

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

• MAY 10, 1947 •



Bud Abbott and Lou Costello have finally put their infamous "Who's on First?" routine on wax, and even off the spinning grooves the bit of business seems to be building Bud into a wig-blowing mood. Partner Costello seems only slightly less confused. A & C are donating all royalties from the disk (first one they've ever made), manufactured by Enterprise Records, to the Lou Costello Jr. Youth Foundation. (The Foundation was formed by the comic shortly after the unfortunate death of his young son.) The zany duo continue on their Thursday (10-10:30) NBC show for Camels and their latest Universal flicker "Buck Privates Come Home" is hitting current screens.

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ON VICTOR RECORDS

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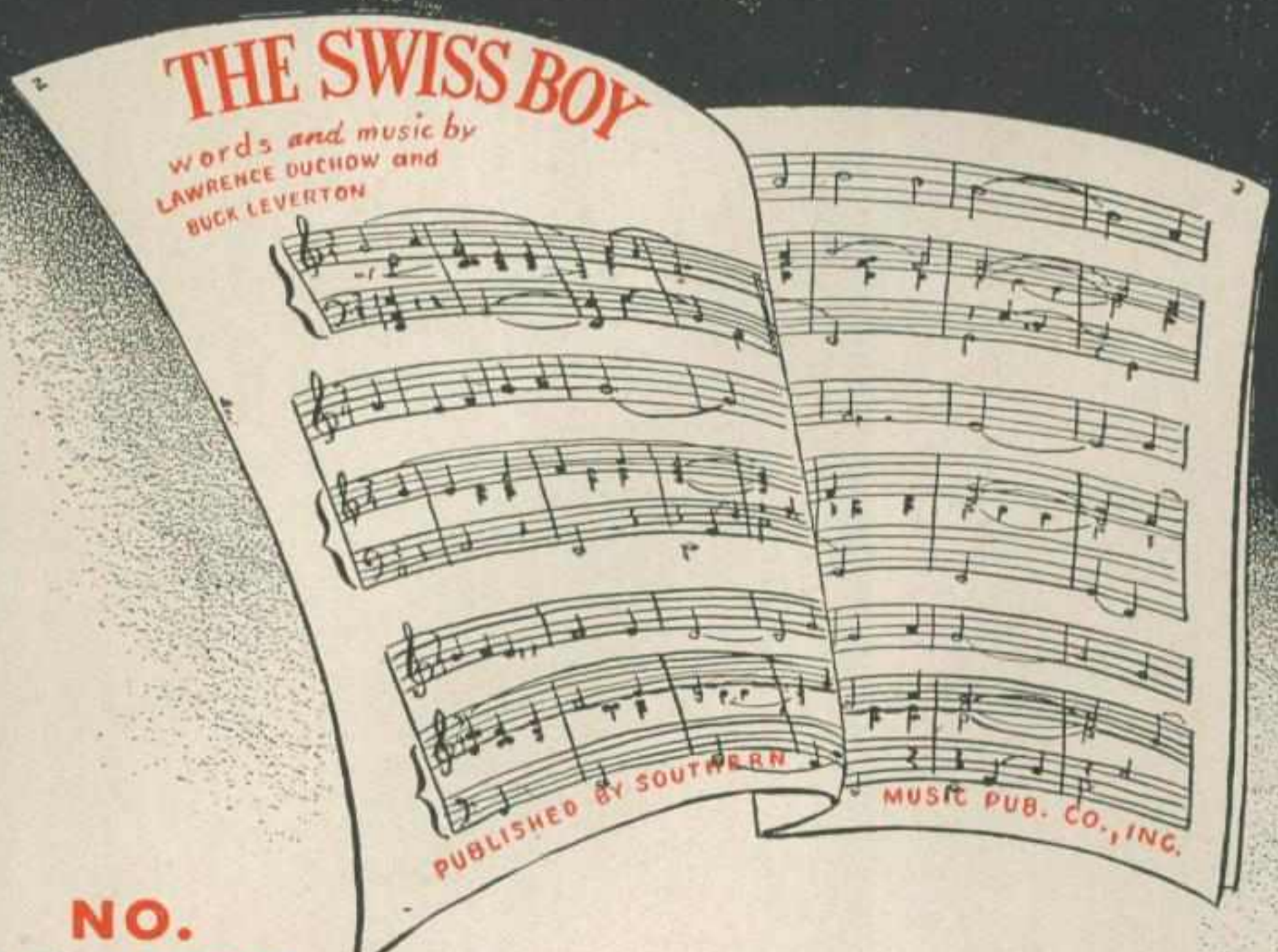
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Do 2 & 2 Make 2 for Theater TV?

Nitery To Let Dealers Peddle Disks on Spot

Band Leaders To Autograph

PHILADELPHIA, May 3.—A major promotional tie that will bring the record retailer close to the bandstand in order to sell the maestro's platters to the dancers has been effected by Frank Palumbo and Ben Corsen, operators of the Click, giant after-hour spot featuring a steady diet of top ork names.

Tying in with all local record distributors, Palumbo is building a regular disk counter at his nitery to enable dealers to sell the records and albums of the bands appearing in the room. The counter will be manned entirely by the disk dealers, a different (See Philly Nitery on page 18)

'Queen' To Trek Fair Circuit in Promotion Pitch

CHICAGO, May 3.—Queen for a Day, Mutual Broadcasting System (MBS) audience-participation show sponsored by Miles Laboratories and Philip Morris & Company, will make a personal appearance tour of the State fair circuit this summer, a spokesman for the Wade Advertising Agency, which handles the Miles portion of the show, said this week. By so doing, Queen will become the first network show to take full advantage of promotion in a field of which radio is becoming more cognizant each year. Vox Pop appeared at Iowa State Fair last year, but didn't make a tour of the circuit.

Programers of Queen (Monday thru Friday, 1 to 1:30 p.m.) are planning to make the tour not only because they realize the promotion value of fairs, each of which is attended by thousands of people, but also because they want to make a definite pitch to the rural markets. (See "Queen" for Fairs on page 9)

"Brigadoon" Setting Pace In Paying Off

NEW YORK, May 3.—Brigadoon is setting a new Broadway pay-off pace, according to Harry Fromkes, who owns a chunk of the hit song-and-dancer. Musical unveiled at the Ziegfeld Theater March 13 and since then has advised backers of coin status each week despite the fact that such reports are due only on a monthly basis. What is even more important, show already has paid two dividends of 10 per cent each. Fromkes, who retired from ownership of the playhouse to take over the prexyship of Rainbow Records, (See "Brig" Sets Pace on page 47)

Monon and Union Pacific RR's Turn to Music for Promotion

By John Sippel

CHICAGO, May 3.—Music, in published, recorded and live form, will get its chance to prove itself as a promotional factor in industry this coming summer and fall when the Monon Railroad, Midwest system running from Chi to Indianapolis and Louisville, shells out an estimated \$150,000 in a centennial celebration, aimed to center interest on the road's projected \$26,000,000 rehabilitation effort.

Idea for the showbiz and music Monon promotion all started February 22 at the annual dinner of the Indiana Society of Chicago. Working with an entertainment budget in excess of \$20,000, John A. McGee, who is director of the annual ISC ball and is now director of the Monon effort, worked out a two-hour show, with original music and choreography, based upon the centennial of the Monon. The ensuing revue excited such interest from the Monon execs who attended that they decided to appropriate a sizable budget to (See Choo-Choo's Music on page 19)

HOLLYWOOD, May 3.—Sedate Union Pacific Railroad has turned its flack guns from singing the praises of its lush trains to the more frivolous enterprise of plugging a new tune. Ditty is the novelty, *Union Pacific Streamliner*, which the railroad hopes to build into a pop hit rivaling last year's *Atcheson, Topeka and Sante Fe*.

UP flack Mary Buchanan is currently shooting for air plugs and waxing sessions for the tune, plus commercial and non-showbiz tie-ups. Coast Records, Hollywood independent waxworks, has jumped the gun on dishing the ditty and will release a *Streamliner* side this week featuring the Plainsmen vocal group. Capitol and Decca will probably cut the tune shortly, altho artists have yet to be set.

Railroad also set a special tie-in with the Las Vegas Helderado Celebration, May 15-18, whereby the tune will get hypoped plug treatment. Song was penned by Charles Hathaway, Bud Averill, Fred Lee, Naomi Meyer and Hayden Simpson, and will be published by Richardson Songs.

Divorcement, Color Video on 24-Mo. "Plan"

Quite a Coincidence?

PHILADELPHIA, May 3.—Current stage of development of theater television and present relationship between video and motion picture forces in the theater tele line-up seem somewhat clarified this week by two demonstrations of Radio Corporation of America's (RCA) new, large screen (7½ by 10 feet) color television. Only the first of these two sessions, both held at Franklin Institute here, was attended by the press or generally publicized. The second was a closed meeting held (Theater Tele Divorcement page 14)

Rumania Gobbles Yank Music; Jazz Pop & Longhair

BUCHAREST, Rumania, May 3.—Music picture here adds up to one solid "sold—American!" and this holds true not only in the pop and jazz departments, but among the longhairs as well.

In the pop field, Rumanian youth currently is plenty sent by the disks of Sinatra, Crosby, Shaw and Goodman. Whatever few disks by these artists reach the country are sold out in a single day despite the exorbitant prices on records (150,000 to 200,000 in post-war inflated lei). The terrific following for Yank artists and songs has influenced Rumanian dance orks to the extent that most of them play chiefly American and some British tunes in a style that smacks of Yank musicians' influences. Top pop orks in Rumania are led by Dinu Serbanescu, Steve Bernhard, Bibi Alexandrescu and James Hook.

American jazz currently is riding high in public favor. Hot music was (See Yank Music on page 19)

"Met" Detours for Texas Benefit; Other Stars Help

NEW YORK, May 3.—Showbiz is going out of its way to raise relief funds for victims of the Texas City disaster. The Metropolitan Opera, on the road, goes literally out of its way this week-end, giving an unscheduled performance in Dallas Sunday (4), altho due the next night at San Antonio.

At New Orleans, radio and pic names gave two shows recently which netted \$54,000 for relief, to supplement \$106,000 raised by earlier shows in Galveston and Houston, Tex. In the New Orleans benefit were Frank Sinatra, Jack Benny, Eddie (Rochester) Anderson, Pied Pipers, Alex Stordahl ork, Phil Harris, Jane Powell, Jean Sablon, Alice Faye, Diana Lynn, Marjorie Reynolds, Phil Silvers, Connee Boswell and the Page Cavanaugh Trio.

Moves Afoot To Bring Out American Concert Talent

NEW YORK, May 3.—Contrary to the standard road concert practice of selling names (many foreign) in series, there is a definite move afoot to bring hinterland musicians and lesser known American artists to the fore, with occasional names as window dressing.

Pioneers in this move—both working in the early stages of their plans—are Henry H. Reichhold, thru his pop concert set-up, and the Associated Concert Bureau (ACB), an independent agency handled by Jack Petrill and Anton Schubel. Former outfit, backed with heavy coin and the bigger names, plans use of local musical talent everywhere thruout

RAF Puts 300 in 26-Scene Show To Entice Recruits

LONDON, May 3.—Britain's famed Royal Air Force (RAF) is using showbiz technique to lure recruits into its peace-time ranks. A show with a cast of 300 in 26 spectacular scenes debuted Monday (28) in Blackpool (Northern England resort center) and plans to visit every city of importance in Britain during the next few months.

The show is devised and produced by Ralph Reader, noted for his wartime "gang shows," from a script by poet-author John Pudney. RAF personnel and members of the Women's Auxiliary Air Force (WAAF) compose the cast. The script starts with scenes of early days of aviation and proceeds to World War II, climaxing when a U. S. bomber fleet and an RAF fighter fleet join hands to fight the Axis.

the country where the pops are to be performed (*The Billboard*, March 29). Orks will be composed of local musicians and if there is a local fronter, he will preside. Only the soloists will be visitors. Eventually it is planned that these concerts will perform on a year-round sked, giving work to locals 52 weeks a year.

ACB's aid to local musicians is less direct, but definitely works toward helping aspiring local performers. Under this outfit's concert series scheme—already tried out in '30 dates in Pennsylvania and Texas since the first of the year—profits of the series are divided 60-40 with sponsors. Money thus gained from series, at a price of \$3, is being used to further local musical education. One town, Towanda, Pa., is using its profits to support a young local musician who is anxious to get into an orchestra, for the three months he must spend in New York to be eligible for admission to American Federation of Musicians' (AFM) Local 802. Franklin, Pa., has used its profits to buy longhair disks for use on loan by local (See MOVES AFOOT on page 21)

Sophie's Silver

NEW YORK, May 3.—As this issue rolls from the presses, showbiz honors one of its all-time great performers, Sophie Tucker, on her 25th anniversary in the business at a testimonial dinner Sunday (4) at the Hotel Astor. This is just our own testimonial to Soph. Good luck, lady, and here's to the next 25.

'Full-Blown' Musical on Wax Blazes Trail; Could Be a Legit-Film Testube

Platter "Preem" Looks Like Solid Dealer, Jockey B.O.

By Joe Csida

NEW YORK, May 3.—It's an all-too-rare pleasure to be able to help a batch of bright youngsters along. Equally rare and pleasurable is the opportunity to aid a talented ex-namester do a comeback click. And even scarcer are new record-business ideas about which a guy can do nip-ups.

Romeo Loves Juliet (a love story on records) gives us a crack at all three aims in a single package, so brother, look out!

The idea, basically, is simple. Rainbow Records decided to do a reverse twist on the oft-successful stunt of waxing an album of tunes from a Broadway or film musical. They have preemed what amounts to a tab version of an original musical on platters. Four platters, to be exact, eight sides, which when played in proper sequence tell the age-old boy-meets-loses-girl tale, and tell it with charm, sparkle and verve mixed nicely with an occasional touch of musical melancholy and brooding. (That's lots of adjectives for a production confined to some 80 inches of shellac, but if this is a limb, we're on it.)

Clinton's Music Tops

Largely responsible for the successful execution of what must be conceded to be a difficult notion (if for no other reason than that it trail-blazes) is ex-namester Larry Clinton. Clinton, of course, was one of the music-makers who dippy-doodled his way thru the golden door of banddom, when that door was just opening. Having slipped into comparative oblivion even before the war, Clinton's substantial contribution in writing and arranging all the music,

as well as piloting the bands on Romeo, may well win him renewed national trade, if not public, recognition as a music topper.

At least three of the eight tunes—(Baby) Walk Before You Run, For a Penny and The Wheels Keep Spinning Around—could unblushingly and profitably grace any major publisher's catalog. And the other five, all better-than-average, are made to listen even better than that by Clinton's solid interpretive arrangements.

And the parade of bright youngsters starts right here with Herb Hendler, artist and rep head of Rainbow. Hendler originated the idea, wrote the lyrics to all eight songs (as a matter of record, lyrics were written first and music tailored to them by Clinton—'Full-Blown' Musical on page 22)

Showbiz Fires Gun, Charity Drive Is On

NEW YORK, May 3.—Showbiz literally fired the starting gun Tuesday (29) in the 10th annual campaign of the Greater New York Fund to raise \$6,000,000 by June 6. In Times Square a 29-foot-long, six-inch Howitzer, brought specially from West Point, was fired by kid pic headliner Margaret O'Brien. Dorothy Sarnoff, City Center Opera Company diva, sang the national anthem and members of the American Theater Wing performed a brief drama, Two Cents' Worth.

The fund raises money to be distributed equally among 423 hospitals and health and welfare agencies, including Catholic, Protestant, Jewish and non-sectarian organizations. Ten thousand volunteers will solicit contributions this year.

Exhibit (P) A Niteries, Carnivals, Fairs Affected by New Minn. Laws

NEW YORK, May 3.—Ciro's, East Side restaurant, is making a pitch for the Stem's press agent trade by sending letters to flacks inviting them to submit photos of themselves to be hung on spot's walls. Flack comment: "Won't be the first time press agents have been hung up!"

ST. PAUL, May 3.—With the Minnesota Legislature finishing its biennial session, showbiz was analyzing new laws to see how it was affected as the State gets into its "blue-nose" administration under Gov. Luther W. Youngdahl.

Niteries and taverns which have pinballs on location will have to watch operation closely to see that games are not "gambling devices." Under Chapter 586, Governor's Anti-Gambling Bill, licensed businesses face loss of permits to do biz if gambling devices are found on premises, either in operation or in storage. Bell machines are out entirely under the new law.

Also affected by Chapter 586 will be carnivals and fairs. New law not only bars bell machines but also roulette wheels, punch boards and number jars, and liberal interpretation of roulette wheels is that cash wheels are included.

Other laws affecting niteries is a new 3-cent-per-pack cigarette tax, effective July 1, and a 150 per cent increase in liquor tax which is certain to be passed onto the public. Niteries and other retail outlets handling cigarettes will have to keep complete set of records on purchases. Chapter 23, revision of an old State law, provides that dance halls, taverns, niteries, private and public clubs, amphitheaters and theaters must have outward-swinging doors. Youngdahl had sought numerous other new laws affecting showbiz, but the Legislature wouldn't go along and defeated them.

AGMA Squabble In Second Round

NEW YORK, May 3.—Scrap between the American Guild of Musical Artists (AGMA) board of directors and a group of dissident members (The Billboard, April 26) over accusations by the latter that union was not run properly went into its second round this week with meetings by the board and the protesting group each issuing statements.

The board Wednesday (30) stated that despite the fact that petition was signed by 50 paid-up members in good standing a general meeting would be held May 20, when grievance would be aired. Dissidents claimed 63 members signed petition, but union countered that only 41 were in good standing. Besides, a number claimed that protest petition issued to press over the signature of Jack Petrill, flack for protesting group, did not represent their complaints as they had made them.

Open Discussion Scheduled

It is understood that such subjects as Lawrence Tibbett's uninterrupted presidency from year to year and the status of chorus members of the union, who have no voting privileges, will be discussed openly at the meeting and reforms suggested. Union execs are understood to be in favor of proportionate representation among all members, including the chorus.

Board's statement denounced protest questioning of loans to the union by Mrs. Lawrence Tibbett as "inaccurate statements and unfair inferences" and went on record affirming gratitude to Mrs. Tibbett and others for financial help to the union.

Dissident committee, meeting Thursday (1), officially authorized Petrill to be its public relations counselor, and reiterated charges, adding questions as to why big managers allegedly control the union and why former AGMA counsel, Albert Gins, was dismissed in December, 1946.

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AFL Launching 250G Radio Drive Against Labor Bills As Legislators Get Tougher

Unions Using Big-Name Programs on 239 ABC Stations

WASHINGTON, May 3.—A crack-down on American Federation of Labor thru congressional statute, despite a probable veto attempt by President Truman, is virtually a certainty, it appeared today as the Senate girded to vote an omnibus labor bill which will go into joint congressional conference. Many of the drastic clauses of the bill, incorporating anti-Petrillo provisions, are expected to survive the congressional conference committee after the Senate completes its action.

With initial tests of amendments showing Senate strength more than two-thirds behind the omnibus measure, and with the House already having passed a stiffer version by over two-thirds, more than ample power is seen mustered for an over-riding vote should Truman veto the measure.

Greasing the Wheels

Already the wheels are being greased to assure against weakening "tough" provisions when the measure goes to a joint Senate-House conference. (See Initial Tests on page 17)

NEW YORK, May 3.—Soap opera with social significance, written and directed by some of the top names in daytime radio and starring noted legit, radio and screen personalities, will bow Monday (5) under sponsorship of the Entertainment Unions' Committee (EUC) and the American Federation of Labor (AFL). Called Pursuit of Happiness, series will run Monday thru Friday for about five weeks over American Broadcasting Company (ABC) for the purpose of presenting labor's sentiments about the current anti-union legislation pending in Congress. Organizations also will present half-hour evening variety shows Thursday nights for three weeks, beginning May 8, with a full hour show on the fourth week, and series of 15-minute Tuesday night talks.

Cash for the programs, estimated as going well beyond the \$250,000 mark, will come from the AFL, with business placed thru the Furman & Feiner Agency. Actual production of the shows will fall to the newly or- (See AFL Launching on page 17)

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O. S. U. INSTITUTE INCHES ALONG

Kiddie Shows Drivel, Says Panel Group

"Not So," Say Defenders

COLUMBUS, O., May 3.—Some of the most vitriolic, vicious and unfounded charges ever leveled at radio kid shows were hurled by members of a panel entitled "Children's Programs" at the Institute for Education by Radio here today.

Charges ranged from statements that kid shows' plots and writing are vapid and amateurish to out-and-out condemnations that the programs, especially those serials heard in the early-evening hours, hurt the mentality and personality of American youth and prevent mature emotional growth.

After the session was over, however, broadcasters and agency programmers came to the defense of the shows by stating that the charges were made by those who either had no sound, factual, continuing research to back them or that they completely ignored the entertainment provided and the large audience of kids which listens because that is what it wants.

Speaking against kids' shows were Dr. Iage Gladston, executive director, Medical Information Bureau, New York Academy of Medicine; Edward M. Brecher, general manager, WQQW, Washington; Julius Yourman, director of Research and Counseling, New York State Division of Veterans' Affairs, and Mrs. James C. Parker, vice-president, National Congress of Parents and Teachers.

Defending the programs were Olga Druce, Benton & Bowles; Marcelle Lamonte, co-ordinator of radio, General Mills, and Dr. Louis A. Lurie, assistant professor of psychiatry, who said, among other things, that in years of dealing with problem children he had never come across one whose condition was created by listening to the radio. Dr. Lurie also contended that much of the fantasy and even the blood and thunder on the air was good for children, in that it constituted avenues of release for (See *Kid Show Drivel* on page 16)

Nets Criticized On Standards of Women's Programs

COLUMBUS, O., May 3.—No awards were made this year in the network division in the Women's Program classification by the judges at the 17th annual Institute for Education by Radio. In commenting on their decision—which went so far as to exclude even an honorable mention, the judges declared:

"None of the daytime network programs submitted as having educational value for women fully satisfied that criterion. It is to be deplored that the industry has not acted upon the recommendation made by last year's institute judges, when broadcasters were urged, 'as an antidote to the admittedly low level of daytime programs,' to investigate the possibilities of presenting important material of interest to women in an effective and attractive format."

Richards' Attack on Durr Seen As Political Blunder by NAB

COLUMBUS, O., May 3.—The 17th annual Institute for Education by Radio had barely begun when a situation which brought consternation and embarrassment to many attending, developed between the Federal Communications Commission (FCC) and its arch-enemy and long-time critic, the National Association of Broadcasters (NAB). That repercussions will be felt—primarily within the NAB—now is regarded as inevitable.

Situation arose at the opening general session, a symposium with the subject, *What Should Be the Criteria for Broadcasting in the Public Interest, Convenience and Necessity?* Speakers were FC Commissioner Clifford J. Durr; Ed Murrow, Columbia Broadcasting (CBS) vice-president; Robert K. Richards, NAB director of public relations, and Charles Siverson, WHAM, Rochester, N. Y.

Remarks which provoked an almost painful tenseness in the auditorium were made by Richards in criticizing Durr. Richards, who until recently was editorial director of *Broadcasting* magazine, trade publication, and was prominent in that paper's criticisms both of Durr and the Blue Book, characterized Durr as "sly." Later, remarking on the FCC's heavily crowded docket, loaded both with AM and FM applications, he inquired as to how, under the circumstances, "public servants" could afford to take time off to attend functions such as the institute proceedings.

More important than the unfavorable reaction of those at the session, was the fact that several top officials of the NAB were known to be dismayed at Richards' remarks. They stated that additional strain between the commission and the trade group might result, at a time when the NAB has endeavored to ameliorate conditions. Richards' docket comment was doubly felt, since, in addition to Durr, Commissioner Ray C. Wakefield was present at the institute.

For his part Durr declared that radio service in the public necessity was based on its need to inform listeners on all aspects of world problems so that they become "capable of making decisions." He stated this could not be done by over emphasis on getting merely high-rated shows. He quoted surveys which showed that many Americans were still ignorant as to such fundamentals as the Bill of Rights, and declared that radio should share its burden in improving public educational standards.

Murrow, who offered what was interpreted as an apology for Richards, declared that U. S. radio is facing its most exacting tasks, but that it is acting to assume its responsibility. In this connection, he stressed the fact that he did not believe advertisers influenced newscasts or news analysis. He noted also that while radio, as a communications medium, rates criticism, the press does likewise.

Industry Learning To Lick Intolerance in Slow Fight

COLUMBUS, O., May 3.—Indications that the radio industry is slowly but surely learning to lick the problems of airing for minority groups and spreading doctrines of tolerance and racial, religious, cultural and economic equality was seen at a meeting here tonight devoted to a study of minority group controversies. But that it is a slow fight and that some segments of the trade are still befuddled and uninformed on the ramifications of the problem was seen by some of the vapid, almost stupid, remarks made. But that radio also is making strides was seen in reports dealing with anti-intolerance shows that are being aired or planned.

Some inane remarks were those made by Robert K. Richards, public relations director of the National Association of Broadcasters. Richards' remarks, such as those in which he intimated that network representatives on the panel were of low intelligence and that, in his belief, the kid show, *Superman*, had a bad title in that it used a word propagandized by Hitler altho it was attempting to spread tolerance, brought gasps from the audience.

E.T. Spot Series
Among the most encouraging parts of the discussion were the opinions of Ted Cott, program director of WNEW, New York, and his playing of a new

anti-intolerance musical spot series just transcribed. These spots, written by the famed song team of Ny Zaret and Lou Singer, are one-minute airings that were so well-produced and of such top radio entertainment quality they got spontaneous bursts of applause from the panel audience. This new series, Cott explained, will be made available to all radio stations in the country. Another anti-intolerance spot series WNEW has made available to the trade is being heard on more than 400 stations.

In conjunction with the playing of the spots, Cott made the point that radio could produce good anti-intolerance airings, but that they would have to be designed to be completely entertaining, or compelling, and thus get and hold audience attention. Cott (See *Industry Learning* on page 16)

Ohio Coverage

Coverage for *The Billboard* of the 17th annual Institute for Education by Radio, under the auspices of Ohio State University, was handled by Cy Wagner, of the Chicago radio staff, and Jerry Franken, of the New York staff.

