIVE NOVELTY CO.
325 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 3220

"AS ESSENTIAL AS YOUR CASH REGISTER"
A flinch of the finger dispenses 5 nickels, 5 dimes, 4 quarters or 3 halves in the palm of your hand. No unnecessary trips to the cash register. Tubers held quarters and halves offered for change

Lustrous Chrome Finish
Heavy Weighted Base

THE MASTER CHANGER

JUNIOR CHANGER

$17.50

$27.50

136 COIN MACHINES
The Billboard
May 22, 1948

NEW GAMES
SAMBA $64.50
MONTERREY $64.50
SAMBA NOVELTY $10.00

NEW CONSOLES
$25 Challenge $64.50
$25 Monte Carlo $64.50
25c Evans Ross, JP, PG, FL Tips $60.00
Triple Bell $80.00

SPECIAL! BRAND NEW
SHOOTING STARS
5c Original $69.50 Ea.
5c Cartons "A" $74.50 Ea.
Cartons Lot of 5 Single Lots

BELL SPECIALS
5c Pure Comet $5.00
5c John, Silver Chief $5.00
5c John, Bronze Chief $7.50
10c John, Deluxe Chief $17.50

CONSOLE BARGAINS
5c Pure Reels Jr. $4.50
5c Pure Reels $4.50
25c Pure Reels $5.00
25c Big Game $7.50

CONSOLE BARGAINS
5c Pure Reels Jr. $4.50
5c Pure Reels $4.50
25c Pure Reels $5.00
25c Big Game $7.50

CONSOLE BARGAINS
5c Pure Reels Jr. $4.50
5c Pure Reels $4.50
25c Pure Reels $5.00
25c Big Game $7.50

NEW JENNINGS BELLS
Standard Chief, 5c $269.50
Standard Chief, 10c $275.00
Standard Chief, 25c $275.00
Standard Chief, 50c $295.00
Super Deluxe Life Up Chief, 5c $315.00
Super Deluxe Life Up Chief, 10c $345.00
Super Deluxe Life Up Chief, 25c $445.00
Super Deluxe Life Up Chief, 50c $450.00
Standard Club Candy $365.00
Super Deluxe Club Candy $425.00
With Tic-Tac-Toe Bells, Same Prices.

PHONOGRAPH KITS

Terms:
1/2 Dep B. Balance C. O. D.

"AS ESSENTIAL AS YOUR CASH REGISTER"
A flinch of the finger dispenses 5 nickels, 5 dimes, 4 quarters or 3 halves in the palm of your hand. No unnecessary trips to the cash register. Tubers held quarters and halves offered for change

Lustrous Chrome Finish
Heavy Weighted Base

Northwest Sales Co.
5196 Brown Ave.
St. Louis, Mo.

$27.50

136 COIN MACHINES
The Billboard
May 22, 1948

NEW OLYMPIA MACHINES

WILLIAMS MACHINES

Racing

American

Champion

All used equipment completely reconditioned and refinished.
GUARANTEED TO BE PERFECT!
Leap Year

"PLUS 4" COIN FEATURE COSTS
ONLY $10

More than regular sales of single coin "Leap Year".
Available as single coin or with the "PLUS 4" coin feature.
See your distributor or write us.

With the "PLUS 4" coin chute
Play 5, 10, 15 or 20c a game with one coin chute

DISTRIBUTORS, WRITE!

The New EXTRA AWARD
CRISS CROSS
JACKPOT BELLE

This outstanding bell features EXTRA AWARDS in addition to the conventional payouts.
CRISS CROSS is designed for clubs preferring liberal payout machines.

Buckley Manufacturing Co.
4723 West Lake Street • Chicago 26, Illinois
Phones: Van Buren 6688-6687-6688-6853
TERRIFIC IN OUR TERRITORY!