Ohio Hears Rumbles of New Clash

Repetition Burdensome

COLUMBUS, O., May 3.—With a registration and attendance totaling 850 (650 less than attended last year), the 17th annual Institute for Education by Radio, conducted under the auspices of Ohio State University, opened here yesterday. General reaction appeared to be that the institute, the oldest and still the best radio conference, is in serious need of drastic revision if it is to hold on to its post.

Equally significant, if not more so, was the fact that one ominous cloud appeared on the horizon of educator-commercial broadcaster relations. This was the fact that a new conflict between frequency modulation educators and commercial operators emerged, as a result of opposition to State-owned FM networks. (See separate story in this issue.)

Thus, in a measure, institute history, and radio history, was repeating itself. The institute was created in 1930 to help end educator-commercial clashes. Those clashes have long since faded, but the big question now is whether the institute will again face that problem in FM instead of AM.

Net Support Necessary

Otherwise the significant all-over pattern of the institute impressed observers along these lines:

It needs revision as to topics for discussion; it needs far more than it received this year, the whole-hearted (Ohio Hears Rumbles on page 16)

Three Hambones Foul Up Mutual's "Meet the Press"

COLUMBUS, O., May 3.—The hambone deeply rooted in three radio trade newspapermen came to the fore this week when they participated in a Mutual broadcast of *Meet the Press*, aired from the 17th annual Institute for Education by Radio here. The Smithfield reporters, who never need fear paying dues to the radio actors' union, were Ed James, of *Broadcasting*; George Rosen, of *Variety*, and Jerry Franken, of *The Billboard*. The three chumps participated in a panel with Federal Communications Commissioner (FCC) Clifford J. Durr.

There is little need at this painful juncture to report on the dubious microphone talent (talent, yet) exhibited by the three ink-stained wretches, and we mean wretches. All they proved was that as radio thespians, they had oughta stick to their lasts, and making shoes, at that, seems indicated. The real victims, along with Durr, appear to be Abe Scheuchter, Mutual vice-president in charge of news, and Martha Rountree, producer of the *Meet the Press*, sorry kids series.

Whole thing set radio back a good 10 years.

Bryson Warns FM To Go Pro Or Lose Ears

College Interests To Fight

COLUMBUS, O., May 5.—Additional warning of a pending clash between commercial and educational broadcasting in FM developed at the Ohio Institute Sunday (4) during the course of a general session on *Radio and Higher Education*, a part of which was aired on NBC *University of Chicago Round-Table* broadcast. It followed a comment by Lyman Bryson, counsellor on public affairs for CBS, that unless educational FM stations broadcast on a completely professional level, they would lose their audiences—and possibly their wave lengths—to commercial stations, even as they had in standard broadcasting.

In the light of steps taken by the National Association of Educational Broadcasters (NAEB) to fight commercial opposition to FM, the Bryson developments were particularly significant. They served to remind those attending the institute—created originally to end educational commercial clashes—that FM is repeating the history of early-day AM radio.

Bryson declared that college FM could not afford to repeat its mistakes of the past; that the stations must not use radio merely as an extra curricular activity, but to staff and program their stations on a professional radio level. Otherwise, he said, commercial stations would inevitably deprive them of their audiences.

Bryson, educator himself, was accused from the floor of having "sold out" to commercial radio and of having become an apologist for that field. Efforts were made by others attending to minimize the situation, but the attitude after the meeting—especially in view of a warning by FCC Commissioner Ray C. Wakefield that educators stop talking about FM and get into it more actively—showed clearly that college radio interests are going to fight any commercial activities they feel represent an encroachment. Smaller stations are especially concerned.

Following the general session, an NAEB luncheon group heard Morris Novik, radio consultant and editor of the NAEB news letter, declare that, "It is a pretty sad day when commercial radio can stop legislation which would assist in providing tax payers with educational facilities." He was referring to the opposition by commercial station operators to a State-owned California FM network.

3 N. Y. Stations Band To Stage FM Promotion Week

NEW YORK, May 5.—Following reports of a Pulse of New York survey, showing that there are 54,000 FM radio homes in 10 Metropolitan New York City counties, three New York FM stations have banded together to stage an FM promotion week here starting May 19.

Patterned along similar FM set drives thruout the country, campaign will consist of shows staged hourly for the week at the Municipal Building. Stations co-operating are WGHF, WGYN, WNYC-FM. Set manufacturers are also participating.

It was also revealed this week that WNYC-FM has received a new permanent wave length from the FCC, and will shift to 93.9 megacycles, channel 230. Shift follows complaints made by airlines that the present WNYC wave length, 95.3 megacycles, was interfering with aviation reception.

Cost of the transmitter change will be paid for by the airlines.

11th American Exhibition of Educational Radio Programs

(Sponsored by the 17th Annual Institute for Education by Radio, Ohio State University, Columbus)

CLASSIFICATION I—NATIONAL NETWORK PROGRAMS

Class	Program	Network	Award
Religious	The Eternal Light	NBC	First
	Salt Lake City Tabernacle Choir	CBS	Hon. Mention
	The Catholic Hour	NBC	Hon. Mention
	Way of the Spirit	CBC	Hon. Mention
Agricultural	Columbia's Country Journal	CBS	First
	The Garden Gate	CBS	Hon. Mention
Women's Programs—No first			
Cultural	Theater Guild of the Air	ABC	First
	NBC Symphony	NBC	First
	Stage '47	CBC	Hon. Mention
	Author Meets Critics	MBS	Hon. Mention
Personal and Family Problems	Fred Waring Show	NBC	Hon. Mention
	Are These Our Children?	ABC	First
	American Town Meeting of the Air	ABC	First
	U. of Chicago Round Table	NBC	Hon. Mention
News Interpretation	Raymond Gram Swing	ABC	First
	Doctors—Then and Now	NBC	First
	World Security Workshop	ABC	First
	Your United Nations	NBC	Hon. Mention
Civic and Service Organizations	Furthering International Understanding	CBS	First
	Special One-Time Broadcasts	ABC	First
	The Patient and the Visitor	CBC	First
	American School of the Air	CBS	First
Children's Out-of-School Listening	CBC Children's Programs	CBC	First
	Superman	MBS	Hon. Mention
	It's Up to Youth	MBS	First
	Youth Asks the Government	ABC	Hon. Mention

CLASSIFICATION II—REGIONAL NETWORKS, REGIONAL ORGANIZATIONS AND REGIONAL AND CLEAR CHANNEL STATIONS

Religious	Adventures of the Spirit	WNEW, New York	Hon. Mention
	Advent Programs	KMOX, St. Louis	Hon. Mention
	Corn Belt Farm Hour	WHO, Des Moines	Hon. Mention
Agricultural	Farm Safety Series	WKY, Okla. City	Hon. Mention
	Home Grounds	WHA, Madison	Hon. Mention
	Author Meets Critics	WQXR, New York	First
Cultural	Adventures Into the Mind	WMCA, New York	First
	Ohio Story	WTAM, Cleveland	Hon. Mention
	Campus Visitor	WOSU, Columbus	Hon. Mention
	New World A-Combr'	WMCA, New York	First
Personal and Serial Problems	It's Up To You	WCAU, Phila.	First
	The PTA Program	WHA, Madison	Hon. Mention
	Dr. Parker	WOE, New York	Hon. Mention
	V D Series	WKY, Okla. City	Hon. Mention
Public Issues	One World or None	WMCA, New York	First
	Strayer Report	KWSC, Pullman, Wash.	Hon. Mention
	World Front	WLW, Cincinnati	Hon. Mention
News Interpretation	Industrial Health	WWJ, Detroit	Hon. Mention
	WLW Famine Mission	WLW, Cincinnati	First
	United Nations Sessions	WMCA, New York	First
	Journeys Behind the News	KOA, Denver	Hon. Mention
One-Time Broadcasts	For Conscience Sake	KOIN, Portland	Hon. Mention
	Traffic Safety	WCCO, Minneapolis	Hon. Mention
	Band Red Feather	WLW, Cincinnati	Hon. Mention
Children's Out-of-School Programs	Story Time	KLZ, Denver	First
	Pal Show	WOR, New York	Hon. Mention
	Youth Looks at News	KDKA, Pittsburgh	Hon. Mention
Primary Grade School Broadcasts	Story Period for Juniors	OBL, Toronto	Hon. Mention
	Nature Study	KDKA, Pittsburgh	First
	Music Time	KMBC, Kansas City	Hon. Mention
	Adventures in Speech	CKY, Winnipeg	Hon. Mention
Junior and Senior High School Broadcasts	Once Upon a Time in Ohio	WOSU, Columbus	Hon. Mention

CLASSIFICATION III—LOCAL ORGANIZATIONS AND LOCAL STATIONS

Cultural	March of Progress	CJOR, Vancouver	First
	Behind Scenes in Music	WNYC, New York	Hon. Mention
Personal and Social Problems	Bright Tomorrow	WINX, Washington	Hon. Mention
	Toledo Jr. Town Meeting	WTOL, Toledo	Hon. Mention
Civic and Service Organizations	This Is Memphis	WMPS, Memphis	Hon. Mention
	United Nations Sessions	WNYC, New York	First
One-Time Broadcasts	Golden Jubilee	WXYZ, Detroit	Hon. Mention
	The Immigrant	WINX, Washington	Hon. Mention
Children's Out of School Program	Christmas Festival	WNYC, New York	First
	Tales From Four Winds	WNYC, New York	Hon. Mention
	News X-Ray	KUOM, Minneapolis	Hon. Mention
	Adventures of America	KFJZ, Ft. Worth	Hon. Mention

ABC's 5 Firsts Top Ed Exhib At Ohio State

NBC, CBS in Dead Heat

COLUMBUS, O., May 3.—American Broadcasting Company (ABC) took top honors in the network field in awards made by the Institute for Education by Radio, held under the auspices of the Ohio State University here this week. It was the 17th Annual Institute and the 11th Exhibition of Educational Programs covering religious, agricultural, cultural and like programs.

ABC gained five first awards and two honorable mentions. National Broadcasting Company (NBC) which was the leader last year, was tied for second with Columbia Broadcasting System (CBS) each with three firsts. NBC, however, had four honorable mentions; CBS gained two. Canadian Broadcasting Corporation (CBC) was awarded two firsts and two honorable mentions. Mutual Broadcasting System gained one first award and two honorable mentions.

ABC's Firsts

ABC's first awards were in the cultural division, for *Theater Guild of the Air*; personal and social problems, for *Are These Our Children?*; news interpretation, for *Raymond Gram Swing*, last year's winner; for furthering international understanding, with its program, *World Security Workshop*, and a first award for its policy on one-time broadcasts, citation noting that ABC "marched beside the headlines instead of behind them," praising the web for a pattern of radio journalism that documented current issues a quickly moving technique. Typical programs were ABC's *Hiroshima* and *Schoolteacher—1947* offerings.

American's honorable mentions were to *Town Meeting*, in presenting public issues—there being no first award in this category, and in the teen-agers' group, for *Youth Asks the Government*.

NBC's "Eternal Light"

NBC's three first awards were for its religious program, *Eternal Light* with an honorable mention going to the same net's *Catholic Hour*; for the NBC Symphony, in the cultural program classification and the Fred Waring show, in the same category; and in the civic and service organization category, for *Doctors—Then and Now*.

Other NBC honorable mentions were for your *United Nations* in furthering international understanding and the *University of Chicago Round-Table*, in presenting public issues.

Columbia's first awards were for its agricultural series, *Columbia's Country Journal*, an honorable mention in the same classification going to CBS for *Garden Gate*; for its special one-time documentaries; and for children out-of-school broadcasts via *American School of the Air*. Other CBS honorable mention was for *Salt Lake City Tabernacle* program, religious classification.

Mutual's first award was for its teen-ager program *It's Up To Youth*, and its honorable mentions were for *Author Meets the Critic*, cultural division, and *Superman*, children's group.

Canadian Broadcasting's winners were for its special one-time program, *The Patient and the Visitor* and the over-all excellence of its children's programs, with special reference to *Magic Adventures* and *Cuckoo Clock House*. Judges praised CBC for a "refreshing sincerity and naturalness" in its moppet products. CBC honorable mentions went to its religious series, *Way of the Spirit* and (ABC Top Ed Exhib on opp. page)

Radio Editors 'Prima Donnas,' Roberts Charges

COLUMBUS, O., May 3. — Radio editors are more interested in criticizing than analyzing, Luke Roberts, educational director of KOIN, Portland, Ore., charged today in a verbal free-for-all on *Radio Editors' Responsibility to Broadcasting*, the first panel of its kind ever scheduled at any of the annual Ohio State meetings.

Roberts described radio editors as "prima donnas" and claimed that West Coast editors were giving a brush-off to top public service shows.

Session, moderated by Saul Carson, radio editor of the *New Republic*, brought together a panel of radio programmers, press agents from indie stations, and trade and daily radio editors to slug it out on the problems of radio editing and criticism.

In the radio editors' corner were William Ladd, radio editor of *The Louisville Courier-Journal*; Bob Stepan, of *The Cleveland Plain Dealer*; Jerry Franken, of *The Billboard*. Hazen Kenyon Markel, educational director of WTOP, Washington, and Roberts gave the station slant. Flack's outlook was covered by Jo Ranson, of WHN, New York, Dick Pack, of WOR, and Earl Ferris.

Consensus of newspapermen was that prime responsibility of the radio columnist is to the reader. "The main function of a radio editor," Ladd said, "is to stimulate interest among listeners in better programming."

Stephan pointed out that his responsibility to his readers extended even to his organizing a radio council of Cleveland listeners.

One of the main points of discussion among the panel members was the question of qualifications necessary for a working radio critic. Suggestion was made that the ideal radio editor should have a broad, general education not only in arts, but in politics, world affairs and psychology as well.

Ferris made a plea for a new attitude on highlight listings. Too many editors, he said, tend to highlight only the familiar high-rated shows and neglect worthwhile newcomers.

Session was highlighted by attendance of FCC Commissioner Clifford J. Durr, who was asked by Moderator Carson for his slant on radio editors. "We ought to have more radio editors," Durr asserted.

Franken called attention to many newspapers' inadequate coverage of radio and said a basic problem is "social responsibility of the publisher." Published criticism, he said, would aid both listeners and broadcasters.

"Opportunities Rife In FM," Says Bailey

COLUMBUS, O., Frequency modulation (FM) offers "untold opportunities" for employment, J. N. (Bill) Bailey, executive director of the FM Association, told the Institute for Education by Radio here this week. At the same time, however, he criticized colleges for failing to maintain radio courses practical enough to equip their graduates for careers in radio.

Bailey stated that by the end of 1948, on the basis of current license applications, from 1,500 to 2,000 FM stations will be operating. At an average of only five employees per station, this would mean 10,000 jobs by 1948, and proportionately, 3,500 by the end of this year.

Bailey also warned college students, however, not to concentrate merely on the glamorous end—the performing end of radio, "which most of our schools have stressed." There is a terrific need for workers on the en-

Jo Ranson Offers Radio Editors 10 Commandments

COLUMBUS, O., May 3. — Along with recommending a radio editors' organization, similar to dramatic, movie critic and sports writers groups, Jo Ranson, publicity director for WHN, New York, this week offered ten commandments for radio editors to observe. His recommendations were made during the course of a panel on *Radio Editors' Responsibility to Broadcasting* at the annual Institute for Education by Radio. The commandments were:

Thou shalt listen to the radio by day and by night.

Thou shalt not attend cocktail soirees, but if thou must, taste not too much of the grape, lest thou become lustful and covetous.

Thou shalt not grouse when two or more stations send identical champagne buckets for Christmas.

Thou shalt not berate the press agents, for thee might become one some day.

Thou shalt stay off the air for thy province is the printed page.

Thou shalt not be turned into a vain and pompous fool by the sycophancy of radio artists.

Thou shalt not look askance at the lowly independent station, remembering always that the meek and the humble shall some day inherit the air.

Thou shalt not make columnar favorites and write only about them to the exclusion of all others.

Thou shalt strive daily to correct evils and indignities perpetuated on the air.

Thou shalt write thine own column.

"Madero" Thriller Gets Pic Right Bid

HOLLYWOOD, May 3.—Mutual Broadcasting System's (MBS) new whodunit, *Johnny Madero*, which the web launched here April 23, received an immediate bid for film rights from the Pine-Thomas pic producing combine. Film makers want rights to the first *Madero* script as a basis for a pic thriller, but Mutual and the package owner, Ken Dolan, have as yet made no commitments. It's understood the air-show producers will hold back on possible film deals until the seg goes commercial.

An interesting sidelight to Mutual's purchase of the *Madero* seg is the fact that American Broadcasting Company's (ABC) Western net has for many months been airing *Pat Novak for Hire* from San Francisco. Similarity between *Madero* and *Novak* is more than coincidental, since the newer thriller stars Jack Webb and is penned from story lines conceived by Dick Breen, both of whom built *Novak* into one of the Coast's top mystery originations. Tradesters are privately amused at Mutual's unveiling of *Madero*, with cudos tossed in the direction of Mutual's exec producer Walter Lurie, who bought the show, with original stars, from under ABC's nose.

Comment caused by the *Novak* show brought a screen writing pact for Breen and Hollywood acting offers for Webb. Breen's Paramount pic pact doesn't permit full-time radio scripting, but allows him to develop story ideas in collaboration with scripters Herb Margolis and Lou Morheim.

gineering, business, production, promotion and publicity ends of FM, he said, and were schools to equip students accordingly, it would facilitate the problem both of the employer and job seeker.

Rumble of Misunderstanding Pops Up at NAEB Meeting

COLUMBUS, O., May 3.—Rumbles of misunderstanding that may lead to a renewal of open warfare between commercial broadcasters and educational airers of the country were heard at a meeting of the National Association of Educational Broadcasters (NAEB) here today. The Educational Broadcasters, altho they are the first to admit that such warfare has not yet broken out, and that it can be prevented, were nevertheless definite in voicing intention to oppose the commercial segment of the trade in two specific situations now developing and others that might occur in the future.

Most overt expressions of opposition occurred relative to the present situation in California, where the Southern California Broadcasters Association is openly opposing a pending bill for establishment of a State-owned educational FM network. At the meeting here, the Educational Broadcasters sent a resolution to the head of the California Senate Education Committee. It voiced discontent with the opposition of the commercial broadcasters and called for passage of the bill. Educational Broadcasters also supported appropriation of \$700,000 for the network, and not \$200,000, which commercial broadcasters have been advocating as a device to emasculate the proposed legislation.

Second point on which the Educational Broadcasters went on record as being in opposition to their commercial cousins was a resolution advocating that NAEB continue its fight to get its present AM members the right to air at night, with increased power on what now are clear channels held by commercial stations who have successfully kept their nighttime air free of opposition for years. In this regard, the NAEB

members, most of them university and college stations, plan to carry their fight to the FCC and propose that their stations be allowed to operate nighttime with directional antennae, which would prevent their signals from interfering with the clear channel kilowatts.

Altho the Educational Broadcasters would not come right out and say that open warfare is imminent, they did say that it could develop if the industry, thru the National Association of Broadcasters or some other group, did not act to stop action such as that undertaken by the California broadcasters, and if it did not outwardly favor the realization that there is a place for both educational and commercial broadcasters now and will be in FM. This applies to educational networks, such as those which have been started in Wisconsin and elsewhere.

Significant point, which it was felt the broadcasters who brush off educational radio stations as pesky flies could head, as an indication that they could have worthy opponents if warfare were to develop, was the fact that the meeting was attended by the largest force the association has ever mustered and that more groups, especially labor stations, are planning to join its ranks.

ABC TOP ED EXHIB

(Continued from opp. page) State 47, cultural series.

WMCA, New York, covered itself with glory, getting four first awards. They were for its edited United Nations broadcasts; *Adventures Into the Mind* (cultural); *One World or None* (public issues), and *New World A-Comin'* (personal and social problems).

List of awards to stations and networks is on opposite page.



**Hire Help —
Step up Production
Get set for the rush —
Let**

**MARTIN
BLOCK**

**Sell
for you
on**

**WARNER BROS.
KFWB**



PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers interested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

National

NAT'L BROADCASTING CO.
The Adventures of Archie Andrews
10:30-11 a.m., Sat.
Rep.: NBC Program Sales

Founded on the popular comic strip and books of the same name, "THE ADVENTURES OF ARCHIE ANDREWS" is one of the strongest segments of NBC's Saturday morning line-up of programs for family and juvenile listening. The current rating is 6.0, with a 37% share of audience. The show is backed up by extensive promotion in the Radio Comics group of magazines and in the newspapers carrying the comic strip distributed by the McClure Syndicate. Tickets requests from the New York area alone for many weeks have far exceeded the studio capacity.

Radio Stations

Georgia

WBBQ, Augusta
Baseball Parade
(Before all out-of-town ball games),
8:30-4:45 p.m.
Rep.: Joseph Hershey McGillvra, Inc.
Play-by-play baseball broadcasts are back again in Augusta, with popular Thurston Bennett at the mike. Immediately preceding each game, the Baseball Parade gives the fans all the major league scores of the day, timely comment, and the batteries for all Sally League games. Some wise buyer will take advantage of this opportunity to reach the dependable large baseball audience. Available for station time only.

Illinois

WJJD, Chicago, Ill.
Ernie Simon Show
8-10 a.m. and immediately after baseball games, 5 times wkly.
Rep.: Avery-Knodel
Chicago's newest conversational topic, ERNIE SIMON, has room for only two more sponsors on his morning and afternoon shows. Completely uninhibited, ERNIE SIMON has captured the fancy of Chicago radio listeners with his rapid chatter, spontaneous humor and latest "hit" tunes. Spot charges for this favorite comedian on Chicago's next 50,000-watt station, WJJD, begin at \$21.50 for one and scale down to \$18.50 for 104.

Indiana

WOWO, Fort Wayne
Nancy Lee and The Hilltoppers
1:30-1:45 Saturday (CST on ABC)
Rep.: NBC Spot Sales
Variety program from deep-in-the-hills mountain music to violin, accordion combinations bordering on the classics. Sam deVincent, Roy Hansen, Jack Carman and the irresistible Nancy Lee provide network with one of its popular Saturday afternoon features. Also featured on Little Red Barn and other farm programs. This talent can be arranged to fit time purchased by client.

Iowa

KRNT, Des Moines
The Gene Emerald Show
3-4:30 p.m., Mon. thru Fri.
Rep.: The Katz Agency
Gene Emerald delivers a friendly, down-to-earth selling program. Plenty of music; just enough of Gene. Jockeys top discs; sings with Hammond organ. Platter chatter is amusing, chuckle-toned. Here's convincing, airwise, professional selling—for Emerald's show experience stretches back 25 years; takes in stage, radio, nightclub, battlefront USO. For 90 afternoon minutes daily Gene puts highly Hoopered KRNT minutes to work. They peak at 7.9. Gene Emerald can Alp your sales, too. See Katz.

KRNT, Des Moines
Sports of All Sorts
10:15-10:30 p.m., Mon. thru Sat.
Rep.: The Katz Agency
Complete sports round-up by Jon Hackett, Iowa's most popular radio sports personality (1947 radio poll, Des Moines Tribune). Hackett has been miking Midwest sports 13 years. Fourth year to broadcast Drake relays; Iowa basketball, football. . . . other Hawkeye sports. Annually Hackett emcees Iowa's Sports and Vacation Show, Corn State auto races. His 8:15 broadcast has had same sponsor five years. Plenty good salesman. Highly merchandisable; highly promoted. Night show available in participating minutes, or in toto.

KSO, Des Moines
Inquiring Mike
12:45-1 p.m., Mon. thru Fri.
Rep.: Headley-Reed Co.
The Inquiring Mike, with master ad-libbers Bill Baldwin and R. Jay Nash—the two men-on-a-mike, is the favorite man-on-the-street program in Central Iowa. Bill and R. Jay alternate turns at the mike. While one is doing an interview, the other is lining up another participant. The result—a fast-moving, entertainment-packed quarter hour, with usual pauses eliminated. This interview program has a terrific history—it's tried and tested to do a terrific job—highly merchandisable. Open for sponsorship three or five days a week.

Massachusetts

WBZ-A, Boston
New England Farm Hour
6-7 a.m., Mon. thru Fri.
Rep.: NBC Spot Sales
Wide following in New England. And why not, with national and New England news, band music, latest market prices, crop information and two agricultural experts speaking on current farm problems every weekday? "FARM HOUR" features five minutes of Georgia Mae with her easy, breezy Western songs and friendly personality. ESSO NEWS, now in its twelfth year, follows "FARM HOUR."

Montana

KBOW, Butte
Sports Spotlight
6:15 p.m., 6 times wkly.
Rep.: Donald Cooke, Inc., New York, Chicago & Detroit; Gene Grant, Inc., Los Angeles & San Francisco.
New but popular. Butte is great sports town and the sports commentator does not merely read press releases but adds personal touches through years of observance of major league baseball and other sports. Local sports are carried. Weekly award made to Butte individual with outstanding sports performance of the week. Now sponsored by local beer brewery on Mondays, Wednesdays and Fridays. Sponsor pleased. Informal survey indicates Butte sports fans consider this their first evening broadcast with late sports.

New York

WGY, Schenectady, New York
Breakfast with the Brooks
Monday thru Sat., 9:30-10 a.m.
Rep.: NBC Spot Sales
"The several thousand requests for samples which you sent through certainly prove that you have a large and loyal number of listeners. YOUR PROGRAM HAS OUTPULLED ANY THREE OF THE BEST STATIONS COMBINED THAT WE HAVE USED THE PAST MONTH" writes a sponsor of "Breakfast with the Brooks" after a recent offer. Pulling power . . . that's what Martha and David Brooks offer any sponsor on their program. Few participations on this popular feature are available. NBC Spot Sales will give you complete details.

WHAM, Rochester
Max Metcalf and the News (News)
1 p.m. daily, 5 times wkly.
Rep.: Geo. P. Hollingbery Co.
"Max Metcalf and the News" at 1 p.m. on WHAM—an established radio feature, not just in Rochester or Monroe County but in 43 counties of Upstate New York and Northern Pennsylvania. Max has an easy, friendly but authoritative style. He covers the "big" stories, using United Press. Local and area news is gathered by WHAM's own news bureau. Metcalf follows a delayed broadcast of "Breakfast in Hollywood." "Max Metcalf and the News" is Hooperated at 7.5.

WNEW, New York City
The Johnny Andrews Show
9:35-10 a.m., Mon. thru Fri.
Rep.: John Blair & Co.
Handsome young man here plays fine piano, sings beautifully, sells strongly. Only two months old (the program, that is), his PULSE is fourth best in N. Y., topped that of a network outlet in March and April. Good job for one sponsor already under his belt. Available 10, 15-minute segments. Immediately precedes "MAKE BELIEVE BALLROOM" with Martin Block—nuff said!

Ohio

WBNS, Columbus
Sally's Sittin' Room
Musical Variety
11-11:15 a.m., 5 times wkly.
Rep.: John Blair & Co.
Sally Flowers, whose imaginary "sittin' Room" is known to thousands of Central Ohio listeners, entertains with familiar hill-billy tunes as she ad-libs her way thru one of the station's newest programs. A veteran trouper, Sally's salty humor and easy style have kept her in front ranks. "Sittin' Room" is backed by program promotion, including weekly p.a.'s. It's neighborly, nostalgic, entertaining—a "town and country" natural. Additional material, platter on request.

WING, Dayton
Swing with WING
12:05-6 a.m., Mon. thru Sun.
Rep.: Weed & Co.
"Gene Barry's SWING WITH WING show over WING, Dayton, O., is the best of its kind in the U. S.," says General Artists Corporation, leading band booking agency. GAC gets information from touring bandsmen . . . Tommy Dorsey, Stan Kenton, Charlie Spivak, Woody Herman, Spike Jones. They say "SWING WITH WING's got it!" Barry's SWING WITH WING club has 6,500 membership and growing daily. Requests average 100 nightly from every State. It's a hot show . . . brimming over with sell

Oregon

KEX, Portland, Ore.
BUGLER X
6-6:45 a.m., 5 times weekly
Rep.: Free & Peters
One-minute participation announcements or quarter-hour units available for this swift-moving presentation of easy-to-listen-to rhythmic music interspersed with ad lib patter, time signals and news. Especially tailored for early-morning listening by Barney Keep, well-known Portland disc jockey for the past five years. Bugler X has officiated as everything from emcee at school dances to honorary cowhand. Letters from New Zealand and Alaska, as well as from KEX coverage area, attest his popularity.

Pennsylvania

WDAS, Philadelphia
News—Every Hour on the Hour
8 a.m. thru 7 p.m., Mon. thru Sat.
(AP News Service)
Rep.: Chicago and West, Forjoe & Co. New York, direct.
Entire 12-daily, 72-weekly, 3-minute newscasts available to one sponsor making the most unusual package availability in the country. Eight years' highly successful sponsorship by top national accounts. Blind survey indicated that 26% of Philadelphia housewives correctly identified station and type of program carrying the sponsor's message. Newscast reaches those who specifically habit-tune the hourly news, those who are tuned to the preceding program and those "travelers" who look for new programs "on-the-hour." Immediate availability.

KDKA, Pittsburgh
Branch With Bill
12:15-1 p.m., 5 times wkly.
Rep.: NBC Spot Sales
Visitors to Pittsburgh see Fort Pitt, steel plants, the view from Mt. Washington, and "Branch with Bill." KDKA's big noontime variety show features the KDKA orchestra, vocalists, gags, skits, MC Bill Hinds. Forty-five minutes of fun, with musical direction by Bernie Armstrong, scripts by Ed King. Listeners love the show, write for reservations to see it weeks ahead. Branch is preceded and followed by established news broadcasts. One-minute participations.

KYW, Philadelphia
Music From the Theatre
1-1:30 p.m., Sun. only
Rep.: NBC Spot Sales
The highest Hooperated show between 12:30 and 5:30, Sunday afternoon, in the Philadelphia area is "Music From the Theatre." Features the KYW orchestra directed by Clarence Fuhrman, Philadelphia's best known radio conductor, with songs by Frank Coleman. This smooth-paced half-hour features sparkling tunes from musical comedies and operettas in exceptional yet sure-footed arrangements. It fits in well with KYW's Sunday afternoon pattern of fine music; preceding Longines Symphonette.

WIP, Philadelphia
"Lobby Parley"
12:45-1:00 p.m. (EDT), Mon. thru Fri.
Rep.: George P. Hollingbery Co.
Howard Jones, veteran announcer and facile ad-libber each day puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel (biggest in Philadelphia) lobby, to find out what the "man-in-the-street" thinks about the world and its doings.
A definite, carefully thought-out topic is planned for each day—the topic being one on the news horizon at the moment.
"Lobby Parley" lends itself admirably to prize offers should the sponsor so desire.

Washington, D. C.

WRC, Washington, D. C.
Robert McCormick, News
Mon. thru Fri., 12:30-12:45 p.m.
Rep.: NBC Spot Sales
Robert McCormick has been on the Washington scene more than 13 years, and his daily news commentary is built on a background of authentic experience and personal acquaintance with the people who make news in the Nation's Capital. McCormick is a favorite with listeners. His Hooper ratings are consistently high. Ask any NBC Spot office for complete story on McCormick and Washington market. Available now for \$14.75 net per program plus time.

WTOP, Washington, D. C.
Speaking of Sports, with Eddie Gallaher
6:30-6:45 p.m., Mon. thru Fri.
Washington's top-rated quarter-hour sports program, SPEAKING OF SPORTS, has an average weekly rating of 4.4 and attracts a 16.5% share of audience. (Oct., 1946-Feb., 1947, Hooper City Report.) Preceded by Eric Sevareid, followed by Robert Trout, it is sponsored three days by Shell Oil—available Tuesday and Thursday. Gallaher spices his complete round-up with interviews featuring sportsdom's biggest names. For an audition disc and full information, call us or RADIO SALES, the SPOT Broadcasting Division of CBS.

WWDC, Washington, D. C.
Uncle Samjack, new children's program
7:45-8 p.m., Mon. thru Fri.
An entirely new children's program presented nightly at bedtime. Combination of stories, games, songs tied into an appealing package by Uncle Samjack, who, under another name, is an outstanding showman and musician. Uncle Samjack was inspired by a six-year-old girl. It's a natural that children will love and is the answer to blood-and-thunder critics. Live locally, available nationally on transcription. Audition disc on request.

Transcribed Services

LOUIS G. COWAN, INC.
8 S. Michigan Ave.
Chicago 3, Ill.
Murder at Midnight
"Murder at Midnight" offered by the producers of "Quiz Kids," is the Number 1 Hooper show in New York, Los Angeles, San Diego and many other markets from coast to coast. Real network caliber 52 half-hour mystery-suspense thrillers by the same authors who write the top rating network shows in this category. It's THE TRANSCRIBED SHOW to break sales records and reach a new high in radio selling. Available for local and regional sponsorship. Priced low. Send for free audition disc now.

HARRY S. GOODMAN
19 E. 53d St., N. Y. 22, N. Y.
The Kay Lorraine Show
Advertising agencies and sponsors! Attention! A new musical program just completed. Available to local and regional accounts. Starring the blond thrush, Kay Lorraine, who has been featured in "Your Hit Parade," "Carnation Hour," "The Ford Show," and Frank Gallup, sensation of the new Milton Berle show. Added attraction—an all star 7-piece orchestra. 53 fifteen-minute transcribed programs available. Act fast while all markets are open.

LES MITCHEL PRODUCTIONS, INC.
 (Producers of Skippy Hollywood Theater)
 8853 Beverly Blvd., Hollywood
 "The Theater of Famous Radio Players"—Family Drama, 1/2 hr.
 Features the best 15 names of Hollywood's Radio Row in "top-flight" family entertainment. Lurene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Edwards, etc. Drama, comedy, suspense, romance by name writers plus deft production. Auditions on request. Priced right! 39 shows available, more in production.

TELEWAYS RADIO PRODUCTIONS, INC.
 8949 Sunset Blvd., Hollywood 46.
Sons of the Pioneers
 Fifteen-minute five-a-week transcribed musical series starring Bob Nolan, Tim Spencer and all the "Sons of the Pioneers." This particular group has made over 100 movies and is currently sponsored in a starring capacity on the big Alka-Seltzer network program, NBC Coast to Coast. This is a brand-new series. 200 programs. Available for local or regional sponsorship on three or five-time-per-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

TELEWAYS RADIO PRODUCTIONS, INC.
 8949 Sunset Blvd., Hollywood 46.
Moon Dreams
 "Moon Dreams" is the station's favorite type of program, humanly enriched by the masterful voice of one of America's greatest radio stars, Marvin Miller; the lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted fingers of Del Castillo, at the organ, and the rich, deep notes of Ivan Epinoff's violin. Fifteen minutes five-a-week for "easy listening." Available three or five time basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

PARAGON RADIO PRODUCTS
 131 W. 52 St., New York 22, N. Y.
George Raft in "The Cases of Mr. Ace"
 George Raft starred in a fast-paced, hard-hitting vehicle worthy of his great movie reputation. Millions of Raft fans will love him as "Mr. Ace" in this network caliber half-hour show. Top Hollywood cast. Top script, Jason James of "Sam Spade" fame. And what music! Not an organ—a full orchestral Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

BASCH RADIO PRODUCTIONS
 17 E. 45th St., New York 17, N. Y.
"It Takes a Woman"
 A 5-minute program with a big success sales record for sponsors. Stories of the average woman, and how she did something outstanding to help her family or community. Features Frances Scott as narrator. When sponsored by Vick's show had the highest daytime rating on Toronto station, beating ratings for all ten and fifteen minute shows. A sure bet to sell products appealing to women. Two hundred programs are ready. Wire or write for audition recording.

FREDERIC W. ZIV CO.
 1529 Madison Rd., Cin. 6, O.
Philo Vance
 Half-hour mystery series based on S. S. Van Dine's best-selling PHILO VANCE novels, featuring America's top detective in a show that you can sponsor with pride at a mere fraction of the cost of production. PHILO VANCE, favorite of millions in books, pocket editions, magazines and on the network, played by Jackson Beck with Joan Alexander as Vance's secretary. Now earning sensational ratings transcribed for local and regional sponsors: Detroit 11.3, State of California 7.2, Boston 8.8. Write for availabilities.

MAURICE C. DREICER PROGRAMS
 998 FIFTH AVENUE, NYC
The Odds Are
 A sure fire copyrighted formula, which combines luck and knowledge in a unique way, whereby the person with the greatest factual knowledge has the best chance of winning, but a lucky guess may change the picture. Introducing the Odd-o-Mat, a copyrighted prize device formula that presents unbounded excitement. Complete instructions with all questions and answers enable show to be run by local mc. Can be half hour or 15 minutes, once or across the boards.

Part I

The Billboard



DAYTIME TALENT COST INDEX

This feature was developed by The Billboard in co-operation with C. E. Hooper, Inc. Figures projected from telephone homes to total urban population.



BASED ON THE "FIRST FIFTEEN" DAYTIME HOOPER RATINGS, NATIONAL AND PACIFIC COAST, FOR PERIOD OF APRIL, 1947

Rank	Program, Sponsor, Agency, Net & Sta.	Hooper Rating	Previous Rating and Rank	Opposition	Talent Cost	Cost per Point	Cost per 1,000 Urban Listeners
1	MA PERKINS Procter & Gamble Co. Oxydol D-F-S CBS 75	8.2	7.9-3	NSP-ABC NSP-MBS NSP-NBC	\$1,300	\$158.54	**
2	PORTIA FACES LIFE General Foods Sales Co., Inc. Grapenuts Wheatmeal Y & R Maxwell House Coffee S&B NBC 67	7.8	7.5-9	Sky King-ABC NSP-CBS Superman-MBS	\$2,750	\$352.58	**
3	WHEN A GIRL MARRIES General Food Sales Co., Inc. Baker's Chocolate, Diamond Crystal Salt S&B LaFrance, Satina, Calumet Y&R NBC 76	7.7	8.3-9	Terry and the Pirates-ABC NSP-CBS Hop Harrigan (MWF)-MBS	\$2,300	\$298.70	**
4	AUNT JENNY Lever Bros. Co. Spry, Lux Soap R&R CBS 45	7.6	8.4-2	Kenny Baker Show-ABC Checkerboard Jamboree-MBS NSP-NBC	\$2,000	\$263.18	**
5	KATE SMITH SPEAKS General Foods Sales Co., Inc. Post's Raisin Bran and Post's 40% Bran Flakes S&B CBS 145	7.3	8.7-1	Kenny Baker Show-ABC NSP-MBS NSP-NBC	\$5,000	\$684.83	\$1.17
6	YOUNG WIDDER BROWN Sterling Drug, Inc. Haley's M-O, Phillips Toothpaste D-F-S NBC 144	7.1	7.9-3	Dick Tracy, L.N. Co-Op-ABC NSP-CBS NSP-MBS	\$1,900	\$225.35	\$.38
7	BIG SISTER Procter & Gamble Ivory Soap Compton-CBS 63	7.0	8.9-8	Baukhage Talking, L.N. Co-Op-ABC Cedric Foster, L.N. Co-Op-MBS NSP-NBC	\$2,500	\$357.14	**
8	PEPPER YOUNG'S FAMILY Camay Soap P&R Dreft D-F-S NBC 130	6.9	7.9-5	Edwin C. Hill, L.N.-ABC NSP-CBS NSP-MBS	\$2,050	\$401.52	\$.78
8	ROMANCE OF HELEN TRENT Whitehall Pharmacal Co. Heat Lintiment, Kolyon, Biscodol D-F-S CBS 137	6.8	8.6-10	NSP-ABC NSP-MBS NSP-NBC	\$1,600	\$272.79	\$.48
8	BREAKFAST IN HOLLYWOOD Procter & Gamble Co. Ivory Flakes Compton ABC 231	6.8	8.9-8	NSP-CBS NSP-MBS Fred Waring (TTF)-NBC	\$1,500	\$227.27	\$.41
8	LORENZO JONES Sterling Drug, Inc. Various Products D-F-S NBC 144	6.8	8.9-10	NSP-ABC NSP-CBS NSP-MBS	\$2,000	\$307.69	\$.52
8	BACKSTAGE WIFE Sterling Drug, Inc. Engine Cleaning Fluid, Dr. Lyon's Toothpowder D-F-S NBC 144	6.5	*	NSP-ABC NSP-CBS NSP-NBC	\$1,750	\$269.23	\$.48
8	OUR GAL, SUNDAY Whitehall Pharmacal Co. Anacin D-F-S CBS 140	6.5	7.2-7	NSP-ABC NSP-MBS NSP-NBC	\$1,750	\$269.23	\$.49
10	RIGHT TO HAPPINESS Procter & Gamble Co. Ivory Soap Compton NBC 142	6.2	7.7-4	NSP-ABC Hint Hunt, L.N.-CBS NSP-MBS	\$2,250	\$362.90	\$.65
10	WOMAN IN WHITE General Mills, Inc. Blasquik Betsy Crocker Soup KR NBC 132	6.2	*	Ethel and Albert, L.N. Co-Op-ABC Perry Mason-CBS Queen for a Day-MBS	\$3,000	\$483.87	\$.89

Average audience rating is 4.8, as against 5.2 last report, 4.4 a year ago. Average daytime sets-in-use reported are 17.6, as against 19.2 last report, 16.3 a year ago. Average available homes is 73.1, as against 73.6 last report, 72.3 a year ago. Number of sponsored hours is 81 as against 81 3/4 last report, 91 3/4 a year ago.

* Not in top 15 previous report.
 ** Not available.
 L.N.—Limited Network.
 NSP—No Sponsored Program.

L. & M.—Lennen & Mitchell. F. C. & B.—Foolo, Gane & Balding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Rushrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Broby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles.

'Ma Perkins' Moves Up to First Place

Kate Smith Drops to 5th

NEW YORK, May 3.—Latest report on the Daytime Talent Cost Index, a feature of *The Billboard's* Continuous Program Studies, prepared in co-operation with the E. C. Hooper organization, shows considerable realignment in standings of the segs. Procter & Gamble's *Ma Perkins* is first this trip, coming up from third place. Show represents a terrific buy at \$158.54 per point. *Perkins* displaced *Kate Smith Speaks*, which in this report drops to fifth—the rating going from 8.7 to 7.3. Cost of the *Smith* opus to General Foods breaks down to \$1.17, as figured from a talent cost of \$5,000.

Second rank in the daytime line-up goes to *Portia Faces Life*, the General Foods seg, coming up from sixth rank. Third spot, too, goes to a show which bounced up considerably—General Foods' *When a Girl Marries*—which placed ninth in the last report, the comparative ratings being 7.7 currently and 6.8 last trip.

Other Positions Changed
 Others in changed positions are *Aunt Jenny*, second last time but now fourth; *Young Widder Brown*, third last trip and now sixth, and various others indicated on the chart. *Backstage Wife*, it is to be noted, didn't make the chart last time but came up into ninth position currently with a rating of 6.5, tying *Lorenzo Jones* and *Our Gal, Sunday*. *Woman in White* also showed up in the current chart, tying *Right to Happiness* for 10th rank.

P. & G.'s *Breakfast in Hollywood* held its identical position—eighth place, as compared with last report, but Kellogg's *Breakfast* seg dropped out of the chart this time. Last report it was in sixth place with a score of 7.5.

P&G Weighs Fate Of Ken Baker Show

CINCINNATI, May 3.—Officials of Procter & Gamble and the Benton & Bowles Agency were closeted this week-end, ironing out details of the sponsor's radio set-up. Walter Craig, radio director of B&B, disclosed recently that this session was likely to determine the fate of the *Kenny Baker* show, aired for 30 minutes five days weekly over American Broad-

casting Company. It is known that Procter & Gamble officials long have considered the cost of the package too high.

Should the Baker show be scrapped, or dropped for the summer, the likely replacement seems to be an audience-participation package, starring Tommy Bartlett, who emceed the *Meet the Missus* program. The show probably would emanate from Chicago, with Bartlett working out of a big hotel, interviewing out-of-towners passing thru. Compton probably would be the agency.

"QUEEN" FOR FAIRS

(Continued from page 3)
 They feel that the show, having traveled to many large cities, should now begin hitting the rural territories in order to make their promotion activity completely national in scope. The show definitely will play Wisconsin State Fair, Milwaukee, August 18-22, and probably the Iowa fair, Des Moines, August 25-29, and the Michigan fair, Detroit, September 1-5. From there, if it can be arranged, the show will travel to fairs in other parts of the country.

Part II

The Billboard



5-Month Sectional
"Program Hooperatings"
FIRST FIFTEEN — EVENING



ALL FOR PERIOD FROM OCTOBER, 1946, THRU FEBRUARY, 1947

Sectional Vs. U. S. Hoopers

Mount'n Ears Differ Most From Nat'l

5-Month Area Comparison

NEW YORK, May 3.—Five-month National Average program Hooperatings, when compared with average sectional ratings for the same period (October, 1946, thru February, 1947), reveal that the Mountain States show the most radical departure from the National Average taste. No less than five shows which make the top 15 evening list Nationally do not show



among the leaders in the Mountain area. Shows are Bing Crosby, Walter Winchell, *Duffy's Tavern*, *Great Gildersleeve* and *Bandwagon*.

Six shows which don't appear in the top 15 National list, on the other hand, find niches on the fave list of the Mountain folk. These are Burns and Allen, *Truth or Consequences*, Eddie Cantor, Dr. Christian, *Grand Ole Opry* and *One Man's Family*, which show in 6th, 10th, 11th, 13th, 14th and 15th Mountain slots, respectively. Still, the Mountain topper, Bob Hope, coincides with the Pepsodent buffet's National topper rating.

Mid-North Least Contrary

North Central States run least contrary to the National picture with changes in position among top 15, with only one show on the North Central list which does not also appear on the National list. This is *Take It or Leave It*.

The East and the South each have two shows on their sectional preference list which do not make the National top 15. The shows are

different for the two sections, however. In the East *Suspense* and *Big Town* grab off 14th and 15th slots, while Southerners seem to go for the Judys. *Date With Judy* makes No. 13 on the Southland list, while Judy Canova edges into 15th position.

Pacific Likes Cantor

The Pacific area goes for Eddie Cantor (6), Judy Canova (12) and Blondie (13), with all three shows absent from the National top 15.

Number one thru four slots hold up quite well on a sectional comparison with the National picture. The topper varies slightly by section, with Fred Allen No. 1 in the East, Fibber McGee and Molly first in the South and Jack Benny leading the Pacific parade. In other sections, however, National topper Bob Hope holds his slot.

Accompanying chart shows many other interesting variations in sectional lists compared with National. The *Amos 'n' Andy* show, which lands the No. 8 National slot, for instance, is No. 3 behind Fibber and Hope in the South.

NATIONAL AVERAGE	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN	PACIFIC
1. Bob Hope 28.3	Fred Allen 27.4	Bob Hope 33.8	Fibber McGee and Molly 30.3	Bob Hope 35.6	Jack Benny* 39.9
2. Fibber McGee and Molly 28.2	Charlie McCarthy 25.6	Fibber McGee and Molly 32.8	Bob Hope 29.0	Fibber McGee and Molly 34.1	Bob Hope 30.0
3. Jack Benny* 26.7	Jack Benny 25.6	Charlie McCarthy 29.1	Amos 'n' Andy 28.3	Red Skelton 31.0	Red Skelton 30.0
4. Charlie McCarthy 26.2	Fibber McGee and Molly 25.2	Red Skelton 28.2	Charlie McCarthy 23.2	Charlie McCarthy 26.7	Charlie McCarthy 27.2
5. Fred Allen 26.1	Walter Winchell 23.9	Fred Allen 27.0	Red Skelton 23.2	Fred Allen 26.4	Fibber McGee and Molly 26.9
6. Red Skelton—CH 23.4	Bob Hope 23.3	Jack Benny 27.0	Fred Allen 22.0	Burns and Allen 25.3	Walter Winchell* 26.3
7. Radio Theater 23.0	Radio Theater 23.3	Radio Theater 26.3	Jack Benny 21.5	Radio Theater 24.6	Fred Allen 25.6
8. Amos 'n' Andy 22.7	Screen Guild Players 21.5	Screen Guild Players 25.6	Mr. District Attorney 21.1	Screen Guild Players 23.9	Eddie Cantor 20.8
9. Walter Winchell* 22.0	Amos 'n' Andy 21.1	Amos 'n' Andy 25.4	Bandwagon 20.4	Mr. District Attorney 23.1	Bandwagon 19.7
10. Screen Guild Players 21.1	Bandwagon 20.6	Bandwagon 21.6	Radio Theater 20.4	Truth or Consequences 22.2	Great Gildersleeve 19.0
11. Bandwagon 20.4	Mr. District Attorney 19.4	Mr. District Attorney 21.2	Walter Winchell 20.2	Eddie Cantor 20.7	Radio Theater 18.9
12. Mr. District Attorney 19.6	Duffy's Tavern 18.1	Duffy's Tavern 19.6	Burns and Allen 18.0	Amos 'n' Andy 20.5	Judy Canova 18.0
13. Duffy's Tavern 17.8	Bing Crosby** 17.0	Take It or Leave It 18.9	Date With Judy 18.7	Dr. Christian 20.2	Blondie 17.5
14. Great Gildersleeve 17.0	Suspense 16.6	Bing Crosby** 17.9	Duffy's Tavern 18.5	Grand Ole Opry 20.1	Amos 'n' Andy 17.4
15. Bing Crosby** 16.9	Big Town** 16.3	Great Gildersleeve 17.5	Judy Canova 17.6	One Man's Family 19.5	Bing Crosby*** 17.0
			Screen Guild Players 17.6		

*Includes first and second broadcasts.
**Program broadcast October 10, 1946, thru February, 1947.

***Rebroadcast to Pacific Coast cancelled November 5, 1946.
CH—Computed Hooperating.

CBS, N. Y., Inks Meggers Pact; Pay Up 10-50%

NEW YORK, May 3.—The Radio Directors' Guild has won Columbia Broadcasting System (CBS) salary increases of 10 to 50 per cent for its television meggers, 11 per cent for net work associate directors and 20 per cent for local directors at WCBS, the web's New York flagship. The new pacts run to October 31, with the hikes retroactive in the case of local and tele meggers to January 1,

1947, and for network staffers to November 1, 1947.

Local directors at WCBS won a \$50 weekly hiring minimum, 40-hour, five-day week, 12 hours between shifts, union shop, severance pay, air credit where warranted by excellence of work, and yearly vacations of up to three weeks according to length of service. A grievance procedure has been set up, the company to meet with the union within 48 hours of request. Where the parties cannot agree, the New York State Board of Mediation is to step in.

First TV Contract

The contract signed for the directors at WCBW, the CBS tele station, is the first ever pacted for video talent. Meggers there are on unlim-

ited hours because of the creative nature of the medium; CBS has agreed not to work them "excessively." However, assistant tele directors are on the five-day, 40-hour week. The rest of the WCBW contract is substantially the same as the one signed for WCBS directors.

Tele meggers are now getting salaries ranging from \$40 to \$110. CBS is to give them 10 to 50 per cent increases by taking a percentage of the total pay roll and dividing it among the personnel, with boosts generally being given according to length of service and smallness of salaries.

The agreement on network associate directors is re-openable only for cost-of-living increases.

AP Revamps Press - Radio Department

700 Stations Involved

NEW YORK, May 3.—Establishment of a new Associated Press (AP) radio department, which will supplant the news service hitherto provided by Press Association, Inc. (PA), was announced this week by Kent Cooper, AP executive director and general manager. Approximately 700 radio stations currently subscribing to PA soon will be offered associate AP membership.

Executive and operating personnel will remain about the same under the new set-up, except for retirement of W. J. McCambridge, PA general manager. Oliver Gramling, assistant general manager of PA, will assume a similar post with AP, and probably will head the radio operation. Offices of PA, currently separate from AP, will be consolidated with those of the parent organization.

KLAC Makes Move For Coast Sports Coverage Supremacy

HOLLYWOOD, May 3.—Thackery-owned Hollywood outlet, KLAC, will launch its most concerted effort to grab sports coverage supremacy in the local radio field beginning May 12 with a greatly hyped program of sportcasts featuring Sam Balter, the station's sports ed. Significant in the new sports drive will be inclusion of race results which KLAC will carry for the first time since the Thackreys bought out the old KMTR set-up. Station has long hesitated over the airing of racing news, but finally gave in because of great listener demand.