Williams

YANKS

LAKE CITY AMUSEMENT COMPANY
1629 SUPERIOR STREET
CLEVELAND, OHIO

B. D. LAZAR & COMPANY
1635 FIFTH AVENUE
PITTSBURGH, PENNSYLVANIA

ROANOKE VENDING MACHINES COMPANY
13 SOUTH JEFFERSON STREET
ROANOKE, VIRGINIA

SHAFER MUSIC COMPANY
606 SOUTH HIGH STREET
COLUMBUS, OHIO

SPECIAL SHOWING
COMPELLING MAY 18
NEW MODEL "B"
AMI Phonograph
It's a Honey

"LEN"
ALSO THE TERRIFIC NEW AMI WALL BOX
CHICAGO COIN'S Shanghai
UNITED'S Montery
EXHIBIT'S Samba
WILLIAMS' Yankee
IMMEDIATE SHIPMENTS ON ALL THE ABOVE
SPECIAL CLOSE-OUT SALES
on $-Ball Free Play Games

BADGER'S Bargains
"Often a few dollars less - Seldom a penny more"
GUARANTEED RECONDITIONED CONSOLES
KEENEY BONUS 4 WAY, 5-10-25 . $85.00
BALLY TRIPLE BELLS, 5-10-25 . 375.00
DALLY TRIPLE BELLS, 5A-25 . 395.00
MILLS 1947 THREE BELLS . 350.00
MILLS 1947 THREE BELLS . 395.00
KEENEY 4 WAY SUPER BELLS . 115.50
KEENEY TWIN 5-10-25, F.P.P. . 39.50
MILLS JUMBO, LATE F.P. . 39.50
MILLS JUMBO, LATE F.P. . 49.50

GUARANTEED RECONDITIONED PHONOGRAHS
WURLITZER MODEL 1015 . $450.00
WURLITZER MODEL 1080 . 375.00
JUKE BOX MODEL M . 650.00
PACKARD 1946 MODEL 7 . 395.00
ROCK-OLA MODEL 1426 . 450.00

RECONDITIONED SLOTS AND STANDS
MILLS BLACK CHERRY, ORIG., SL . $140.50
NEW MILLS JEWEL BELLS \*w\ing
MILLS BLACK CHERRY, ORIG., SL . 145.00
NEW MILLS BLACK JEWEL BELLS . \*w\ing
MILLS BLACK CHERRY, ORIG., SL . 189.50
NEW MILLS GOLDEN FALLS \*w\ing
MILLS BLACK, ORIG., L.D . 289.50
SINGLE WEIGHTED BELLS \*w\ing
NEW MILLS JUMBO, LATE F.P. . 50.00
DOUBBLE REVOLV & ROUND BELLS . 149.50

Badger Sales Co., Inc. 1251 WEST PICO BLVD.
Badger Novelty Co.
1251 WEST PICO BLVD.
LOS ANGELES 4, CALIF.
ALL PHONE 4326

BECAUSE OF ILL HEALTH
LONG ESTABLISHED ROUTE OF WURLITZER JUKE
BOXES AND BALL GAMES FOR SALE
Located in Northeastern Pennsylvania
Apply Box D-311

T and L DISTRIBUTING CO.
1321 Central Parkway
Cincinnati 14, Ohio

PUBLIC AUCTION
AT IDEAL NOVELTY COMPANY
2823 LOCUST STREET, ST. LOUIS, MO., MONDAY AND TUESDAY, JUNE 24-25
EVERYTHING IN BUILDING WILL BE SOLD.
This will be auctioned by Walt, Laker, or in Person. No reasonable offers will be refused.
Photograph sales can be arranged in Missouri, Illinois and Arkansas.
WATCH FOR FURTHER ANNOUNCEMENTS!!!
OUR TERRITORY DEMANDS

Williams

YANKS

CONSOLIDATED DISTRIBUTING COMPANY
1910 Grand Avenue
Kansas City, Missouri

DUDLEY SALES COMPANY
303 Seventh Street
Rockford, Illinois

KING PIN EQUIPMENT COMPANY
826 Mills Street
Kalamazoo, Michigan

V. P. DISTRIBUTING COMPANY
2336 Olive Street
St. Louis, Missouri

WORLD WIDE DISTRIBUTING COMPANY
2330 North Western Avenue
Chicago, Illinois

FEATHER TOUCH
"Sensation of the Nation"
The Coin Chute That Is Sweeping The Country

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COIN MACHINES
May 22, 1948

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Statement: May 20, 1948
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The Billboard
May 22, 1943

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