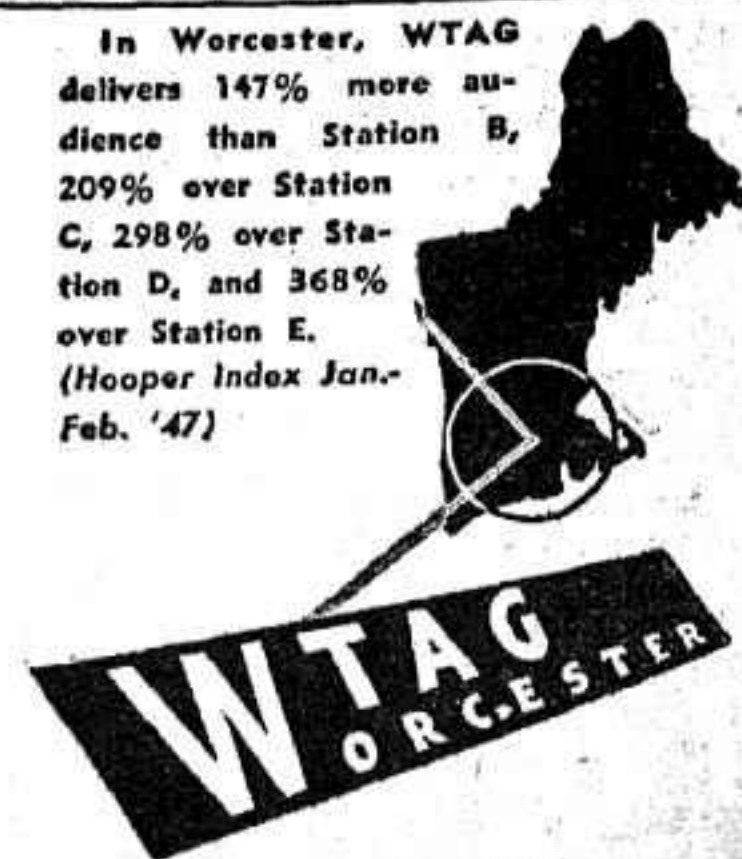
Set-up will give Balter five choice five-minute sports slots from 1 to 5 each afternoon, with a wrap-up seg at 6:30 p.m. In addition, Balter will do one-minute cut-ins on the Al Jarvis disk jockey seg twice hourly.

Aside from the new racing news feature (which will boost the station's income some \$40,000 a year from a national scratch sheet firm), outlet will continue to carry exclusive airers of the L. A. and Hollywood baseball clubs, local Olympic stadium boxing events, all hockey matches, basketball, pro football and allied events.

'Willie Piper' on ABC Thurs.

NEW YORK, May 3.—Thursday has been selected as the new broadcast night for *Tales of Willie Piper*, which the lamp division of General Electric will sponsor over American Broadcasting Company. No starting date or time has been chosen as yet. Opus currently bucks Jack Benny show Sunday night on sustaining.

In Worcester, WTAG delivers 147% more audience than Station B, 209% over Station C, 298% over Station D, and 368% over Station E. (Hooper Index Jan.-Feb. '47)



Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



Studio One

Reviewed April 29, 1947

Sustaining Via CBS

Tuesday, 9:30-10:30 p.m.
UNDER THE VOLCANO (Premiere)
 (Adaptation of Malcolm Lowry's Novel)
 Fletcher Markle, writer-director;
 Robert J. Landry, producer; Alexander
 Semmler, music; cast, Everett Sloane,
 Anne Burr, Hedley Rainnie and Joe Di
 Santis. Lee Vines, announcer.

Current Hooperating for "Studio One"
 (premiere)No Rating

Average Hooperating for shows of this
 type (Dramatic)10.2

Current Hooperating of show preceding:
 "Vox Pop" (9-9:30) 7.9

Current Hooperating of show following:
No Sponsored Show

HOOPERATING OF OPPOSITION SHOWS
 ON OTHER NETWORKS

ABCNo Sponsored Show

MBSNo Sponsored Show

NBC
 "Fibber McGee and Molly" (9:30-10
 p.m.)26.5

Bob Hope (10-10:30 p.m.)30.9

Radio long has sought to discover that magic middle ground which would satisfy the critical intellectual listener without driving away the run-of-the-mine radio fan. The latest attempt is that of Columbia Broadcasting System (CBS), with *Studio One*, a new hour-long series using contemporary stories, novels and plays as a basis. Off the initial presentation, an adaptation of Malcolm Lowry's new best-selling novel, *Under the Volcano*, CBS may have made real progress in the hunt. The series, however, is spotted in "death alley," opposite murderous National Broadcasting Company (NBC) opposition of *Fibber McGee and Bob Hope*.

Taut direction of youthful Fletcher Markle did not comprise the subtler nuances by reducing them to a transparent or "popular" level, yet maintained impact and suspense sufficient to grip the average mystery fan. Intelligent pacing, excellent voice contrasts and some highly original use of sound effects and background noises and music contributed to the superior end product.

Tragic Character

Story concerns a former British consul in Mexico, a neurotic character of the deepest tragic tradition, whose weaknesses and inner conflicts force him to destroy the thing he cannot do without—his marriage. Veteran troupier Everett Sloane ably handled the difficult characterization, reflecting the volatile emotions of a man fighting his own disintegration from alcohol and the knowledge that he is alienating himself from all personal and social responsibilities. Legit actress Anne Burr, playing the divorced wife who was drawn back to the ex-consul; British actor Hedley Rainnie as his politically-aware half-brother, and Joe Di-Santis as narrator all turned in workmanlike jobs.

Story has the ex-consul, who admits taking his guilt into the cantinas, who knows he lies when he says he takes only the "necessary, therapeutic drink to stop the shakes," going on to an ironic end at the hands of social forces he sought to ignore. The chain of cir-

Bill Goodwin

Reviewed April 26, 1947

Sustaining Via CBS

Saturday, 9-9:30 p.m.
 Larry Berns, producer-director; Bob LeMond, announcer; Fred S. Fox and Chet Castellaw, writers; cast, Bill Goodwin, Peggy Knudsen, Shirley Mitchell, Jim Backus, Mary Jane Croft, Elvia Allman, Norene Gamel, Alan Reed and Bill Johnstone; music by Jeff Alexander's ork and Four Girl Friends.

Average Hooperating for all shows of
 this type (Variety)13.5

Current Hooperating of Show Preceding:
 "Mayor of the Town" 7.6

Current Hooperating of Show Following:
 "Your Hit Parade"13.3

HOOPERATING OF OPPOSITION SHOWS
 ON OTHER NETWORKS

ABC
 "Gangbusters"14.2

MBSNo Sponsored Show

NBCNo Sponsored Show

Columbia Broadcasting System (CBS) is sinking a heavy chunk of money in the Bill Goodwin show, but it's still too early to prognosticate whether the effort will pay off. This much can be said: The initial show Saturday (26) had smooth direction by Larry Berns and shaped up as a rather polished production. Goodwin displayed a definite flair for comedy, and the writers, Fred Fox and Chet Castellaw, while delivering a rather uneven script, nevertheless showed flashes of bright scribbling.

From here on in, according to this reviewer's guess, the fate of the Goodwin opus will depend largely upon the writing talent. As the program shapes up now, it's situation comedy with Goodwin in the role of an insurance salesman whose social activities and love life involve him in a set of circumstances not conducive to furthering his business career. This web of circumstance gives writers Fox and Castellaw a chance to get off some dialog between Goodwin and his boss, girl friend, etc. Some of the writing is labored, but as indicated above, the script does occasionally come up with enough bright verbiage to warrant letting the current team have a go at it for awhile—for situation comedy is just about the toughest item to deliver.

Surrounding Goodwin is a very competent cast, including Peggy Knudsen, as the heart throb; Shirley Mitchell, as Goodwin's secretary; Jim Backus, who primes Goodwin with insurance-selling slogans, and Alan Reed, Bill Johnstone, Elvia Allman and Norene Gamel. This batch of talent can deliver, but Fox and Castellaw will have to provide the wherewithal.

Jeff Alexander conducts the music on the show. Does okay, but tune sung by the Four Girl Friends, *I Believe*, is rather lifeless. Or is that asking too much from Tin Pan Alley?
 Paul Ackerman.

cumstances which have Mexican Fascists slay the ex-consul after mistaking him for the half-brother who exposed them, also reached out to end the life of the woman who sought to lend him strength.

Mysticism

The average listener might not have appreciated the mysticism of (See *Studio One* on page 17)

The Whistler

Reviewed April 30, 1947

HOUSEHOLD FINANCE COMPANY
 N. T. Schwin, Adv. Mgr.

Thru Swah-Levally, Inc.
 N. W. Levally, Acct. Exec.

Via CBS (59 Stations)

Thursdays, 10:30-11 p.m.

Estimated Talent Cost: \$3,500; producer-director, George Allen; writer, William Engvick; composer and music conductor, Wilbur Hatch; cast, Janette Nolan, Hans Conreid, Joe Kearns, Wilms Herbert, Jean Leighton; announcers, Ken Niles and John Wald.

Current Hooperating for this program... 5.3

Average Hooperating for shows of this
 type (Mystery Drama)10.0

Current Hooperating of show preceding:
 (Dinah Shore) 9.8

Current Hooperating of show following:
 ("Information Please") 8.1

CURRENT HOOPERATING OF SHOWS ON
 OPPOSITION NETWORKS

ABC
 Bing Crosby25.8

MBS
 Sustaining (no rating available)

NBC
 The Big Story 8.1

ABOUT THE ADVERTISER

For several years, and continuing today, Household Finance has been among the most consistent users of radio time among money-lending corporations. The firm spent close to \$200,000 for spot radio time in 1945 and 1946, and this year's spot budget is a hefty one, tho the figure is unavailable. The total ad budget is somewhere in the neighborhood of \$1,000,000, with radio getting the biggest chunk, but mags and newspapers coming in for a solid share.

The theme of the advertising on the air as well as in printed media is the ease with which loans can be obtained and the "friendliness" of Household Finance to borrowers.

Having made its rep in the crime circle on the West Coast a number of years ago, *The Whistler* continues as one of the neater, pseudo-psychological chiller-dillers on the air. Murder, at least on this stanza, is held to a minimum (just one) and in scripting and playing the emphasis is laid on psycho overtones. These are achieved largely by the technic of having the Whistler's disembodied voice represent the criminal's conscience while at the same time serving as story narrator. The effect is strictly pseudo, but adequate for the shiver-and-shudder set.

The plot of the show caught was standard pulp, built around ballet dancers, with temperamental Paul Cooper, played by Hans Conreid, opening in a smash hit show as the program begins. His triumph, however was marred by Whistler's heckling about a dirty trick he pulled on ballerina Katherine Valadon (Janette Nolan) years earlier in London. He dropped her accidentally on purpose, while they were doing a number, and busted her toes so she could never dance again. He has been haunted, ever since, by the idea that she would seek him out for revenge.

Naturally she turns up as the newly hired choreographer for the show in which Cooper is having his

Johnny Madero

Reviewed May 1, 1947

Sustaining Via MBS

Wednesday, 8:30-9 p.m.

Producer, Ken Dolan; director, Nat Wolff; writers, Herb Margolis and Louis Morheim; cast, Jack Webb, Lou Gerson, Harry Bushman, Betty Lou Gerson, Harry Zimmerman's orchestra.

Average Hooperating for all shows of this
 type (Mystery Drama)10.6
 Current Hooperating of show preceding:
No Sponsored Show
 Current Hooperating of show following:
 Gabriel Heatter 4.9
 HOOPERATING OF OPPOSITION SHOWS
 ON OTHER NETWORKS

ABC
 No sponsored show.

CBS
 Dr. Christian12.5

NBC
 Great Gildersleeve17.6

There's murder and gore all over this one, plus the usual sprinkling of ex-convicts, convicts-to-be, police lieutenants, etc. As a murder-mystery thriller, it's typical of the genre, displaying fast and violent action. The sound effects men, of course, have a holiday simulating the cuffing around given some of the characters.

Production technique of *Johnny Madero* is good, notably the combination of commentary plus action. Jack Webb, for instance, who plays the lead role, also does the running story comment.

In this way the episodes of violence are alternated with quieter passages during which Webb advances the story line. It makes for an economical method of plot development which includes an inherent change of pace.

Atmospherically, *Madero* is corny but effective. Lead is a waterfront character, a frequenter of dives, who becomes involved in plots redolent of assault and battery. In program caught, for instance, Madero, for the sum of \$100, agrees to masquerade as the husband of one of the tougher molls. Ostensibly the purpose of this is to "discourage" one of the fem's admirers. Before the night is over, a real husband comes into view, plus an assorted crew of thugs. The dead, it is almost unnecessary to add, take up a lot of floor space.

Madero should land a sponsor. Program has nothing new to offer, but it's well-produced, with a good cast acting out a proven formula.

Seg is aired on the web Wednesdays at 8:30 p.m. and is transcribed from the Mutual line for broadcast over WOR on Thursdays.

Paul Ackerman

great triumph, and between her quietly maddening, double-meaning remarks and the Whistler's constant nagging, the Cooper character is driven to murder the former toe dancer. The denouement hinges on a miscalculation in timing as a consequence of Cooper's failure to reckon difference between Mountain and Pacific Coast Time. (Why are murderers always such jerks?)

The playing by all the thespys is standard and adequate for crime shows. Music also ably rounds out the picture.

Commercials, spotted at opening and 10:12, 10:25 and 10:29, smoothly slug away at the "we'll be glad to help you whenever we can" routine, nicely interlarded with the picture of how easy and simple it is to get a bundle of dough from Household Finance. As a matter of fact, it is probably a distorted form of public service, but is nevertheless, when the foregoing sales points are preceded with a fatherly lecture on "never borrow unless you must" theme . . . but if you must, come to HFC. Withal, plugs are short and easy to take.
 Joe Csida

Part IV

The Billboard



LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



The World's a Stage

Reviewed Via Transcription

Sustaining over Station WHP, 5,000 watts, Local Sunset; 1,000 watts, Nighttime, Harrisburg, Pa. CBS Affiliated

Mondays, 7:30-8 p.m.

Estimated Talent Cost: No figure would be pertinent here, since costs vary considerably from week to week and depend to a large degree on mechanical and other costs involved in putting together the production, which is a combination of live and transcribed material. The only regular talent is Harry Hinkley, WHP announcer, and Mari Yanofsky, New York writer. Dick Redmond, manager of the station, is the originator, producer and director of the show. Other talent varies from week to week.

No rating information available on this show.

Current Hooperating of show preceding:
Jack Smith (CBS-fed)..... 9.0
Current Hooperating of Show following:
Inner Sanctum (CBS-fed).....16.1

Current Hooperating of opposition shows on WKBO not available.

This show, which has been heard in the Harrisburg station area for some two months, switched Monday (April 29) from 10:30 to 7:30 p.m. It is a prime example of an outstanding local station public service program, pegged on a solid entertainment idea. Dick Redmond's reasoning in conceiving the show was that the universal appeal of show business offers a sound approach to better international understanding. Which thesis is certainly an authentic one. At the same time, the showbiz theme offers ample opportunity to build the stanza along genuine entertainment lines.

When more local stations display this kind of progressive and ingenious public-service-entertainment thinking, the level of home-produced programming will be raised immeasurably. In executing the idea, Redmond industriously works out tie-ups with national and international radio, film, music and other facilities (CBS, his own net, the British Broadcasting Corporation; Radio Diffusion Francais, the French national radio network; film companies, music publishers, etc.) and by an adroit blending of live and transcribed material comes up with at least a near-big league show some of the time, and a full-fledged big leaguer most of the time.

Seventh in Series

The show caught (seventh in the series) unfortunately was in the "near" category so far as sustained entertainment values were concerned. Redmond's own interview with Norman Corwin (plattered in a CBS New York studio) ran rather long and seemed to belabor the "show - business - contribution - to - one-world" idea unnecessarily. This talk-sketch was followed by another after the most fleeting kind of musical break, when via a BBC recording, British announcer Jerry Wilmot interviewed Barbara Stanwyck and husband Robert Taylor, who had just arrived in London. There was nothing particularly interest-compelling in the Stanwyck-Taylor-Wilmot chatter, and coming, as it did, right on the heels of the Redmond-Corwin gabfest it slowed the

Final Judgment

Reviewed April 29, 1947

Sustaining Over Station WMCA, 5,000 Watts, New York

Tuesdays-Fridays, 9:30-5 p.m.

Estimated Talent Cost: \$125 weekly; Joe Gottlieb, producer; Victor H. Bernstein, writer; commentary by Norman Rose.

No rating information available on this show.

OPPOSITION SHOWS NIGHT REVIEWED

ABC—No regularly scheduled show until May 6, no rating available.

CBS—"Studio One," no rating available.
MBS—"American Forum" 2.6

NBC—"Fibber McGee and Molly".....26.5

WEVD—5,000 watts—Guests, no rating available.

WINS—50,000 watts—News, Recorded Music, no rating available.

WJIN—50,000 watts—Recorded Music, no rating available.

WNEW—10,000 watts—News, Bing Crosby records, no rating available.

WQXR—10,000 watts—Drama, with Martha Scott, no rating available.

Final Judgment, based on Victor H. Bernstein's book on the Nuremberg trials of Nazi war criminals, is a series purporting to present a concise summary of the testimony. The station's technique in doing this is simple and effective. There are no dramatizations—just dramatic readings by Norman Rose. The latter's way of handling his material is restrained. That is, his voice is well modulated, somewhat subdued, letting the horror of the actual evidence strike with full impact.

The script for Tuesday's program, for instance, was made up of excerpts from official Nazi documents having to do with "genocide," a term which has come into use lately and has to do with "the purposeful destruction of nations, races or groups." Rose's readings on this subject were culled from statements of concentration camp commanders, Nazi bigwigs, etc.

Authoritative

The program in toto shaped up as a most authoritative collection of evidence crystalizing and damning the Nazi philosophy.

Final Judgment is definitely in the public service category, and is probably broadcast without any thought of commercial return. It's a good example of how stations can do this type of programming at a reasonable cost.

Paul Ackerman.

program down considerably.

It must be remembered, however, that name value of the film stars in a town like Harrisburg has a fundamental appeal, even if the celluloid couple say nothing. Inadequacy of the Wilmot interview, however, points up one of the pitfalls Redmond (or others who care to attempt the formula) must risk. He has very little control over the content or quality of a BBC or French radio interview, and it is likely that, as often as not, such stints will fall somewhat short of entertainment perfection.

In this case it was particularly (*The World's a Stage* on page 17)

Jack Teagarden Show

Reviewed April 29, 1947

Sustaining over WHN, New York, 50,000 Watts; No Web Affiliation.

Monday thru Friday, 9:15-9:30 p.m.

Estimated Talent Cost: \$1,500. Raymond Katz, producer; Helen Ward, director; Bill Mogle, script; Ed Stokes, announcer. Cast: Jack Teagarden, trombone; Herbie Dawson, piano and tenor sax; Harold Keinz, tenor sax and clarinet; Charles Panely, trumpet and piano; Willie Rodriguez, drums; Tony Dell, bass.

NO RATING INFORMATION AVAILABLE ON THIS SHOW

OPPOSITION SHOWS NIGHT REVIEWED

ABC—Boston Pops Concert..... 2.6

CBS—Vox Pop 7.5

MBS—Real Stories 5.3

NBC—Amos 'n' Andy 22.1

WEVD—5,000 watts—Authors' Round Table, no rating available

WINS—50,000 watts—Recorded Music, no rating available

WMCA—5,000 watts—Record Collectors' Concert, no rating available

WNEW—10,000 watts—Career Quiz, no rating available

WNYC—1,000 watts—Music for the Connoisseur, no rating available

WQV—5,000 watts—Band Parade, no rating available

WQXR—10,000 watts—Concert Hall, no rating available

Sextette Sends Show in High

On program caught, following short rendition of theme, *I've Got a Right To Sing the Blues*, group went to work on a pedestrian affair called *Victor Jam Session*. Show moved into high when the Sextette moved into *Sweet Lorraine*, on which Teagarden unlimbered his effortless barrelhouse baritone. Prior to playing *Basin Street*, Teagarden went into a brief and pleasing outline of the number's history, from its origin as an ad lib blues without words to the time T and Glenn Miller added lyrics and recorded it in 1929. Rendition brought out some fine clarinet and piano work behind Teagarden's vocal. Show ended with the group jamming *Shine* with abandon.

Part of WHN's new hour (9 to 10) of live talent, the Teagarden show should gather momentum as the group jells and plays together more. Even now, however, it is a treat for the long-ignored jazzophile. Only major complaint is with the scripting, which at times descended to a juvenile quasi-jive lingo. Good jazz can stand up better without such a

(See *Jack Teagarden* on page 17)

San Diegans View Summer Station Bogey

8 Outlets Instead of 3

SAN DIEGO, Calif., May 3.—Broadcasters here are currently steeling themselves against the inevitable midsummer's radio nightmare when eight local stations start fighting for biz in a town that last year supported only three. August is expected to see all of San Diego's five new stations on the air, giving Southern California's naval base town of 200,000 four network affiliates plus five indie outlets. Broadcasters here are quick to point out that eight local stations pitching for biz is only half their sad story, for in addition, San Diego radio biz must buck the competition of at least 12 Mexican stations operating within 15 miles of the U. S. border.

Of the five new stations, KSDJ (*San Diego Journal*), the CBS 5,000-watt affiliate, was first to start beaming, while KYOR (Silvergate Broadcasting Company) recently kicked off to become the town's first indie. Still to enter the radio sweepstakes are KSON (Studebaker Broadcasting Company), KUSN (Frank Burke's San Diego Broadcasting Company) and KLIL (Emil Klicka's Balboa Radio Corporation). The original three outlets here include KFSD (NBC affiliate), KFMB (ABC) and KGB (Don Lee-Mutual).

Mexico's across-the-border stations have long been a point of irritation to San Diego broadcasters. During wartime boom days when only three outlets had the radio melon to themselves, cut-rate, over-the-border proved to be little more than a nuisance. Now that general biz prospects appear none too rosy and with eight stations in the running, the Mexican problem gains new magnitude. Tijuana, directly across the border from San Diego, alone boasts nine outlets: XEAC (690-5kw.), XEMO (860-5kw.), XEGM (950-25kw.), XEAZ (1270-5kw.), XEC (1210-250 watts), XEXX (1420-5kw.), XEAU (1470-250 watts), XEBG (1550-1kw.), and Rosarita's 50kw. (1090) XERB.

With Mexico's bordertown directional antennae aimed at the U. S., outlets boom into the San Diego area as clearly as tho the transmitters were located in the heart of town. Mexican regulations require a minimum of 25 per cent broadcasting in the native tongue. Actually, it has been found that many stations devote more than 75 per cent of their air time to English language segs and leave the bare minimum of Spanish airing for the early morning and late-at-night hours so that the preferred time could be peddled to San Diego merchants. Indicative of the lisener following created here by Tijuana outlets, is the Hooper-Index Report showing XEMO with a 2.5 share-of-audience listing.

Altho local broadcasters have heretofore turned an indifferent tho annoyed eye to south-of-the-border operations, they now confess that a serious situation exists. Estimates among various station execs here are that between \$300,000 to \$500,000 of San Diego radio money flows across the border annually. Since radio operations in Mexico are free from hefty tax slices and high union wages, Tijuana stations have been able to cut rates to a ridiculously low level. Some Mexican outlets are known to charge as low as 50 cents per spot announcement. This situation, coupled with the prospect of eight stations locking transmitters in a town that a year ago held only three, has some

(See *San Diegans View* on page 17)

Slew of Summer Substitutes Set on CBS and NBC Webs

NEW YORK, May 3.—Summer program line-ups on the major networks are now crystallizing, with a batch of vacations and replacements set. On Columbia Broadcasting System (CBS), programs which will take a rest include Baby Snooks, for eight weeks starting June 6; *Thin Man*, eight weeks starting June 6; *Lux Radio Theater* and Joan Davis, both for eight weeks starting June 30 (another show is expected in place of Davis in the fall); *Lady Esther*, eight weeks starting July 14, and *FBI in Peace and War*, seven weeks beginning July 13. Hoagy Carmichael's hiatus starts June 1, with wind-up date not yet set. He comes back to a new spot in the fall, at which time Coca-Cola takes over Hoagy's current time.

Starting dates of some of the CBS

replacements are as follows: Woody Herman for *Hour of Charm*, July 13; *Silver Theater* for *Ozzie and Harriet*, June 8; *Dan Carson's Story* for *Durante-Moore*, July 4, and *Arthur's Place* for *Ginny Simms*, June 20. *Lawyer Tucker* takes the Dick Haymes CBS spot starting June 12.

Starting early in June, National Broadcasting Company's programing undergoes extensive changes via summer recesses and replacements. As of now, sked shapes up as follows: On June 1 Jack Paar and Ellery Queen replace Jack Benny and Bob Burns, respectively. Also on that date, web adds a new show, *Author Meets the Critics*. On June 3, Amos 'n' Andy drop out until September 23, with replacement not yet set. Frances Langford moves in for Burns and Allen on June 5, and on June 8, *Rogues Gallery* replaces *Fitch Bandwagon*. Tex Beneke takes over the Monday, Wednesday and Friday slots on the *Chesterfield Supper Club*, replacing Perry Como, starting June 9, and on June 17 Frankie Carle fills out Tuesday and Thursday, in place of Jo Stafford.

Sigmund Romberg's ork on June 10 takes the Red Skelton spot, and on June 13 Alan Young winds up his series and will not return. *Adventures of Philip Marlowe*, with Van Heflin, takes over the Bob Hope spot June 17, and on June 26 Georgia Gibbs and Dave Rose's ork replace Eddie Cantor. *Aldrich Family* does its last show July 3, set to return October 2, and also on that day Jack Haley goes off *Village Store*, leaving Eve Arden to carry the program with guests. *Duffy's Tavern* exits for the summer July 2, with Tex McCrary and Jinx Falkenberg set to hold the spot until October 1. Fred Waring replaces Fibber McGee on June 24, and Alec Templeton subs for Edgar Bergen, starting early in June.

Long Court Battle Dims Pearson-Allen WBAL Channel Hope

WASHINGTON, May 3.—A lengthy legal struggle that may well crush the hopes of Drew Pearson and Robert Allen to wedge any further into the fight to obtain WBAL's profitable frequency in Baltimore was indicated here more clearly than ever this week as an aftermath of a series of court developments.

At the same time William J. Dempsey, counsel for WBAL, made it plain that the station would not use its grievance against the Federal Communications Commission (FCC) as a test case against the Blue Book. Dempsey told *The Billboard* he was not interested "in attacking the constitutionality of the Blue Book." He added: "All we want is for FCC to make a complete retraction of the false charges made in the Blue Book against the present owners of WBAL."

At present there are two motions before Judge James M. Proctor, of District Court, on the WBAL case. One is to dismiss WBAL's complaint against the commission, the other to dismiss the FCC's petition to put the case before a three-judge tribunal. Altho an early decision is expected on the motion to dismiss the action, victory for the FCC would not be final. Dempsey says he would carry the case to the District Court of Appeals.

If Judge Proctor refuses to dismiss WBAL's case, the next step will be a trial in District Court, with the FCC apparently committed to defend the Blue Book allegations of "poor operation" of the Baltimore clear channel station.

Web Action May Mean Doom Of Cuffo Plugs, Giveaways

HOLLYWOOD, May 3.—Irritated by the continual flow of cuffo plugs on air shows (both giveaway segs and others), nets are said to be readying stern control measures which may spell the doom of many of today's fabulous giveaways. Tip-off came last week when Sid Strotz, National Broadcasting Company (NBC) Western Division veepee, ordered an abrupt end to all "sneak" plugs on future web stanzas. Moreover, there were indications that this action was merely the start of a concerted campaign to rid airplanes of the cuffo plug menace once and for all.

Should webs follow thru with their anti-cuffo drive, it might well mean the end of many of radio's lesser giveaway shows. While a handful of top aud-participating stanzas might well afford to purchase prize giveaways, it was certain that lesser lights could not stand zooming budgets and would do a quick fold.

While NBC has taken the lead, it was understood that Columbia Broadcasting System (CBS) would join NBC in any action determined to be in the best interest of the industry.

Mutual Broadcasting System (MBS) and American Broadcasting Company (ABC), on the other hand, might resist such stern action for fear of revenue loss, altho execs of both Mutual and ABC have privately expressed their distaste at the overabundance of product plugs on individual segs.

NBC's specific gripe was the flood of teaser plugs (such as Bulova's current "Watch for the day, the seventh of May campaign) which are tossed in by show scripters in return for lush gifts from happy plug recipients. Altho NBC in this case has shaken the big stick in the direction of other than giveaway segs, it is nevertheless believed that the web will soon go after the top skein giveaways—with strong support coming from other webs.

Such action would be in line with pledges made by NBC execs to affiliate station managers during the recent series of cross-country confabs, during which NBC Prexy Niles Trammell promised to "do something" about giveaways, altho nothing specific was mentioned.

Clear - Channel Men Hope for 2 Super - Watters

WASHINGTON, May 3.—Clear-channel broadcasters are now hoping for a compromise authorization for two experimental 750-kilowatt stations situated on the East and West coasts, along with continuation of the present number of clear channels, it became apparent today as preparations were under way for resumption of hearings before the Federal Communications Commission (FCC) June 2.

At the hearings, Clear-Channel Broadcasting Service (CCBS) will reiterate its demand for a minimum of 20 super-watters, but CCBS men privately admit they will be lucky to get two experimental ones. Even two, they say, would serve to show FCC that the scheme is practical and would pave the way for more super-power stations.

Long Hearings Likely

The hearings are likely to drag on for two or three weeks, with CCBS testimony figured to last at least five days. According to the FCC, the record will be closed at the end of the June hearings, but the long-awaited report will be delayed until late fall to permit the filing of briefs and oral argument before the FCC en banc.

The FCC's avowed purpose in starting the hearings in 1945 was to find ways of improving reception in rural areas, but it apparently failed on a controversy stretched over two years. First plans were to issue a report last winter, but each hearing brought new technical ramifications to be checked. The FCC's plan to aid rural listening by filling in dead spots with FM and breaking up the clear frequencies with additional AM stations is completely discounted by CCBS officials, who say flatly that FM is not going over in smaller communities.

AM Band Saturated

An added factor impeding the FCC's final decision is that with the AM band nearly at the saturation point, about the only remaining spot for new stations is on the clear-channel frequencies. There is the alternative of expanding the standard band at both ends of the present range, but that would render obsolete a large portion of radio sets, which couldn't pick up stations at the extreme ends of the AM spectrum.

If a compromise could be arranged to permit two super-stations, clear-channel spokesmen say, it might allow the placing of additional stations on other frequencies now exclusive.

WARNING

A FEDERAL COURT HAS RULED THAT THE NAME

GRAND OLE OPRY

IS THE EXCLUSIVE PROPERTY

OF RADIO STATION

WSM NASHVILLE

INFRINGEMENTS WILL BE VIGOROUSLY PROSECUTED

The Federal Court of the Middle District of Georgia, on March 24, 1947, in the case of WSM, Incorporated, Plaintiff, against Golden Goose Corporation and R. L. Whitton, Defendants, rendered the following decision, applying throughout the United States:

"The plaintiff, WSM, Incorporated, by virtue of the long use of the words "Grand Ole Opry" to designate its radio program has acquired the legal right to the exclusive use of such name and is entitled to be protected against infringements which would tend to deceive . . ."

The above decision applies to the use of words similar to "Grand Ole Opry"

Theatre Managers and Booking Agents:

In case of doubt as to the authenticity of a "Grand Ole Opry" act, contact

WSM, INC. NASHVILLE, TENN.

Night Without End

Reviewed Sunday (27), 8:45 to 11 p.m. Special pick-up of full-length performance presented at Eighth Street Theater. Sustaining telecast by WBKB, Chicago.

With this program WBKB opened a new vista for legit in America. By doing a bang-up job of telecasting a full-length legit performance while it was being presented for an audience in the Eighth Street Theater, WBKB proved that a legit performer need no longer perform for only a few hundred. And, if work of WBKB's remote crew tonight can be equaled in quality, there will be little reason for anyone, except those who want a night out, to leave the comfort of home in order to see a dramatic performance.

In our opinion the telecast of tonight's performance was more interesting than the version seen by those in the theater. We witnessed part of the show as it came over the air, and we sat in the theater audience and watched another part. By far the more interest holding, more dramatic was the televised version.

There seems to be many reasons for this. Principally, however, was the fact that video close-ups eliminated extraneous stage props and personalities that distract attention, and give a picture of only those engaged in important conversation or action.

Night Without End, a psychological murder mystery written by George Bauerfeind, told an involved story of murder, sex and members of a family in dramatic personality conflict. It used a semi-pro cast made up of Chi radio actors primarily. These actors, not experienced in the techniques of projecting across the footlights, often were ineffectual in playing their roles, and while they did not "project" enough for a theater audience, their acting was forceful enough to be caught by the television cameras and their voice work was good enough to be picked up by six volume-controlled microphones. Last-act courtroom scene was a good case in point. Altho having a courtroom audience on stage was distracting and altho off-camera acting of some members of the cast was entirely unnecessary, video cameras were on only the question-asking lawyer and the person in the witness box. This way all distractions and unnecessary acting was eliminated, and what remained was good.

The actual production technique of the telecast is worthy of mention. The WBKB remote was directed in a top-notch manner by Beulah Zachary. Station used two image orthicon cameras in the theater, one in a box

Valley Television Girl

Reviewed Thursday (1), 8-8:30 p.m. Style—Son, dance, dramatic contest. Sustaining over KTLA (Paramount), Hollywood.

Here's an example of an old promotional stunt that still pays off program-wise. KTLA worked a tie with *The Valley Times* (San Fernando daily) for a contest to name a gal Miss Television of San Fernando Valley. Ballots were sent to the *Times* with the top 10 vote pullers getting the tele tryout. Viewers called in votes to pick the winner. First prize is a paid appearance on KTLA *Hits and Bits* seg.

As each of the 10 contestants came on, Dick Lane interviewed the gal as to ambitions, etc. Vocal offerings ranged from pop to opera, while others presented dramatic readings and dance routines. All in all, the 10 contestants made for a well-balanced bill. After each entry, Lane asked the audience to call in their choice when the contest was completed. During each act, cameras gave a full view of the contestant, then moved in for a close-up.

Aside from getting a fairly interesting seg, KTLA undoubtedly aroused considerable interest in tele thru the contest gimmick and resulting generous newspaper space. Outlet expects to work similar ties with other sheets in the area.

Lee Zhito.

near the stage and one in the rear balcony. Miss Zachary, following a script, gave instructions to the cameramen and the sound engineers who kept in touch with the station and switched cameras. Because she was following a script which she had marked with camera cues at a rehearsal, she knew exactly what action was going to happen, and thus was able to keep cameras on all important action and call for shots that eliminated the unnecessary and presented only the most dramatic.

Tonight's performance also indicated that television stations are going to have to have a hand in editing scripts. Even the lines and situations were cleaned up for the telecast, we still wonder whether the FCC or an industry self-policing body will continue to allow "damns" and references to illegitimate children.

The performances proved that image orthicon cameras can not be relied upon to pick up pix in situations of low light level, regardless of what their manufacturer contends. One scene was played with illumination of just an overhead spot, which was not enough light to make characters discernible on the video receiver screen.

Cy Wagner.

Theater Tele Divorcement, Color Video on 24-Month Plan; Pix To Wait and See

Solution to Programing Problem Moot Question

(Continued from page 3)

Thursday (1), the day following the press demonstration, and was attended by key motion picture and broadcasting execs.

David Sarnoff, president of RCA, tho not scheduled to speak at the press demonstration, revealed the general feeling of the telemen toward the filmmakers. Early in the question session following the demonstration, Sarnoff said: "If you ask me whether the motion picture people are alive or keen or alert to television, my answer is no."

Programing Problem

At the same time he pointed out that the big theater television problem to be solved jointly by film and video men was one of programing. "Perhaps vaudeville, as we used to know it," said Sarnoff, "would make the best theater television programs. Or perhaps sporting events would be the best type of show." He stated that RCA had been working with Warner Bros. and "other film people" in an effort to solve these and other theater video problems. He could visualize, he said, an eventuality wherein, from a central telecasting source, programs would be fed to from 500 to 5,000 theaters.

Sarnoff also indicated, as he has often in the past, that it was quite possible television in theaters would help rather than hurt exhibitors. "Today," he said, "when there is an important special event, like a presidential speech, many people won't go to the movies because they don't want to miss the speech. But if the theater were televising the President's talk along with their regular films, those same people wouldn't hesitate to go to the theater that night."

Deplores Pix Apathy

Again, in an effort to "avoid misunderstanding of my remarks," Sarnoff tempered his statements concerning the film industry's lack of alertness by saying: "I don't criticize the motion picture people for not moving faster on television. I only regret that they are not as enthusiastic as we are."

But at still another point, the RCA prexy stated: "We must remember that it was not the film industry which developed talking pictures. It was the electrical industry. People often wonder where the film industry would be today if it had not been for talking pictures. Perhaps 10 years from today, we will be wondering where the motion picture industry would have been had it not been for television."

Sarnoff was flanked by Frank Folsom, executive vice-president of RCA, and Niles Trammel, president of National Broadcasting Company, neither of whom made any comment at the press session.

Film Reaction

Typical of the reaction of film topers at the Thursday demonstration was that expressed to *The Billboard* by Ralph Austrian, RKO pictures veepee in charge of television. "Interesting," was Austrian's comment on the color video show. "Whether or when we will utilize television commercially in theaters, it is impossible to say at this time. We always are on the lookout for anything new which is being developed, and always are interested in getting the shows that will attract the greatest number of customers, whether those shows are on film or television. (Sarnoff earlier had said that if a

film company should place an order with RCA for black-and-white television installation for its theaters, RCA probably could make delivery in one year.)

Colonel Nathan Levinson represented Warner Bros. at the Thursday session, and 20th Century-Fox and Metro-Goldwyn-Mayer biggies were also present.

Wait-and-See Pix Position

A substantial portion of the "cooperation" between film men and video frontiers stems from the simple fact that Warners, RKO and practically all other picture producers are, and have been for many years, G.I.-spending customers of RCA's. Vast amounts of production as well as theater equipment is purchased from the Camden corporation each year. RCA, from this vantage point, consequently and naturally attempts to "sell" pic toppers on desirability of theater tele at the earliest practicable date. Film men, from where they sit as customers, on the other hand, are in pretty fair let's-wait-and-see position.

Pictures people, at the same time, must keep in mind their own customers, the exhibitors all over the country, many of whom are in deadly fear of tele advancement, either in home or theater versions. Situation is complicated further by the fact that practically all major producers also are theater owners and must protect and advance their interests in that direction if possible. Latter situation is complicated still more at this particular point by the recent court order whereby the ownership of theaters by film producers may be reduced considerably in the next few years.

Folsom told *The Billboard* that RCA had conducted "several tests and demonstrations" for film men in the past year, which indicates a rather active and continuing interest on the part of the picture people.

Situation Being Studied


In Washington, following the RCA demonstration, Eric Johnson, president of the Motion Picture Association of America (MPAA), told Society of Motion Picture Engineer topers that he would launch MPAA on a study of the practicability of television in theaters.

E. W. Engstrom, RCA vice-president in charge of the laboratories division, ran the color television demonstration for the press, with Dr. V. K. Zworykin explaining the technical aspects. Except for intermittent failure of the picture to stay in the frame (top and bottom often were off), due to the fact that the kodachrome color film being televised had to be run thru a standard film projector, which is too slow to transmit tele, the picture was sharp and clear and colors came thru only slightly less attractively than at regular technicolor film showings. Occasionally, too, registration (imposing one color on another) was slightly off.

All-electronic color system, similar (See 24-Month Plan on opp. page)

**COLUMBUS TIME
IS BULOVA WATCH TIME**

Central Ohio folks have been setting their watches by Bulova Watch Time for eleven years . . . and each year has shown a Bulova Watch sales gain.

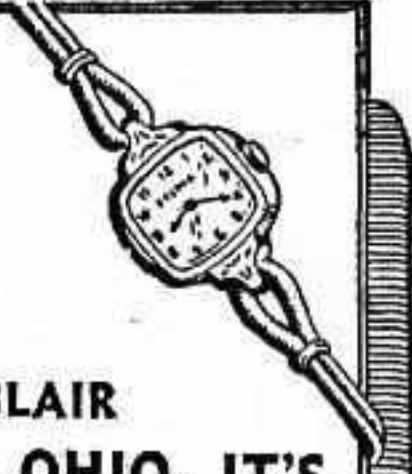


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CBS SWINGS AX ON TELE

WIP Bids for Last Philly TV Channel

PHILADELPHIA, May 3.—WIP in filing application for a television station April 30, makes it a fight for the last available channel open for Philadelphia.

Benedict Gimble Jr., station prexy, applied for use of Channel No. 12, with over 33 kilowatts, which is exactly what the recently-organized combine of *The Philadelphia Daily News* and the indie WIBG are asking.

WIP was one of the first to apply for a tele license, but withdrew its application last year when the controversy over color television as against black and white overwhelmed the video field.

Lieb Plans Nat'l Org To Produce Video Newsreels

CHICAGO, May 3.—A plan for a nationwide organization to produce newsreels expressly for television stations is being formed by Jack Lieb, newsreel cameraman for 21 years, a former Midwest manager of *MGM News of the Day*, and now head of his own tele film production outfit, Telecolor, as well as director of the motion picture and slide film division of Kling Studios, Chi advertising art and photography firm.

Lieb's newsreel organization will be called Teletopics. Already he has lined up experienced newsreel cameramen in Chicago, New York, Washington, San Francisco and Los Angeles to work on a full-time basis as soon as he gets station clients for his service. In addition he will have "correspondents" working on part-time basis in secondary markets. Negotiations for use of this service are already going on between Lieb and stations or video CP holders in these markets.

At first Lieb will issue his newsreel on a weekly basis, then three times a week, and, finally, daily, when large audiences will enable stations to get sponsors to underwrite such frequent showings.

According to present plans, news films from other cities will be rushed by air to Chicago where they will be edited and reshipped as the finished product to subscribing stations. Except for major speeches, film, following the example of theater newsreels, will be silent. Continuity, to be read by newscasters of subscribing stations, will be provided with edited films.

Because Kling facilities include large studios for indoor film productions, Lieb is also planning to make commercials on film for sponsors of his newsreels.

Pic Studios Nix Cuffo Tele Shows

HOLLYWOOD, May 3.—A ban on all future cuffo appearances of film players on television was quietly clamped down by major pic studios following the confab of the radio subcommittee of the Motion Picture Producers' Association (Johnston office) April 22, *The Billboard* learned this week.

Reps from U-I, MGM, 20th Century-Fox and RKO attended the meeting and concluded a "gentleman's agreement" whereby all requests for free dramatic appearances of picture stars will hereafter be given a polite turndown. Warners and Columbia, altho not at the confab, were understood to have agreed to support committee recommendations. Paramount, which owns and operates television Station KTLA here, may not be bound by new agreement.

Decision to discourage tele appearances at this time was made without prejudice so that the issue can be reopened when the video industry has spread its commercial wings. Ban was placed primarily to protect studios from "nuisance" requests from any of seven prospective local video outlets and out-of-town stations. Ban, moreover, is to be administered with considerable latitude and does not prevent use of pic people for film exploitation.

WBKB Adds 3 More Remote Sportscasts

CHICAGO, May 3.—Continuing its policy of putting greater emphasis on remote sports programming, WBKB, local television station, will add three more shows and about seven additional hours of nighttime sports telecasting in a few weeks. Addition of sports remotes is based upon general acceptance of the fare by video audiences here and demand for more of the same.

Three new shows will be telecast—harness racing, midget auto racing and girls' softball. Every Thursday, starting May 22, WBKB will telecast gal softball games from Parichy Stadium on the western outskirts of the city. On Saturday nights, starting May 17, the station will telecast harness racing from another western suburb. On Sunday nights, starting June 1, midget auto races will be televised from Soldier Field. Softball telecasts will run until early September, racing for 10 weeks, and auto racing for 16 weeks.

Addition of these new programs will give WBKB a sports show six nights a week. Presently it is presenting wrestling and boxing on Monday, Wednesday and Friday nights.

24-MONTH PLAN

(Continued from opp. page)
to that RCA introduced on a small screen in Princeton, N. J., last October, was used. Zworykin explained that screen size color video is still in the laboratory stage and that it probably would be at least two more years before it reached the stage of development of black-and-white tele. Zworykin also pointed out that the system is completely compatible with existing black-and-white tele and that the transition from monochrome to simultaneous color can be made at any time in the future when color tele is ready.
In the meantime, it begins to seem

KTLA Inks Tele Sports Pact With Olympic Stadium

HOLLYWOOD, May 3.—KTLA (Paramount) last week inked a long-term pact with Olympic Auditorium for exclusive scanning rights to all sports events held there. Outlet's initial pick-up from Olympic will be staged Tuesday (6) when lensers focus on the Chavez-Dade championship bout. KTLA heretofore had staged boxing and wrestling matches at its studios. Its Tuesday trip to Olympic will mark its first scanning of a stadium match.

Olympic Auditorium is the largest of its kind west of the Mississippi and usually houses the area's most important sport events. Klaus Landsberg, KTLA manager, refused to reveal the length of his contract with Olympic, stating only that it was "long term." By sewing up Olympic, KTLA has pulled one of the town's top sports plums for itself.

DuMont Tele Sets Hit Coast Market

HOLLYWOOD, May 3.—First of DuMont's new tele receivers will hit the L. A. market next week, with three retail stores set to make immediate deliveries, Victor Oleson, general sales manager for DuMont, left the Coast last week after assigning retail franchises to Barker Bros., W. & J. Sloane, and Penny Owsley Music Company. Understand DuMont has no plans at present for setting up distributorship for this area, electing to work directly thru retailer.

Sets will retail at from \$850-\$2,600, with smallest set featuring a 12-inch tube. Altho no over-all local distribution figures were released, it was understood that total area allotments would be comparatively small, and far below RCA's provisional plans for 15,000 sets in this area by end of the year.

San Fran Expects Tele by January

SAN FRANCISCO, May 3.—Television outlets will be operating here not later than next January, George C. Tenney, chairman of the Electronics section of the San Francisco Chamber of Commerce, predicted this week. Five tele channels have been assigned to San Francisco. Three have been granted, one to *The Chronicle*, morning daily; one to the Associated Broadcasting Company, and one to the *American Broadcasting Company*.

Construction of a co-axial cable between San Francisco and Los Angeles, which will permit relaying of programs originating in Southern California, is scheduled to be completed by the middle of 1949.

that commercial theater tele may manage to get itself launched in just about two years. The timing (whether conscious or unconscious) seems to be pegged that way. The RCA lab men are talking about a 24-month stretch before they have color tele "perfected," the theater-divorcement problem of the pix people may have been resolved by then, and meanwhile the two groups are "co-operating."

Personnel, Color Budget Are Slashed

Studio Programs Out

NEW YORK, May 3.—Columbia Broadcasting System (CBS), effective May 11, is eliminating all television studio programming and will concentrate on so-called "actuality" broadcasts, such as sports and special events, and films. The drastic economy move also entails dropping of a large number of personnel attached to CBS-TV, estimates placing the figure at nearly 40.

Those let out include Ben Feiner, acting program director, plus stagehands, directors and technicians. It's estimated that some 65 studio personnel, including the entire news department—within which is incorporated films—and some technicians and assistant directors. It is reported that another sizable contingent attached to color research under Dr. Peter Goldmark, director of engineering research and development, is likely to be let out. Goldmark remains, as does Ed Evans, film director, who recently went to Columbia from Pathe.

Cuts Tied to Color

Cuts in Columbia's video operations are directly in line with viewpoint advanced by the web's president, Frank Stanton, at the color hearings in Washington in connection with CBS's application for a commercial video license. Speaking before the FCC December 9, Stanton stated: "We are not prepared to expend further corporate energies in this direction should the commission rule adversely upon our petition, or should the commission modify or delay its actions thereon to the point where CBS must incur considerable additional expense."

It's estimated that color video to date has cost CBS nearly \$3,000,000. One spokesman for the web stated the cuts in CBS video operations would result in a saving of \$1,000,000 annually in salaries and materials—and that much of this saving would accrue from retrenchment in color. He also stated that the money thus saved would be used to improve black-and-white equipment.

More On-Spot Coverage

In line with this indication that CBS still is vitally interested in video is the fact that a second mobile unit is being added to web's equipment for the purpose of greater coverage of special events and sports. Worthington C. Miner, CBS tele director, stated late this week that total number of hours devoted to telecasting (See *CBS Swings Ax on page 17*)

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New Hooperatings To Show Audience Size; BMB-Hoop Huddle on '48 Survey Due

New Method To Cover Non-Telephone, Rural Listeners

NEW YORK, May 3.—A new service, designed to give a new type of national Hooperatings, with actual measurements of the sizes of home audiences listening to transcontinentally broadcast network programs, was announced here this week by C. E. Hooper, head of the research firm bearing his name. At the same time, Hooper made known that Broadcast Measurement Bureau (BMB) had invited him to make a presentation on doing the field work for the next BMB (1948) station and network audience measurement surveys. He also announced a new diary-type survey and an increase in rates to subscribers, effective July 1.

The fact that Hooper has been asked to present his method of audience measurement to BMB has special significance, not only because it spikes recurrent claims that there is rivalry between the two organizations—even tho their basic research objectives are widely divergent—but because Hooper's bid to do BMB's 1946 survey field work was not acknowledged at all. It is also held to be indicative that the new Hooper diary method stacks up well research-wise.

New Service Outlined

The new service to be offered the broadcasting industry will be known as U. S. Hooperatings. It has many features not available in the present Hooperating service, which is essentially a comparative measurement of audience popularity. It will be a measure of exposure to advertising messages; it will co-relate, in a manner similar to *The Billboard's* Talent Cost Index, costs of programs on a per Hooper point and per thousand listener basis; it will be a "full measure of all homes listening"; it will show audience flow from program to program and within programs, and it will present data as to the economic composition of the audience and multiple and single set home listening habits.

More than anything, however, the new Hooper method, by using diaries placed in non-telephone homes, answers the principal criticism which has been made of radio surveys based entirely on telephone homes. Criticism has been that these surveys are not thoroly representative of all radio listening, since between 70 and 80 per cent of U. S. homes lack telephones. It also means that now both urban and rural data will be adduced.

Section Sample

The new method will use a cross-section sample. For the survey, the U. S. is to be divided into 100 "States," each with roughly the same listening total and each "State" with 40 "counties." Ten counties per "State" will be used for diary placement, one diary for each set, with a

total of 10,000 homes to be used, an expected 12,000 individual diaries accumulating. Distribution is based on the BMB 1946 set ownership figure of 33,998,000 U. S. radio homes, and audience measurements will be based on this figure as well. The resultant sample will give 23,160 listeners as a base for per hour evening shows; 15,330 for half-hour shows; 27,075 for five-night-a-week shows; 20,550 for five-day-a-week shows. These totals are based on total homes surveyed both thru diary and phone coverage, with the U. S. Hooperating itself being the phone-diary average.

A new question is to be used by Hooper interviewers for the U. S. Hooperating studies, both in listening and non-listening homes. It goes: "Will you please see if someone else is listening?" and will check programs and stations being heard.

May Start in Fall

Supporting the high standards claimed for random telephone surveys, Hooper stated that U. S. Hooperatings will lower sampling standards against the purely phone method, but added they "are currently no lower than the best of those used in any public opinion, market, consumer panel, magazine or newspaper readership and radio survey other than telephone coincidental."

Provided industry support is forthcoming, as is expected, the first U. S. Hooperatings will be made this fall, and they will come out twice annually thereafter. Hooper says the cost will be \$125,000.

The diary station listening index, in addition to figuring so prominently in the U. S. Hooperatings computations, is the basis of the forthcoming Hooper-BMB huddle. Thru the diaries, the Hooper firm covers listening periods not recorded by telephone surveys—another point of criticism directed toward the coincidental method—these periods being early morning and late evening. Results will show the share of homes gained by each station in specific areas.

Rate Changes

Hooper has made clear that neither the diary nor U. S. Hooperatings would affect the current Hooperatings. He also said that the number of cities for Hooperatings was being increased from 33 to 36, the new ones being Jacksonville, Fla., Omaha and Syracuse.

Rate changes, Hooper stated, were necessitated by sharply increasing operating costs. Essentially, ad agencies placing three or four sponsored network shows go from \$200 to \$300 monthly, plus \$1 per program time surveyed per month; agencies with five or more shows from \$200 to \$400, with a \$1,200 ceiling instead of \$1,000, and increases for Mutual and American Broadcasting from \$600 to \$1,200 monthly, and for Columbia and National Broadcasting from \$750 to \$1,500 monthly.

Mary Jane Walsh Joins WHN Talent

NEW YORK, May 3.—Newest addition to the WHN live talent line-up is Mary Jane Walsh, warbler, who started this week in the 9:30-45 p. m. slot, Tuesdays and Thursdays.

Station is showcasing a batch of talent in the 9-10 p. m. period across the board, and last week announced placing of Ruth Etting, Jack Teagarden, Betty Reilly, Larry Marvin and Bob Houston.

O. Hears Rumbles Of a New Clash

(Continued from page 5)
support of networks, with only Mutual (MBS) out in full force (MBS President Edgar Koback was the only web proxy attending) and American (ABC), Columbia (CBS) and National (NBC) giving the deal pretty much of a cold shoulder, and that repetition is an institute shortcoming which cries for attention.

Institute Goes Astray

This repetition was shown in two ways. First, in many of the subjects discussed, and consequently, in the discussions attendant on them. Second, in the awards, some of which echoed not only the recent Peabody Awards, but last year's institute citations as well. These included repeat winners such as Raymond Gram Swing, *Theater Guild of the Air*, *Eternal Light* and others. This is a commentary more on radio than Ohio State, obviously. At the same time, the institute still goes astray in that it endeavors to tackle too many problems at once, both in commercial and educational radio. Result is it runs around in too many directions.

The institute also would do well to speed transmission of news about its own development to those attending. Institute proceedings are published months after the meeting.

Quick Summary Needed

Thus, most of those attending are completely unable to grasp the overall picture. The institute needs some sort of quickly available summary—publication of which would broaden the interests, contacts and knowledge of its supporters.

I. Keith Tyler, the institute director, was overseas on reorganization problem which is pressing, but one which merits attention if the benefits of the discussions are to continue in the future.

Industry Learning To Lick Intolerance

(Continued from page 5)
maintained, and was backed by other panel members such as Robert Hudson, director of education for the Columbia Broadcasting System, that since radio could do a good job if given the chance to use to the best of its ability a medium which it knew best, minority or other groups desiring to get radio time should not attempt to dictate content of airings wanted to back their causes.

NCCJ's Tolerance Plans

One of the other encouraging signs at the meeting was the statement by Willard Johnson, of the National Conference of Christians and Jews, that the advertising council in a few weeks was going to start an anti-intolerance campaign which would result in stations thruout the country being flooded with transcriptions and scripts provided by the council under its program allocation plan.

At other points during the meeting radio, as it has in the past, again came in for some criticism of the way in which it stereotypes racial groups and the opposition that is being maintained in the industry against hiring Negroes in acting, writing and administrative roles.

Action Needed

After these and similar opinions were aired, the entire session and the entire anti-intolerance situation as it affects, and is affected by, radio was summed up thusly, "what is needed is not talk or planning, but action. We've made some progress, but we've got a long way to go. It's going to be a devilishly hard job, but it has to be done."

B. Rose Bid for ABC Is Denied

NEW YORK, May 3.—Reports that negotiations for the sale of American Broadcasting Company (ABC) were under way were denied this week by Bob Kintner, the web's exec vice-president, who said ABC was not for sale.

Rumors were that two deals were brewing, both involving Billy Rose. One had Rose heading a group financed by Amon G. Carter, Texas millionaire. The other had Washington, D. C., money men in on the deal.

Rose denied contemplating any such venture.

NBC Denied Rights To Script Staffer Did Before Joining

NEW YORK, May 3.—A free lance who becomes a station or network staffer retains ownership of the title, outline and sample scripts of any idea he created while writing in his free-lance capacity, according to a recent decision of the American Arbitration Association. The award was in favor of Priscilla Kent against the National Broadcasting Company (NBC) in a dispute over her program, *The Crazy Creightons*. It gave her the sole ownership of the seg.

NBC contended that its request that she write a script of the program while employed there constituted an automatic transfer of her previously-created ideas, format, characters and title. The arbitrators disagreed, pointing out that the writing of a single script by Miss Kent, followed by her dismissal or by assignment of another scripter to do the job, would have automatically deprived her of all her recognized propriety or contract rights.

In future cases, the mediators recommended that the Radio Writers' Guild have its members describe and reserve their program ideas before being employed. Any program ideas utilized while employed then would become the property of the employer.

KID SHOWS DRIVEL

(Continued from page 5)
emotions that could be built up into frustrations and inhibitions.

Unexpected charges led to constructive discussion after the meeting was over. It was charged that the meeting was unfair in that none of the charges was substantiated by factual proof. It was stated that the opponents were taking pot shots at a field about which they knew little. It was also stated that one meeting was not enough in which to air, and then intelligently analyze, so many blanket statements. The broadcasters admitted that kids' shows could stand improvement, but said they were being improved, and that blanket criticism was shortsighted. Some in private conversations said they would like to challenge the critics to discuss these points one by one, with plenty of time for each, and that any discussion should be a meeting on a common ground, of people with like backgrounds and similar symbols of semantic expression.

Part of the session was aired on Mutual.

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Initial Tests On Labor Bill Indicate Passage

(Continued from page 4)

ence following Senate passage. Senate conferees are traditionally appointed by the chair in order of seniority on committees, but it is reported Sen. Allen Ellender will replace the pro-labor Claude Pepper in the conference altho ranked on the labor committee by the Floridian.

Even threat of a presidential veto of the labor bill is failing to daunt anti-Petrilloites as they gleefully point to the overwhelming majority accorded to the first "tough" amendment yesterday. The amendment, which bans unions from "restraining or coercing" employees in choosing a bargaining agent, was passed 60 to 28—more than enough to override a veto. The original House vote on the bill also was in excess of the two-thirds necessary to cancel a veto.

More "Tough" Amendments

Coming up are more toughening amendments, including one to ban alleged "feather-bedding" and another which would take away from unions the right to supervise welfare funds derived from royalty payments would hit hard at practices of American Federation of Musicians. The "feather-bedding" ban would eliminate the use of double crews on broadcasts, while the other amendment would restrict Petrillo's use of the royalties collected from disk companies now planned for public relations work.

Meanwhile, chances continue slim for a decision by the U. S. Supreme Court this session on the Lea-Vandenberg Anti-Petrillo Act, which was held unconstitutional in a lower court.

CBS SWINGS AX

(Continued from page 15)

probably would remain the same, but that an attempt would be made to explore the full scope of mobile pickups.

Advertisers using the CBS video facilities are slated to cease operations, of course. These include Bristol-Myers Party Line and Gulf Oil newscasts with Doug Edwards, also various sponsors using time signals. As of late this week, a spokesman for CBS was of the opinion that the Ford sports broadcasts would continue inasmuch as this came under the head of non-studio telecasts.

Speculation continued over the week-end as to whether viewers' dissatisfaction with the CBS station's tele signal figured in the web's switch in video policy. It was indicated in this connection that the web would continue engineering research with a view to improvement in this direction.

JACK TEAGARDEN

(Continued from page 12)

weak prop as: "That was down-right home-spun clean jazz of the variety that is definitely on the beam." Sam Chase.

Wallace Puts Foot Down--on a Mike; MBS May Bill Him

WASHINGTON, May 3.—Henry A. Wallace may be "billed for damages to one microphone" if Merle A. Jones, general manager of WOL (Mutual Broadcasting System-Cowles), and his assistant, Arthur Casey, don't think better of it.

Jones and Casey said today they were "considering very seriously" the possibility of billing the former vice-president, who held his foot on the mike during his hour-long press conference here this week. Wallace did it because a WOL staffer insisted on installing the apparatus despite Wallace's decision that the press conference stay off the air.

The incident occurred while Mutual was still chafing over Wallace's change of mind on appearing on a Meet the Press program the previous Friday night. Mutual had arranged with Wallace for a Transatlantic interview from Paris, but he declined to go on the air at the time. Instead, he delivered a nationwide talk after his return to the United States. It was over the Columbia Broadcasting System (CBS).

STUDIO ONE

(Continued from page 11)

the ex-consul's death, following that of his wife, in line with his deep belief that it is impossible to live without love. Nor might the listener have caught the fine social distinction between two translations of a Spanish phrase, the townsfolk's "Do you like this garden which is yours? Do not let your children destroy it," and the ex-consul's "Why is it yours? We evict those who destroy it." Even more mystical was the ex-consul's ultimate death, tantamount to self-eviction from the world almost as a final act of redemption.

Even if the artful incorporation of these delicate concepts did not fully penetrate the minds of all listeners, the simple dramatic conflicts were sturdy enough to carry the show.

Robert J. Landry, CBS director of program writing, who supervises production, has lined up a list of significant dramas for future use. Included are the Marcel Pagnon-Benn Levy Topaze next week, and later versions of George Kelly's *Craig's Wife*, F. Scott Fitzgerald's *The Great Gatsby* and Christopher Morley's *A Human Being*. If their treatment is as adult and potent as *Under the Volcano*, CBS will have earned a bright new merit badge. Sam Chase.

THE WORLD'S A STAGE

(Continued from page 12)

regrettable, since program got off with a bang musical Mardi Gras opening, pegged around 20th Century-Fox's *Carnival in Costa Rica*. This opener amply demonstrated production know-how in carrying out the theme of the show. Hinkley explained (with Mardi Gras music in background) that while Americans associated Mardi Gras almost exclusively with New Orleans, it is a custom long established and followed by our Latin American neighbors. The episode demonstrated, too, Redmond's technique in garnering sock material cuffs, when it climaxed with the tune *Carnival in Costa Rica*, as "transcribed in Hollywood." The platter was a cuffs contribution from 20th, in return for the adroitly worked-in plug for the pic.

Further illustrating the international and one-world flavor which Redmond manages on *Stage* was the closer e.t. pick-up of excerpts from American music piped to Russia

AFL Launching 250G Radio Drive Against Labor Bills

(Continued from page 4)

organized EUC, which consists of such organizations as the American Federation of Radio Artists (AFRA), American Guild of Musical Artists (AGMA), Actors' Equity Association, Screen Actors' Guild (SAG), Radio Directors Guild (RDG), and Association of Theatrical Agents and Managers (ATAM), all affiliated with AFL, and the Radio Writers' Guild (RWG), which is affiliated with the Authors' League of America.

Set for the 3:45-4 p.m. slot over 239 ABC outlets, the daytime show will change story, acting and producing team after each four installments. Initial line-up calls for thesping to be handled by Frederic March and Florence Eldridge, currently featured in the legit show, *Years Ago*. Script is by Eleanor Abbey, who pens *Aunt Jenny* and *Appointment With Life*. Director is Lester Vail, of *Aldrich Family*. Writers handling other scripts include William Norwood, Ted and Mathilde Farrell, Lynn Stone and Addie Richton, and Elaine Carrington.

Thursday evening shows will be aired 9:30-10 p.m. for the first three weeks, and will feature name radio and movie personalities and big-time bands in variety format. Tuesday shows probably will feature public and political figures with special remarks. New York, Hollywood and Washington all are likely to originate portions of the variety shows. Initial Thursday night program will feature Henry Morgan and a special dramatic spot penned by Arthur Miller, author of the legit hit, *All My Sons*. New York production will fall under supervision of Ed Byron, of RDG; George Heller, of AFRA, and Pete Lyon, of RWG, with Nicki Burnett and Oliver W. Nicoll as aides. Hollywood work is headed by George Zachary, of RDG. All participants receive minimum union scale.

Idea for programs came from RDG, which last week in Washington gained approval of AFL brass for bank-rolling the shows. Morris Novik, radio consultant, is executive director and co-ordinator of the campaign.

Mag Article Charges Peddling of Bum Radios

NEW YORK, May 3.—May issue of *Magazine Digest* features an article by Julian Gregory charging that "radio manufacturers are in the process of unloading onto the American public several million incomplete radios."

Called *Don't Buy That Radio Without FM*, the piece charges that manufacturers are peddling "glossed-up pre-war sets" so that those sold now will go out of date soon and make possible the sale of new models, with FM.

via our shortwave broadcasts. With Mari Yanofsky interpreting the original announcer's Russian intro to plattering of Cole Porter's *Night and Day*, this spot in the show picked up the lag created by the overlong interviews. The program wound up with a rousing and appropriate theme disk of *There's No Business Like Show Business* and a final pubserv pitch on the showbiz-one world program basis.

In all, Redmond's show and general programing progressiveness could profitably be studied by both more and less powerful, more or less wealthy stations all around the country. And a local, or for that matter, national advertiser interested in the Harrisburg market, could do much worse than bankroll *Stage*. Joe Csida.

McCrary and Jinx Subbing for Duffy's

NEW YORK, May 3.—Tex McCrary and Jinx Falkenburg have been set as the summer replacement for Bristol-Myers *Duffy's Tavern*, Wednesday nights over National Broadcasting Company.

Show, set to start July 2, will be an interview type and will use name guests, news and chatter. Budget is approximately \$3,000. Young & Rubicam is the agency.

"Look" Budgets 100G For Radio Spot Drive

NEW YORK, May 5.—*Look* magazine will spend about \$100,000 for an intensive spot campaign starting in mid-May. Drive will be a circulation builder and will use about 100 stations around the country during a three-month period.

Details not yet set, but station reps are already furnishing station availabilities. Kenyon & Eckhardt is the agency.

San Diegans View Hot Weather Bogey

(Continued from page 12)

of the lads biting the upper lip as they look to the future.

Some of the web affiliates agree that "an interesting situation" will exist, but insist they will not enter into a rate-cutting war. They feel that they are sufficiently established to withstand pressure from the newcomers as well as over-the-border competitors. Others can even see a bright side to the picture, stating radio biz has gotten a much-needed hypo which will result in a generally improved condition for all. Nearly all the established broadcasters as well as the newcomers agree, however, that San Diego cannot sufficiently support eight outlets. They feel that at best the town could use four affiliates and one "good, strong affiliate." Each of the four indies, however, feels that it is that "good, strong" station.

General feeling among some broadcasters is that while the affiliate stations may be able to dodge a rate-cutting race, the newcomers indies cannot possibly avoid this. This would indirectly affect all radio here, especially when coupled with south-of-the-border competition. Two theories prevail as to why the Federal Communications Commission (FCC) okayed eight stations for this area: Some feel that FCC is purposely over-saturating San Diego with outlets to promote a price-cutting war that will eventually drive Mexican stations out of business. Others see in FCC's "granting spree" a long-range plan of eventually forcing AM outlets into FM operations, pointing to other towns that now harbor more than their load of stations.

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BIZ SEEKS ITS OWN LEVEL

Disk Sales Taper at Dealer End

But Droop Shouldn't Last

NEW YORK, May 3.—Disk biz, still lush, sees signs of early tapering. At the dealer level the road blocks are up to spell caution for the manufacturer in the months ahead. Retailers, on top of the usual May-June fall-off each year, are still perturbed about clogged inventories; discounts and cut-rate sales are spreading (on symphonic wax particularly); standing-order systems are being riddled and distribs, still pushing "dog" tallow as tie-ins with "hot" merchandise, are feeling the ixnays of some of their least-troublesome franchise holders.

Problem is more acute for indies, most of whom find back orders practically depleted and new releases getting acceptance only when they scream h-i-t. Majors and smaller companies alike, however, face production problems always induced by warm weather season. Water-cooled disks take longer to dry, manpower in the plants produce fewer pressings compared to winter months and employee vacations take their toll.

Seasonal Slow-Up

Accounting for dealer sales slow-up, sentiment of responsible disk execs includes not only the opinion that a national economic recession of sorts has had its effects, but the better-established theory that May and June always see high school and college youths (prime hunks of the record-buying public) devote less time to recreation and disk spinning and more time to cramming for end-semester exams.

Major disk producers insist, however, that current retail tapering hasn't backed up to the plants as yet. Most report no cut-backs in overtime or shift operations. In repertoire departments, however, some already are skedding pared-down releases per week.

Temporary Dip Seen

If and when the back-up occurs, majors believe it will only be temporary, with boom disk year figured to last all of '47 at least. Surveys still indicate that record players lead (See *Disk Sales Taper on page 20*)

Stinson Brings Out Line of Old Masters

NEW YORK, May 3.—Latest diskery to capitalize on old masters by an artist made popular on another label is the smaller Stinson Trading Company here. Latter is releasing a \$2.25 album of Phil Harris sides, including *What's the Matter With Dixie?*, *Just A-Whistlin'* and *A-Whistlin'*, *Careless* and *Rose Bloom*.

Quaint background to Stinson's cash-in on the current RCA Victor build-up for Harris is that the masters were bought from the old U. S. Record Company, which was owned by Eli Oberstein. Oberstein, now recording director for Victor, was instrumental in bringing Harris under the major company's wing.

When Biz Slips Show Then It's Catalog Time in Tin Pan Alley

NEW YORK, May 3.—One thing about the music publishing biz: Every-time there's a biz slow-down—usually around summer of each year, altho earlier this year—there's talk of catalog sales. Interested buyers come swarming in during ebb-sales period, they say, waiting for copyright holders to "need the money," and the result usually has been a flurry of ownership swaps. Talk oozing down Tin Pan Alley already has some of these warm-weather catalog deals blue-printed. Gossipers say that Bobby Mellin, in biz for himself with a BMI firm, will buy the Brown & Henderson catalog, with Mellin said to be interested in the ASCAP B. & H. copyrights as a backbone for a new firm to be affiliated with the Society.

Interesting Rumors

Even more interesting altho unconfirmed rumor has producer-playwright Fred Finkelhoffe and music man-mimic Larry Daniels ready to buy into Stept, Inc. Reports do not explain Finkelhoffe-Daniels interest in Sammy Stept's holdings, but tell of mysterious bank-rolling by big-wigs in the textron field.

Spurred by inactivation of its pro staff (see accompanying story), Tommy Dorsey's Embassy music firm figures in the catalog chatter with Irving Gwartz's Chelsea - Viking - Saunders trio still linked with ditto reports.

And Reg Connelly, top English music publisher visiting in New York, recounts that in the short time he has been here an unnamed American catalog already has been offered to him.

Century Room Will Use Acts To Hypo Orks

NEW YORK, May 3.—The Hotel Commodore's Century Room, long time one of the top name ork spots in this city, will attempt to hypo its lagging box office by skedding acts as added attractions when the current six-week stand by Louis Prima's ork ends. The new policy, only an experiment at this point, will debut May 29, with crooner Johnny Desmond as the initial feature. Also on the bill, which is set for four weeks, will be Bobby Byrne's ork, plus at least one other act as yet undetermined. The Commodore's switch follows a pattern set recently by Chicago's Hotel Sherman, also a name ork home, now using acts and small-sized or semi-name orks.

The Century Room deal was set by Willard Alexander, who is acting as

ASCAP Meets NAB May 13 As Scheduled

NEW YORK, May 3.—Altho the death of its late general manager John G. Paine conceded will hamper negotiations, the American Society of Composers, Authors and Publishers (ASCAP) will hold its next meeting with the National Association of Broadcasters as planned. Society will play host to the web execs at the Barberrry Room here on May 13.

Deems Taylor, ASCAP prexy and members of the board of directors, will preside with ASCAP's radio committee consisting of Lester Santly, John O'Connor and Gus Schirmer completing the representation for the licensing org.

Meanwhile, no successor to Paine looks to be named for at least another month. Board of directors last week barred administrative officials from meetings and mulled possibilities for the \$40,000-a-year post, but it is understood that the major ASCAP publishers were wary of making a selection without carefully culling the field. Prospects still are divided among Richard F. Murray, ASCAP assistant general manager, other music biz execs and the "dark horse" possibility of a top radio exec being asked to take the post.

the hotel's agent with General Artists Corporation (GAC), which books both Desmond and Byrne. It is understood that Alexander and GAC will split booking commissions on the deal.

Philly Nitery To Let Dealers Peddle Ork's Disks on Spot

(Continued from page 3)
ferent one each day. A local distributor will designate the dealer of the day.

Disk-of-Month Plan

Believing that patrons attracted by the name bands are all potential disk buyers, Palumbo conceived the idea as a means of further promoting the names coming into the Click. With the band and the buyer right on the spot, he figures the retailer will meet no sales resistance. Moreover, the band leaders will autograph all records and albums sold. And with every dealer getting a chance to take over the cash register, everybody

should be happy.

The plan will be launched next Friday (9) when Xavier Cugat takes over the Click bandstand.

Fully convinced that it's records that build box-office for the bands, Palumbo is also engineering a promotional program with all Philly juke box operators to create a "Click Tune of the Month." Before the war, the juke box ops' association used to promote a "Hit Record of the Month," which got top billing in all coin boxes around town. The "Click Tune of the Month" plan will have the nitery's patronage naming the selection to get No. 1 spot on coin boxes each month.

Cooler Pubs Turn Hose on "Scare Talk"

Just Not Used to the Norm

NEW YORK, May 3.—Altho the sale of copies is admittedly oh so slow, pessimistic pubs and pluggers here were getting the chill from cooler heads in the music biz who predict only one thing: The music biz is returning to normalcy. By wartime standards, they admit, that's not good, but by '37 and '38 yardsticks on top of comparison with other industries currently it's nothing to cause alarm.

Dire reports started to rise last week when rumor got around that Tommy Dorsey's Embassy music firm had inactivated, that the Metro-Robbins group was letting out a flood of employees and other pubs were contemplating retrenchments.

Facts Less Dark

Facts, however, repainted the picture less cloudy. TD, it is known, placed his professional staff in N. Y., Chi and Hollywood offices on two-week notice, but both Jack Johnstone and George Marlowe still stay on the pay roll to form the nucleus for re-entry into the pub picture whenever Dorsey gets the whim. Major pubs point out, too, that Embassy catalog for some time had been rumored up for sale, with TD himself reportedly anxious to clear out of pubbing, a move not necessarily linked with "recession" factors. (For more catalog "sales talk," see other story in this department.)

At Robbins, on top of salesman Pete Woollery getting notice in the standard department, only other "economy" move was the letting out of Phil Kornheiser, who headed the Big Three standard exploitation department. According to Abe Olman, Metro-Robbins, each will handle its own plugging of standards from now on. Reports that Loews, Inc., had sent down orders for a general chopping were termed ridiculous.

Summer Always Slow

Altho most pubs may be expected to tighten up somewhat on expenses, with a "bad spring season" not figured to improve during a normally slow summer, worry expressed for contactmen and smaller-sized pubberies was mitigated. Music biz veterans recall that summer always has seen a temporary cut-back in pluggers staff and pay rolls, and if same happens this year, proportion hardly will (Pubs Hush Scare Talk on page 20)

Gaillard in Middle Of MCA-GAC Muddle

HOLLYWOOD, May 3.—Slim Gaillard last week was again the center of a contract muddle when both Music Corporation of America and General Artists' Corporation claimed the right to collect commissions.

The "Cement Mixer" was set at Swanee Inn by Harold Jovien, of GAC, after Gaillard assured him that he is not tied to MCA. MCA, however, demanded a commission, proving that it signed Gaillard after his recent departure from William Morris.

CHOO-CHOO'S MUSIC. MOO WOO

Monon Tests Song Promosh

Disk, live music selling pitch may lead to national campaign by all trainmen

(Continued from page 3)

stage a showbiz promotion for their centennial.

The first effort will be the release within a month of the first batch of 10,000 record albums on the Monon Music label. The six 10-inch records will feature 10 of the songs from the libretto of the ISC revue, done by the French Lick Spring Hotel augmented 18-piece ork, with vocals by Marie Lawler, pop singer; the Mid-State Four, pro barber shop quartet; Tom Brennan, baritone and the Van Lindingham Singers, a Negro harmony group. A portion of the albums will be given away free as part of the promotion, while the remainder will be sold at an as yet undecided price.

Tunes in the album, together with the remainder of the songs in the ISC revue, will be published for sale as sheet music by the Monon music firm, set up especially to market the railroad's centennial songs.

Starting this week-end, the Monon will get its live music program started, with a series of small musical units and singers and harmony groups slated to entertain travelers to the Kentucky Derby in the special race-fans trains' club cars. Besides requests, all music groups will feature the Monon tunes. Program for live talent will move into high gear the week of July 7, which has been designated as Centennial Week. It is planned to have musical units and singers at the Chi, Louisville and Indianapolis stations during this week, and a special showbiz train will probably leave Chi the day before for New Albany, Ind., the original starting point of the Monon. The train will carry special guests, plus a contingent of musical entertainers who will stop at each station and put on a 20-minute show, winding up in New Albany, where a week's celebration will take place.

The Monon experiment is an important one, for it is being watched by all the railways in the country that are interested both in the improvement and promotion campaigns.

Talk among railroad execs, it's reliably reported, is that they intend ultimately to finance a major promotion campaign nationally. A recent survey, it's reported, showed that up to the war years, American railroads spent only one half of 1 per cent on promotion—a figure far below the amount spent by airlines and bus companies to excite interest in these rival transportation industries.

Two Copyright Bills Get Hearing Friday

WASHINGTON, May 3.—Hearings on copyright bills HR 1269 and HR 1270, which cover wiping out the exemption of juke boxes, and deal with protection of performers' rights, will take place here at the Old House Office Building in Room 346 Friday (23).

These are the bills which Attorney Maurice J. Speiser and a group of bandleaders and personal managers have been slugging for, for years.

Yank Music, Jazz to Longhair, Ruling Favorite in Rumania

(Continued from page 3)

verboten in Rumania during the Nazi reign there, but jazz fans went underground for their favored music, carrying on secret sessions with Ellington and Armstrong records and British Broadcasting Corporation hot waxcasts. Today, concerts featuring records of top American jazz men draw crowds which are compared better than favorably with the number of cats who dig live concerts in the U. S.

That American longhair work has made a dent in Rumania is evidenced by the fact that the government aided in setting up a Conservatory of American Music in 1945 under the leadership of Conductor Edmond Deda. Conservatory thus far has been attended by 986 pupils, who are taught theory, improvisation and the history of American music, in addition to having available courses in study of various instruments and aspects of composition and orchestration. Thus far, school has bred a number of new young talent, who have been given an opportunity for public performance via a Bucharest broadcasting station series of airers tabbed *The Edmond Deda Group*. Conservatory students also gave the first concert of American music ever

presented in Rumania.

In order to overcome an inadequate supply of records, disk record libraries have sprung up in Bucharest and other parts of the country. Disks, a few of which come from America, are mostly imported from Czechoslovakia, Switzerland, Germany and France. Libraries, top heavy in jazz disks, rent out disks for about 10 per cent of cost for a few days' use.

To aid the cause of American music in Rumania, the press office of the American Mission here has done much to aid the country's radio stations in presentation of Yank jazz, pop and longhair music. Effectiveness of the office's operation has succeeded in stirring interest in American stuff even in the remotest corners of Rumania.

Loew's Returns 150G to Big 3

NEW YORK, May 3.—Loew's, Inc., returned \$150,000 to the surplus fund of the Metro-Robbins Music pub group this week. The move clearly was a reaction to the suit brought recently by Domenico Savino, minority stockholder in the music firms, against Loew's and Metro, who hold the majority interest in the Big Three pubberies.

Savino had alleged that Loew's, out of Big Three surplus, had paid an inflated figure to MGM producer Arthur Freed for the purchase of the Variety music catalog. Savino claimed the figure was \$200,000, altho the actual total was only \$150,000, and asked the court to cancel the deal with Freed or force a refund of the money to Robbins. He claimed that failure of Robbins to pay a stock dividend for the first time in several years was a consequence of the Freed deal and contended that Freed had paid only \$20,000 for his original acquisition of Variety as the Walter Jacobs catalog.

Mindling Reported 'Ex' Rich Band Mgr.

NEW YORK, May 3.—Lou Mindling, personal manager for the new edition of Buddy Rich's ork, currently appearing at the Arcadia Ballroom here, is reported to be out of the Rich band set-up.

Ork, which also is reported as still backed by Frank Sinatra, who dropped close to 30G on the initial Rich effort, is said to be moving into the personal management aegis of Milt Ebbins, whose current stable includes Count Basie, Billy Eckstine, Johnny Moore's Three Blazers and singer Bill Darnell.

Sherman Inks Freddy Slack; Ends Rumor of Show Exit

CHICAGO, May 3.—Possibility of elimination of a show policy by College Inn of the Hotel Sherman here, occasioned by a long siege of low grosses, was eliminated this week by Ernest Byfield, prexy of the Sherman. He says he will keep the room open with a show policy, following the hefty hike in biz which resulted from his disk jockey revue.

Show, which finished the first half of an eight-week run here Friday (2), is reported to have resurrected interest in the hostelry room, and resultant covers have been reported in the past year. Show, which featured new platter discoveries, such as the Jan August Quartet, the Harmonicats, Jayne Walton and Herbie Fields's Octet, was an additional assist for the room, in that it was the lowest talent budget room had used in about three years.

Big factor in show's success was plugging it gave Chi's disk jocks who have been reaching greater stature monthly as a radio factor. Show

spotted Eddie Hubbard, of the ABC Club (WIND nightly), as its emcee. Booking of Hubbard was a prudent promotional factor, for in addition to plugs he gave the Sherman nightly over his own program, the members of the Chicago Disk Jockeys' Association, of which Hubbard is prexy, also did their best to hypo interest by consistently featuring disks by the talent at the Sherman and plugging the spot gratis on their own shows.

Byfield dispelled doubts about a summer closing when he inked a pact this week thru Sherman producer Marty Bloom for Freddy Slack's newly organized eight piecer to start an eight-week stint May 30. The Sherman added another hot recording name to its talent roster this week when Sara Vaughn was pacted for a two-week run, starting May 16. She replaces August, who has a previous commitment, making it impossible for him to stay the full two months. Rest of the cast will remain.

Pearl Seeing Langer on Wax "Trust" Probing

NEW YORK, May 3.—Jack Pearl, temporary prexy of the newly formed Phonograph Record Manufacturers' Association (PRMA), which claims representation of over 30 independent labels, is slated to go to Washington Tuesday (6) for a meeting with Sen. William Langer, who recently conducted a hearing on possible trust trends in the record industry (*The Billboard*, April 12 and 19). Pearl, who says he has been corresponding with Langer, will be accompanied to the meeting by two other temporary execs from PRMA, Joe Kupitsky and Ivan Ballen, and others from the ranks of the smaller diskeries may attend.

Pearl's object in meeting with Langer is to go thru the minutes of the initial big diskier meetings to garner more exacting information on the proceedings than has been printed. He hopes to enlist PRMA for aid to the senator if any further interrogation of diskiers should arise.

Russell Seeks Pact Release, Offering 25G

HOLLYWOOD, May 3.—Deal is currently simmering whereby Andy Russell will buy a portion of his contract held by Sam Stiefel.

Russell, who is handled by Bullets Durgom, is still paying Stiefel a reported 7½ per cent of his take. Situation dates back to 1943 when Durgom, prior to entering the service, incorporated with Bob Moss as a means of protecting his talent stable. Moss later sold out his interest to Stiefel.

It's understood Russell is offering \$25,000. Stiefel was not available for comment at press time.

WM Loses Elgart to Moss

NEW YORK, May 3.—Les Elgart's ork, which inked a General Artists Corporation (GAC) booking paper to go with William Morris Agency several weeks ago, left Morris this week to go with the Harry Moss Agency. First Moss engagement for Elgart will be a one-week date at Palisades Park, beginning June 12.

He'll Get Along!

HOLLYWOOD, May 3.— Twentieth Century-Fox studio songwriter Joe Myrow has an eight-year-old son, Freddy, who besides being an accomplished pianist and composer, dotes on his father's music biz activities.

Freddy, in fact, can be embarrassingly hep. He approached Mack Gordon, co-writer with Myrow on many pop hits, and mentioned that he had knocked out a melody for which he would like Gordon to provide the lyrics. The bemused Gordon stammered and stuttered at the request, started to explain that he was awfully busy at the studio working on a new picture, etc., but Freddy cut in.

"Listen," he said, "don't do me any favors. If you can't do it I'll go to Eddie De Lange."

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Johnny Moore's 3 blazers

The nation's No. 1 trio presents intimate renditions of famous ballads plus instrumental novelties to please the most discriminating taste:

- "ST. LOUIS BLUES" • "GLORIA" • "I WOULDN'T MIND"
- "WAY OVER THERE BY THE CHERRY TREE"
- "B SHARP YOU'LL SEE" • "NOW THAT YOU'RE GONE"

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Herb Jeffries-Magenta Moods

With BUDDY BAKER and His Orchestra

The dulcet tones of Herb Jeffries augmented by the superb accompaniment of Buddy Baker and his Orchestra in modern stylings of these favorites:

- "FLAMINGO" • "ALL OF ME" • "BASIN STREET BLUES"
- "THESE FOOLISH THINGS" • "I DON'T WANT TO CRY ANY MORE" • "SOLITUDE"



Big Push for Duke's 20th Anniversary

Marks Cotton Club Debut

NEW YORK, May 3.—Observance of 20th anniversary of Duke Ellington's big-time debut at the Cotton Club will be highlighted by an around-the-clock presentation of Ellingtonia next Saturday (10) on Station WNEW here. All disk spinners on the station, including Art Ford, Martin Block, Jerry Marshall and Jack and Jean, and the live shows as well, will plug the Duke, with the topper due to come off on WNEW's Saturday swing session, on which show Ellington himself will appear with a number of his sidemen, including Johnny Hodges, Lawrence Brown, Harry Carney, Ray Nance, Oscar Pettiford and Jimmy Hamilton.

Other Ellingtonian activity had the William Morris Agency setting the orkster for a two-week stay at Ciro's in Hollywood beginning July 25 and a concert at the Hollywood Bowl August 31. Bowl concert is reported to be the only jazz ork shindig to be skedded for the coming summer season at the spot.

Ellington Albums

Meanwhile Columbia diskery is prepping an album of Ellington records of mid-1930 vintage for July release. Wax is understood to contain mostly pressings of previously unreleased Duke masters which came into Columbia's hands when firm bought out Irving Mills' Master and Variety cuttings some years ago.

Problematical is the possibility of

PUBS HUSH 'SCARE-TALK'

(Continued from page 18)

be alarming. Songpluggers' union currently stands as one labor org with amazingly low unemployment record. As of last month, by report, only eight or so pluggers, out of a total membership of over 800 in the Music Publishers Contact Employees' Union, were out of work.

General attitude of more stolid pubs was still the axiomatic one that "a bunch of new song hits will change the entire complexion." *Mam'selle* is selling big despite the slump, they assert, and one major pub expressed the optimistic note that "if any good men were to be let out, let us know who they are—we can use them."

DISK SALES TAPER

(Continued from page 18)

many other household goods in public demand, which leads waxers to predict that the market will come back strong between July and September. Current record-buying public undoubtedly will become more selective and its dollar volume smaller, they concede, but they feel that added revenue from new platter purchasers (as more record players are bought) will pad out the total volume.

Eberle \$1,671 at B'port

BRIDGEPORT, Conn., May 3.—Ray Eberle, making his first appearance at the Ritz Ballroom here Sunday night (27) hit a \$1,671.80 gross, drawing 1,286 customers at \$1.30.

RCA Victor also issuing an Ellington album. It is known that Victor cut a good number of disks with the ork on the West Coast prior to the Ellington move to Musicraft, eight sides of which were standard blues numbers supposedly skedded for an album package.



DOWN MELODY LANE
With JACK McLEAN
AND HIS ORCHESTRA
VOCALS BY WAYNE GREGG

"I Wonder Who's Kissing Her Now"
FROM THE PICTURE "I WONDER WHO'S KISSING HER NOW" COUPLED WITH

COAST RECORD
POPULAR SERIES 8002



Coast RECORDS
2534 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

OTHER McLEAN HITS STILL GOING BIG

- 8001 "My Adobe Hacienda"
- "Walking With My Shadow"
- 8003 "Stars Fell on Alabama"
- "What More Can I Ask For?"
- 8005 "I'll Close My Eyes"
- "Mi Vida"
- 8006 "I'll Never Love Again"
- "Why Did I Have To Fall in Love With You?"
- 8007 "My Melancholy Baby"
- "Love Turns Winter to Spring"

Welk Rings Bell At Roosevelt, N. Y.; Renewed to June 28

NEW YORK, May 3.—Lawrence Welk ork has been renewed until June 28 at the Hotel Roosevelt here, with Room Manager Dean Carpenter and Music Corporation of America (MCA) both happily surprised at the upswing in biz drawn by the Chicago favorite.

Welk's first week brought in \$12,000 for the Roosevelt, his second week dropped to \$10,000, but the third week went up to \$13,000, with current figures running even higher. In view of the terrific fall-off in hotel dance biz (one "name" room was running under 6G gross weekly), Welk's figures were considered wholesome. The first two weeks might be charged off to holdover fans still looking for Guy Lombardo in the latter's traditional stronghold, but the third week pick-up was the thing that drew approving clucks.

Compared with Lombardo, who from January to February dragged in slightly sensational figures of \$26,000, \$24,000, \$23,000 and \$24,000 for the four-week period, Welk's grosses would seem mild to the layman. But tradesmen based their approval on a comparison with Nat Brandwynne, who held down the Roosevelt stand at this same time last year. Then Brandwynne started off with a \$16,000 draw (which was higher than Welk's initial week), but while Welk came up the third week, Brandwynne consistently tapered off. In addition, Brandwynne was playing when hotel biz was much better than today's. Outside of Lombardo, no band ever improved over its first Roosevelt week until Welk rang the cash register.

Reaction from MCA and hotel on-

Moves Afoot To Bring Out Concert Talent

(Continued from page 3)

citizens. Still other towns are planning to use profits to sponsor scholarships for deserving musicians.

Under this scheme most towns can get anywhere from \$300 to \$750 per series. The average hall, seating 1,000, takes in \$3,000 for the series. Of this, about \$1,200 goes to sponsors, who have to pay hall rent, piano rent, programs and ushers. This amount usually approximates 15 per cent, so that their net profit is about 25 per cent of the gross, or \$750. Sponsors never clear less than \$300.

Both the Reichhold and ACB bureaus are anxious also to build native talent, using as many Yanks as possible on their series, and they plan to boost American talent world-wide. ACB already is in negotiations with Palestine, Argentina, Cuba, Venezuela and the Dominican Republic for a mutual exchange of native artists—from three to six artists for a three-month period—thus building up Yanks abroad.

However, the main emphasis in both cases now is on a greater build-up for local music and to give a chance to young Americans to be heard thruout this country in opposition to Columbia Concerts and National Concert and Artists Corporation, whose concert series are heavily loaded with foreign talent.

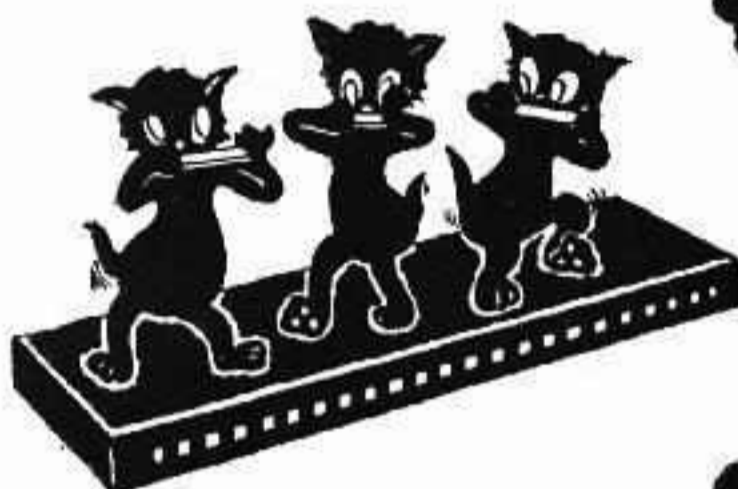
lookers already has occasioned reports that Welk will be canceled out of his Trianon summer date in Chicago and pushed into the coveted Hotel Astor spot here following the Carmen Cavallaro and Sammy Kaye orks.

VITA^{acoustic} Records

Something new on records "LIVING SOUND"

popular smash hits

IN THEIR UNIQUE INIMITABLE STYLE. NO COPY CATS, BUT



Jerry Murad's
HARMONICATS

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1B fantasy impromptu

2A malaguena

2B harmonica boogie



3a MEL HENKE and the Honeydreamers his piano...their voices

ALEXANDER'S RAGTIME BAND

3b what is this thing called love?

VITA^{acoustic} Records

"LIVING SOUND"

CHICAGO
NEW YORK
HOLLYWOOD

HIT PARADE ARITHMETIC

LOUIS ARMSTRONG	+	VICTOR	= HIT
LES BROWN	+	COLUMBIA	= HIT
ROSEMARY CALVIN	}	MAJESTIC	= HIT
TONY MATTOLA		DE LUXE	= HIT
BETTY REILLY	+	CAPITOL	= HIT
KING COLE TRIO	+	ARISTOCRAT	= HIT
SHERMAN HAYES	+	SONORA	= HIT
ROBERTA LEE	+	WORLD-ET	= HIT
LES BROWN	+	CAPITOL-ET	= HIT
BILLY BUTTERFIELD	+	LANGWORTH-ET	= HIT
FOUR KNIGHTS	+	STANDARD-ET	= HIT
HAL McINTYRE	+		

TOTAL =
HIT PARADE

VANGUARD SONGS

NEW YORK
HARRY TENNEY
MARTY TENNEY

CHICAGO
BILLY STONEHAM

HOLLYWOOD
HERB MONTEI
CHARLIE ADAMS

"YOU DON'T LEARN THAT IN SCHOOL"



"ACROSS THE ALLEY FROM THE ALAMO"

Their Version Is Tops!



The STARLIGHTERS

Featured on the Chesterfield ABC Club

JUKE BOX TESTED AND APPROVED

MERCURY RECORDS

Editorial

Talk to Jimmy, "Spike"

J. K. (Spike) Wallace, president of Local 47, American Federation of Musicians (AFM), doesn't like dishonest, unethical public relations people, and says so in the April 1 issue of *Overture*, 47's house organ.

We don't like them either, Spike, and your point is well taken, but as long as you show an understanding of basic public relations theory, why don't you try to influence some changes in your parent org, AFM, national?

Why Not Orient Petrillo?

Why not suggest to Jimmy Petrillo that refusing to talk to the press is the worst kind of public relations? Remind him or his subordinates that the best kind allows for open presentation of all the facts, at all times. . . . Not just when publicity is to the obvious benefit of the musicians' union. Full-time co-operation is the backbone of good public relations! The fair reporter gets as much information as possible from both parties to a story, but when AFM consistently plays ostrich with fourth-estaters, it's AFM that gets hurt, not the reporter.

What Petrillo is doing with the royalty monies collected from record manufacturers shows he understands public relations at the obvious levels. Now convince him, Spike, of the deeper-level kind which calls for countering anti-AFM journalism with complete and open statement of the union's position by Petrillo or an official representative.

"How To Win Friends and—"

The point is, when your next-door neighbor never invites you to his house you're inclined to become anything but his firm friend. Same goes for AFM and the newspapermen.

Just thought we'd point these things out to you, Spike. We know you're not responsible for national AFM policy, but perhaps you can bring your influence to bear in the interest of thousands of musicians who suffer from bad public relations.

'Full-Blown' Musical on Wax Could Be Legit-Pic Testtube

(Continued from page 4)
ton), and supervised over-all casting and production.

Hendler's lyrics on *(Baby) Walk Before You Run* are fresh and smart, and tell their story without straining for effect. In *For a Penny* he has turned out a simple, appealing ballad, again revealing a flair for distinctive wordage. *The Wheels Keep Spinning Around* is an excellent rhythm job, tho perhaps a little too reminiscent of *The Trolley Song*. *A Little Doodad* is a cute, musical-comedy-type thing. *Questions* is another good, tho slightly monotonous, ballad. *Coffe, Cokes and Cigarettes* is the one number in which both Hendler and Clinton seem to strain and evolve as just a little too Cole Porterish. Lyrics on *How About a Boogie* constitute an average eight-to-the-bar job, and *You've Heard the Story Before* makes for a lively prologue.

Honor Roll Possibilities

Most important of all, the Hendler-Clinton team has accomplished the not-at-all simple job of turning out eight songs, ballads, boogie, rhythm and blues, three of which has *Honor Roll* possibilities, and all of which lyrically, musically or both, are above run-of-the-mill. At the same time that each of these numbers are complete entities in themselves, produced as a package they manage to tell a coherent, well-knit story.

The march of the bright kids continues with the performances. Marshall Young and Janette Davis, both Arthur Godfrey (Columbia Broadcasting System) proteges—Miss Davis is still on the Godfrey morning show—turn in uniformly excellent work as the boy and girl. Young, who is rehearsing a band due to bow in a month or so, has a robust yet warm baritone and sells his numbers solidly. Miss Davis hits a happy medium between pop-style and musicomedie chirping, which seems just right for her Julietting in this package. On the duets, Young and the gal blend like they've been doing it for years, and choral interpolations and the band backing are first rate thruout. A 17-piece outfit is used on the swingier items, while a lush 20-man group plays the ballads. Stan Freeman turns in a sure-fingered hunk of

eight-to-the-bar 88-ing on the *Boogie* tune.

Dough for Dealers

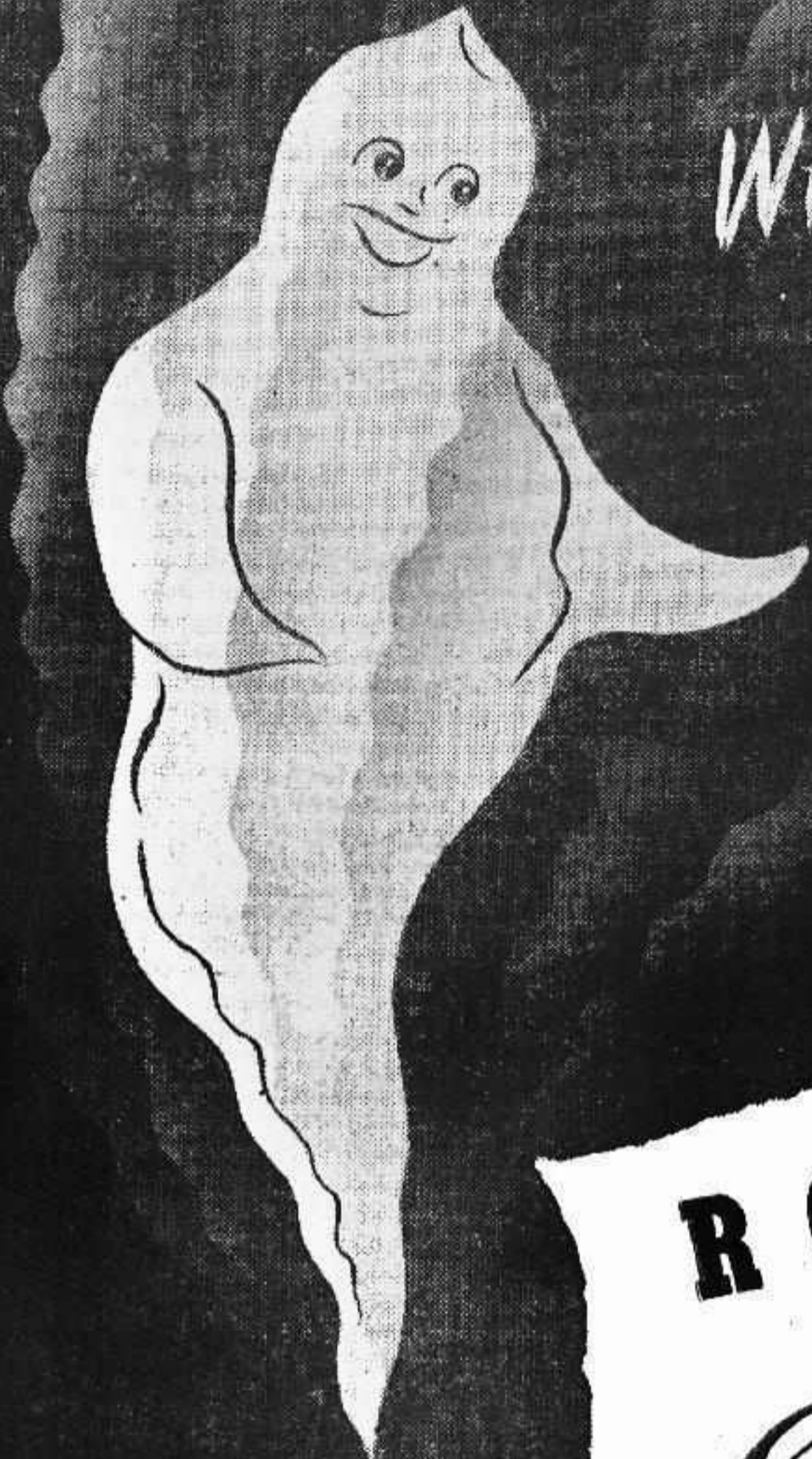
If the diskery's distribution and sales structure (not to mention its promotional capacities) are up to the quality of the album, there should be a potfull of loot for dealers at the end of this rainbow. Disk jockeys ought to go to town on the package, since it offers them an opportunity to give listeners what amounts to a half-hour musical show, the first such complete "love story on records"—e.t.s. excepted—ever produced. Or with commercials in the right places, it even can be stretched to cover a full-hour session. If any of the songs crash thru, as they easily could with a few breaks, juke box operators also should be able to profitably stack their boxes with the disks. Break thru or not, however, ops could do lots worse than *Penny, Walk* or *Spinning*.

General show business ramifications revolving around the idea hardly can be laughed off either. Harry Fromkes, Rainbow prexy, who had the guts to sink close to 10G in the untired project, may be able to peddle the material for a Broadway or film musical, particularly if the album does nearly as well as it deserves. Which leads to the intriguing speculation that it may be an idea for legit and pic producers to pretest musical comedy and drama material in record album form for a cost of around \$1,000 instead of gambling the \$150,000 or better that it takes to get a full-blown musical on the Broadway boards.

New Field for Talent

Aside from its application and relationship to Broadway and Hollywood, if the Rainbow effort proves a disk album money-maker, it is probable that other platteries will turn out similar efforts. Which would open up a new and lucrative field for musicomedie writers in all classifications, and particularly for youngsters seeking a showcase. Performers, too, both pop and musicomedie warblers and actors, might find a new outlet.

Tentative release date is late this month. There's plenty of room on this limb, chum. Get on.



WHAT IS A Whiffenpoof
IS IT SUPERNATURAL?
NO... it's a natural

**FOR COIN MACHINES
MUSIC MERCHANTS
DISC JOCKEYS**

ROBERT

Merrill's

Recording Of The

**"WHIFFENPOOF
SONG"**

RCA VICTOR 10inch
RED SEAL No-10-1313

BACKED BY A
SENSATIONAL
NATIONAL &
LOCAL PLUG
CAMPAIGN
NEVER BEFORE
GIVEN A....
RECORD

THE NATION'S
FAVORITE
DRINKING
SONG

YALE'S
FAMOUS
BA-BA-BA
SONG

HOP ON THE
PAY-OFF SPECIAL

SELECTED AS
THE RECORD OF
THE MONTH BY
SONG HITS
MAGAZINE

3RD NETWORK
PLUG BY
Robert Merrill
ON RCA VICTOR
PROGRAM
VIA NBC
2PM EST SUNDAY
MAY 17

DESTINED FOR THE HIT PARADE

BMI Pin Up SHEET

Hit Tunes for May

(On Records)

ANOTHER NIGHT LIKE THIS (Marks)

Dick Haymes—Dec. 23731 • Desi Arnaz—Vic. 20-2052
Hal Derwin—Cap. 336 • Herb Kern-Lloyd Sloop—Tempo 984
Don Alfredo—Pan-Amer. 076 • Larry Douglas—Sig. 15085
Hal Winters—Apollo 1034 • Tommy Tucker—Col. 37339

FOR SENTIMENTAL REASONS (Duchess)

Eddy Howard—Maj. 1071 • Charlie Spivak—Vic. 20-1981
Ella Fitzgerald—Dec. 23670 • King Cole Trio—Cap. 304
Fran Warren—Cosmo 514 • Deek Watson—Manor 1041
Dinah Shore—Col. 37188
Skip Strahl—Emerald 106 • Art Kassel—Vogue 781

ILLUSION (Pemora)

Hal Winters-Jose Morand—Apollo 1034 • Don Jose—Gotham 3003
Xavier Cugat—Col. 37319 • Bobby Doyle—Sig. 15079
John Paris—Vic. 26-9021

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

Tex Beneke—Vic. 20-2123 • Buddy Clark—Col. 37302
Hal Derwin—Cap. 377

IT TAKES TIME (London)

Benny Goodman—Cap. 376 • Louis Armstrong—Vic. 20-2228
Doris Day—Col. 37324 • Guy Lombardo—Dec. 23865

MANAGUA, NICARAGUA (Encore)

Freddy Martin—Vic. 20-2026 • Guy Lombardo—Dec. 23782
Kay Kyser—Col. 37214 • Gordon Trio—Sonora 3032
Two Ton Baker—Mercury 5016 • Dick Peterson—Enterprise 251
Julie Conway—Sig. 15086 • Jose Curbelo—Vic. 26-9015

MY ADOBE HACIENDA (Peer)

Billy Williams—Vic. 20-2150 • Jack McLean—Coast 8001
Coffman Sisters—Ent. 147 • Esquire Trio—Rhapsody 102
Hammonds—Mars 1037 • Eddy Howard—Maj. 1117
Bobby True Trio—Merc. 3057 • Russ Morgan-Kenny Baker—Dec. 23846
Louise Massey—Col. 37332 • Dinning Sisters—Cap. 369
Art Kassel—Vogue 785 • Billy Hughes—King 609

MY PRETTY GIRL (Republic)

Spike Jones—Vic. 20-2023 • Clifflie Stone—Cap. 378
Lawrence Welk—Dec. 23878 • Ted Straeter—Sonora 2022

THAT'S HOW MUCH I LOVE YOU (Vogue)

Bing Crosby—Dec. 23840 • Frank Sinatra—Col. 37231
Louis Prima—Maj. 2107 • Eddy Arnold—Vic. 20-1948
Alvino Rey—Cap. 363 • Wally Fowler—Merc. 6031
Fred Kirby—Sonora 7023 • Red Foley—Dec. 46028

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

Three Suns—Vic. 20-2197 • Frankie Carle—Col. 37311
Mr. & Mrs. Andy Russell—Cap. 386 • Johnny Long—Sig. 15109
Blue Barron—MGM 10014 • Lawrence Welk—Dec. *
The Starlighters—Merc.*

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

Vaughn Monroe—Vic. 20-2095 • Frankie Carle—Col. 37222
Monica Lewis—Sig. 15068 • George Towne—Sonora 2002
Billy Butterfield—Cap. 371 • Blue Barron—MGM 10005

YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

Louis Armstrong—Vic. 20-2240 • King Cole Trio—Cap. 393
Rosemary Calvin—Maj. 1119 • Roberta Lee—Sonora 2016
King Sisters—Vogue * • Jack McLean—Coast *
Sunny Skylar—Mercury * • Sherman Hayes—Aristocrat *

* Soon to be released.



BROADCAST MUSIC, INC.
680 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending May 2



HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

Position This Week Position Last Week

1. MAM'SELLE (Mack Gordon and Edmund Goulding) Published by Feist (ASCAP) 3

From the 20th Century-Fox film "The Razor's Edge." Records available: Ray Block Ork, Signature 15093; Dennis Day, Victor 20-2211; Ray Dorey, Majestic 7217; Dick Haymes, Decca 23861; Art Lund, MGM 10011; Marshall Young Ork, Rainbow 10014; Derry Falligant, Enterprise 257; Frankie Laine, Mercury 5048; The Pled Pipers, Capitol 396; George Towne Ork, Sonora 2023; Frank Sinatra, Columbia 37343; Jack Carroll, National 9032; Edo Lubich, International D-240. Electrical transcription libraries: Skitch Henderson, Capitol; Silver Strings, MacGregor; Jan Garber, Capitol; Freddy Martin, Standard; Frankie Masters, Lang-Worth; The Music of Manhattan Ork, NBC Thesaurus; Art Mooney Ork, Associated.

2. HEARTACHES (Al Hoffman and Al Klenner) Published by Leeds (ASCAP) 1

Records available: Joe Alexander, Capitol 372; Richard Cannon, Diamond 2057; Cowboy Copas, King 598; Jimmy Dorsey, MGM 10001; Harry James, Columbia 37305; Monica Lewis, Signature 15065; Gordon MacRae, Apollo 1045; Ted Martin-The Airline Trio, De Luxe 1068; Red McKenzie, National 9026; Don Pablo Ork, Latin-American 10; Cedric Wallace Trio, Diamond 2057; Ted Weems Ork, Victor 20-2175 and Decca 25017; Ray Smith-The Pinetoppers, Continental C-8021; Ted Straeter Ork, Sonora 2005; Bobby True Trio, Mercury 3057; Eddie Howard, Majestic 1111. Electrical transcription libraries: Barclay Allen, MacGregor; Chuck Foster, Lang-Worth; Eddy Howard, World; Eddie Skrivanek, MacGregor; Leighton Noble, Standard; The Four Knights, Lang-Worth; Art Mooney Ork, Associated.

3. LINDA (Jack Lawrence) Published by E. H. Morris (ASCAP) 2

Records available: Bob Chester Ork, Sonora 2606; Larry Douglas, Signature 15106; Chuck Foster Ork, Mercury 3058; Hollywood Rhythm-Aires, Hollywood Rhythms 1551; Gordon Jenkins Ork, Decca 23864; Ray Noble Ork-Buddy Clark, Columbia 37215; Charlie Spivak, Victor 20-2047; Paul Weston Ork, Capitol 362. Electrical transcription libraries: Barclay Allen, MacGregor; Jack Finn, Standard; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Jack Lawrence, Lang-Worth; Leighton Noble, Standard; The Sweetwood Serenaders, NBC-Thesaurus; Art Mooney Ork, Associated.

4. ANNIVERSARY SONG (Al Jolson and Saul Chaplin) Published by Mood (ASCAP) 4

From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Tex Beneke-Miller Ork, Victor 20-2126; Russ David, De Luxe 1057; Larry Douglas, Signature 15075; Anita Ellis, Mercury 3036; Al Jolson, Decca 23714; Guy Lombardo, Decca 23799; Don Pablo Ork, Latin-American 10; Louis Prima, Majestic 1107; Andy Russell, Capitol 368; Artie Shaw, Musicraft 428; Dinah Shore, Columbia 37234; Kate Smith, MGM 10003; George Towne Ork, Sonora 2004. Electrical transcription libraries: Barclay Allen, MacGregor; Hal Derwin, Capitol; Freddy Martin, Standard; The Novatime Trio, NBC Thesaurus; Russ Morgan, World; Silver-Strings, MacGregor; George Towne, Associated.

5. MY ADOBE HACIENDA (Louise Massey and Lee Penny) Published by Peer International Corp. (BMI) 5

Records available: Kenny Baker-Russ Morgan, Decca 23846; The Dinning Sisters, Capitol 388; The Esquire Trio, Rhapsody RR-101; The Hammonds, Mars 1037; Eddie Howard, Majestic 1117; Billy Hughes, King 609; Art Kassel, Vogue R-785; Louise Massey-The Westerners, Columbia 37332; Jack McLean Ork, Coast 8001; Bobby True Trio, Mercury 3057; Billy Williams, Victor 20-2150. Electrical transcription libraries: Chuck Foster, Lang-Worth; Leighton Noble, Standard; The Novatime Trio, NBC Thesaurus; Sunshine Girls-Jimmy Wakely Ork, MacGregor; Barclay Allen, MacGregor; Mindy Carson-Hank D'Amico Sextet, Associated.

6. APRIL SHOWERS (Buddy De Sylva and Louis Silvers) Published by Harms, Inc. (ASCAP) 6

From the Columbia film "The Jolson Story," sung by Al Jolson. Records available: Larry Clinton, Cosmo SS-708; Dennis Day, Victor 20-1978; Guy Lombardo, Decca 23846. Electrical transcription libraries: John Gart Trio, World; Mel Torme-The Page Cavanaugh Trio, MacGregor; Norman Cloutier, NBC Thesaurus; Allen Roth Ork, NBC Thesaurus; Claude Sweeten, Standard; Gall Sisters-Jesse Crawford, Associated.

7. HOW ARE THINGS IN GLOCCA MORRA? (E. Y. Harburg and Burton Lane) Published by Crawford (ASCAP) 8

From the legit musical "Finian's Rainbow." Records available: Harry Babbitt, Mercury 3056; Buddy Clark, Columbia 37223; Tommy Dorsey, Victor 20-2131; Georgia Gibbs, Majestic 12009; Dick Haymes-Gordon Jenkins Ork, Decca 23830; Bob Houston, Sonora 3043; Johnny Long, Signature 15064; Martha Tilton, Capitol 345. Electrical transcription libraries: Louise Carlyle-The Music of Manhattan Ork, NBC Thesaurus; The Sweetwood Serenaders, NBC Thesaurus; John Gart Trio-Bob Eberly, World; George Towne, Associated; Eddie LeMar, Capitol; Skitch Henderson, Capitol; Mel Torme, MacGregor; Chuck Foster, Lang-Worth; Jack Finn, Standard.

8. GUILTY (Gus Cahn, Harry Akst and Richard A. Whiting) Published by Feist (ASCAP) 10

Records available: Nick De Lano, Black & White BW-321; Del Courtney Ork, Enterprise 247; Johnny Desmond-Page Cavanaugh Trio, Victor 20-2109; Ella Fitzgerald-Eddie Heywood Ork, Decca 23844; Monica Lewis, Signature 15009; Tony Martin, Mercury 3042; Tony Mottola Four, Majestic 1108; Artie Shaw-Mel Torme and the Mel-Tones, Musicraft 428; Margaret Whiting, Capitol 324. Electrical transcription libraries: The Music of Manhattan Ork, NBC Thesaurus; Russ Morgan, World; Freddy Martin, Standard; Silver Strings, MacGregor; Elliot Lawrence, Associated.

9. MANAGUA, NICARAGUA (Albert Gamse and Irving Fields) Published by Encore (BMI) 7

Records available: Jose Curbelo Ork, Victor 26-9015; Julie Conway, Signature 15080; The Gordon Trio, Sonora 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Freddy Martin, Victor 20-2026; Two-Ton Baker and His Merry Music Makers, Mercury 5016; Bill McCune, DC 8014; Dick Peterson and the Vocal Yokels, Enterprise 251; Homer and Jethro, King 620. Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; Chuck Foster, Lang-Worth; Jan Garber, Capitol; Elliot Lawrence, Associated; Freddy Martin, Standard; Dick Peterson and The Vibra-Tones, MacGregor; Arthur Smith, World; Jerry Sears Ork, Music.

10. IT'S A GOOD DAY (Peggy Lee and Dave Barbour) Published by Capitol Songs (ASCAP) 9

Records available: Harry Cool Ork, Signature 15069; Phil Harris Ork, Victor 20-1163; Gen Krupa, Columbia 37209; Peggy Lee, Capitol 322. Electrical transcription libraries: Vic Damone, Associated; Patti Dugan-The Jumpin' Jacks, NBC Thesaurus; The Four Knights, Lang-Worth; Gene Krupa, Capitol; Eddie LeMar, Capitol; Freddy Martin, Standard.



RCA VICTOR'S
SAMMY KAYE!

That's My Desire

A much-requested recording of an up and coming revival. With Don Cornell and The Kaydets.

AND

Red Silk Stockings and Green Perfume

Here's a terrific new Kaye novelty that'll ride high in the jukes... a catchy gang song to a Dixieland beat! Don Cornell and the Choir.

RCA Victor 20-2251

RCA VICTOR'S
FREDDY MARTIN!

Beside You

It's the hit everybody wants to play... from "My Favorite Brunette," the movie everybody's going to see!

Vocal by Stuart Wade.

AND

Your Wish is My Command

Already a West Coast hit. Full orchestration with lots of strings, plus Gene Conklin's romantic singing.

RCA Victor 20-2208



RCA VICTOR'S
ROBERT MERRILL!

He sang the "A" on his popular radio show and got a flood of requests to record it. Here it is... a super disc that's due for a wallowing promotion on the nets and all around. Both sides will pull coins by the jukfull. With Russ Case and his Orchestra. Male Chorus.

(Baa-Baa-Baa) Whiffenpoof Song

AND

Sweetheart of Sigma Chi

RCA Victor 10-1313 (10" Red Seal)



RCA VICTOR'S
ROY ROGERS!

The King of the Cowboys packs both sides with his own terrific brand of lilting magic. With Country Washburne and his Orchestra.

Dangerous Ground

AND

I'm Restless

RCA Victor 20-2236

RCA VICTOR'S
ROSALIE ALLEN!

and The Black River Riders

Hitler Lives

Rosalie in top form with a tricky melody and lyrics that make real sense.

AND

I Can't Tell That Lie to My Heart

A rustic ditty with sad words... and plenty of box appeal.

RCA Victor 20-2237

**ALSO IN THIS WEEK'S
RCA VICTOR RELEASE:**

ALLAN JONES with Robert Armbruster and his Orchestra

I Love You Truly AND Just A-Wearyin' for You

RCA Victor 10-1289 (10" Red Seal)

BILL JOHNSON and his Musical Notes

Pretty Eyed Baby AND You Didn't Have to Say I Love You

RCA Victor 20-2235

EDDY ARNOLD and his Tennessee Plowboys

The Cattle Call AND I Walk Alone

RCA Victor 20-2128

BUCHANAN BROTHERS and The Georgia Catamounts

Mama, I'm Sick AND Blow, Forty Seven, Blow

RCA Victor 20-2129

ZEKE MANNERS and his Band

When My Blue Moon Turns to Gold Again

AND I Betcha My Heart I Love You

RCA Victor 20-2130

ELTON BRITT and The Skytoppers

I Hung My Head and Cried AND There's a Star Spangled Banner Waving Somewhere

RCA Victor 20-2131

ALLEN BROTHERS

A New Salty Dog

MODERN MOUNTAINEERS

Loud Mouth

RCA Victor 20-2132

TEXAS JIM ROBERTSON

and The Panhandle Punchers

Too Blue to Cry AND

(The Moon and the Water and)

Mix O'Reilly's Daughter

RCA Victor 20-2158

WADE MAINER and Sons of the Mountaineers

Sparkling Blue Eyes

AND The Precious Jewel

RCA Victor 20-2159

GID TANNER and his Skillet Lickers

Down Yonder AND Back Up and Push

RCA Victor 20-2167

Soldier's Joy-Breakdown

AND Flop-Eared Mule-Breakdown

RCA Victor 20-2168

JOHN SELLERS

Farewell Night Life

AND Play Around With My Head

RCA Victor 20-2238

BIG MACEO with Tampa Red, guitar and Alfred Elkins, bass.

Worried Life Blues AND Tuff Luck Blues

RCA Victor 20-2133

JAZZ GILLUM

Key to the Highway

AND Whiskey Head Buddies-Blues

RCA Victor 20-2160

LIL GREEN

Romance in the Dark AND

My Mellow Man-Blues

RCA Victor 20-2161

WASHBOARD SAM and his Washboard Band

Diggin' My Potatoes AND Back Door

RCA Victor 20-2162

GOLDEN GATE QUARTET

Go Where I Send Thee AND Job

RCA Victor 20-2134

JOHN PARIS with "3 Beaus and a Peep," Ellis Larkins and Group.

Jack! Jack! Jack!

AND Illusion

(Cu-Tu-Gu-Ru-Calypto Rumba)

(Un Sueño-Bolero)

RCA Victor 26-9021

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS



The Billboard
MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending
May 2



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last/This Week/Week		Publisher
9	3	1. LINDA (R)	E. H. Morris
6	2	2. MAM'SELLE (F) (R)	Feist
16	1	3. ANNIVERSARY SONG (F) (R)	Mood
10	4	4. HEARTACHES (R)	Leeds
4	5	5. APRIL SHOWERS (F) (R)	Harms, Inc.
6	6	6. MY ADOBE HACIENDA (R)	Peer
12	7	7. HOW ARE THINGS IN GLOCCA MORRA? (R)	Crawford
16	8	8. MANAGUA, NICARAGUA (R)	Encore
14	13	9. GUILTY (R)	Feist
1	—	10. THAT'S WHERE I CAME IN (R)	Robbins
5	10	11. ROSES IN THE RAIN (R)	Barton
5	12	12. IF I HAD MY LIFE TO LIVE OVER (R)	General
7	11	13. IT'S A GOOD DAY (R)	Capitol Songs
1	—	14. I BELIEVE (F) (R)	Sinatra Songs
6	9	15. YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (R)	George Simon

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last/This Week/Week		
16	1	1. ANNIVERSARY SONG	Campbell-Connelly Mood
9	2	2. HOW LUCKY YOU ARE	Kassner
19	3	3. THE OLD LAMPLIGHTER	Irwin Dash Shapiro-Bernstein
14	4	4. APRIL SHOWERS	Chappell Harms, Inc.
20	4	5. THE STARS WILL REMEMBER	Feldman
3	19	6. TELL ME, MARIANNE	Southern
2	13	7. YOU WENT AWAY AND LEFT ME	Box and Cox
1	—	8. TRY A LITTLE TENDERNESS	Campbell-Connelly Robbins
13	17	9. MAY I CALL YOU SWEETHEART?	Irwin Dash
15	6	10. (I Love You) FOR SENTIMENTAL REASONS	Peter Maurice Duchess
—	—	10. HARRIET	Keith Prowse Broadway
5	15	11. HI JIG A JIG	Box and Cox
3	10	12. HEAR MY SONG, VIOLETTA	Dix Crawford
—	—	13. A GAL IN CALICO	Feldman Rensick
9	5	13. DON'T FALL IN LOVE	Chappell
13	12	14. ZIP-A-DEE DOO-DAH	Sun Santly-Joy
7	8	15. OPEN THE DOOR, RICHARD	Leeds Duchess
—	—	16. AMONG MY SOUVENIRS	Lawrence Wright T. B. Harms
18	7	17. GO HOME (Your Mother Wants You)	Yale
3	14	18. GOODNIGHT, YOU	Francis Day
3	19	18. RASCAL	Victoria ABC
13	16	18. THAT'S THE BEGINNING OF THE END	Victoria ABC
13	16	18. THE THINGS WE DID	Edwin H. Morris E. H. Morris
23	11	19. LAST SUMMER	Edwin H. Morris Melrose
7	9	19. FIVE MINUTES MORE	Edwin H. Morris Melrose
—	—	19. WHEN CHINA BOY MEETS CHINA GIRL	Mac Melodies
11	15	20. THE RICKETY RICK	Southern Peer
—	—	20. SHAW MAN	Southern Peer

* Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

- ALEXANDER'S RAGTIME BAND** (Berlin), in 20th Century-Fox's "Alexander's Ragtime Band." Re-released April, 1947.
- ANNIVERSARY SONG** (Mood), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- APRIL SHOWERS** (Harms, Inc.), sung by Al Jolson in Columbia's "The Jolson Story." National release date—January, 1947.
- I BELIEVE** (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- MAM'SELLE** (Feist), in 20th Century-Fox's "The Razor's Edge." National release date—January, 1947.
- OH, BUT I DO** (Witmark), in Warner Brothers' "The Time, the Place and the Girl." National release date—December 28, 1946.
- TO ME** (Dorsey), sung by Janet Blair in United Artist's "The Fabulous Dorseys." National release date not set.
- TIME AFTER TIME** (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.
- WHAT AM I GONNA DO ABOUT YOU?** (Paramount), sung by Eddie Bracken and Virginia Welles in Paramount's "Ladies' Man." National release date—February 7, 1947.

Signature's Stetson is off to LINN BURTON
whose WIND and WAAF record shows rate right on top in Chicago. Linn knows good music, that's why Ray Bloch's records are always a hit with him.

D-Day now means DUEL DAY and SIGNATURE has it with

RAY BLOCH and his Orchestra

DUEL in the SUN

(From David O. Selznick's "Duel In The Sun")
PARTS 1 AND 2
VOCAL BY LARRY DOUGLAS
SIG 15112

COUSIN JOE with Dickie Wells' Blue Seven

I HAD TO STOOP TO CONQUER YOU, BABY

BACHELOR'S BLUES
VOCALS BY COUSIN JOE

SIG 1012

Signature records
See your GESCO distributor or write direct to
Signature Records, 601 W. 26th St., New York 1, N. Y.

DISTRIBUTED BY
GENERAL ELECTRIC SUPPLY CORPORATION

THE RACK THAT'LL RACK UP RECORD SALES (AND PROFITS) FOR YOU!



A complete "COMEDY DEPARTMENT" ... Vivid full-color covers ... beautiful tubular metal rack displays five albums deep

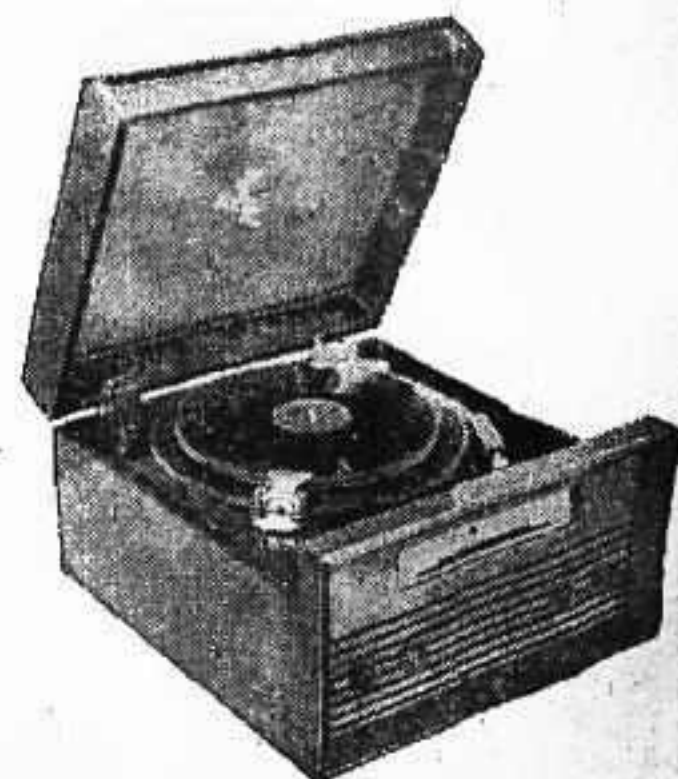
Here they are—the most talked-of collection of record albums to hit the trade in years. This great group of top stars in the entertainment field *for the first time as far as is known* on phonograph records.

And what records! Terrific material specially designed for these recordings and every one recorded—get this—before an actual audience to give that three dimensional quality which makes for truly top entertainment.

Your customers are going to want these for thrilling, new home entertainment—perfect gifts—collectors' items to treasure. List price **\$4.50** (plus tax) per album.

And—remember—we are limiting each dealer. Get your quota of Top-Ten Records ... Monitor Equipment Corp., 640 West 249th Street, New York 63, N. Y.

MONITOR COMBINATION RADIO-PHONOGRAPH ... with a new airplane type radio ... and an all automatic record changer with exclusive new fast, gentle, silent record operation and automatic cut off ... (plays 10" and 12" records interchangeably in any order without adjustment). Embodies new war-time electronic developments.



TOP-TEN* RECORDS

Distributed by

MONITOR

The Most Distinguished Family of Home Appliances

*Trade Mark Audience Records, Inc.

SEE JUNE 9th ISSUE OF LIFE MAGAZINE FOR OPENING CONSUMER ANNOUNCEMENT



That
Genial
Irish
Gentleman

ART MOONEY

and His Orchestra

and His Sock Recording
of the Sock Novelty

MAHZEL

(The Good Luck Song)
featuring the GALLI SISTERS

BACKED BY

THAT'S MY DESIRE

Vocal by Bud Brees

on MGM
RECORD NO.
10020

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Week Ending
May 2

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 25, 8 a.m., and ending Friday, May 2, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderately (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

Wks. to date	Pos.	Title	Artist	Pub.	Lic.
3	1	A Sunday Kind of Love (R)	Peter Maurice	ASCAP	
17	2	Anniversary Song (F) (R)	Mood	ASCAP	
7	3	April Showers (F) (R)	Harms, Inc.	ASCAP	
10	4	Bless You (For Being an Angel) (R)	Shapiro-Bernstein	ASCAP	
17	5	Guilty (R)	Feist	ASCAP	
9	6	Heartaches (R)	Leeds	ASCAP	
14	7	How Are Things in Glocca Morra? (M) (R)	Crawford	ASCAP	
3	8	I Believe (F) (R)	Sinatra Songs	ASCAP	
1	9	I Do, Do, Do Like You (R)	Harms, Inc.	ASCAP	
2	10	I Want To Thank Your Folks (R)	Oxford	ASCAP	
7	11	If I Had My Life To Live Over (R)	General	ASCAP	
19	12	If This Isn't Love (M) (R)	Crawford	ASCAP	
3	13	I'll Close My Eyes (R)	Peter Maurice	ASCAP	
3	14	It Might Have Been a Different Story (R)	Campbell-Porgie	BMI	
5	15	It Takes Time (R)	London	BMI	
17	16	It's a Good Day (R)	Capitol	ASCAP	
8	17	Linda (R)	E. H. Morris	ASCAP	
5	18	Mam'selle (F) (R)	Feist	ASCAP	
16	19	Managua, Nicaragua (R)	Encore	BMI	
3	20	Midnight Masquerade (R)	Shapiro-Bernstein	ASCAP	
7	21	My Adobe Hacienda (R)	Peer	BMI	
11	22	Oh Why, Oh Why, Did I Ever Leave Wyoming? (R)	Feist	ASCAP	
2	23	Old Devil Moon (M) (R)	Crawford	ASCAP	
3	24	Roses in the Rain (R)	Barton	ASCAP	
7	25	That's Where I Came In (R)	Robbins	ASCAP	
3	26	When Am I Gonna Kiss You Good Morning? (R)	Martin	ASCAP	
1	27	Would You Believe Me? (R)	Remick	ASCAP	
1	28	Why Did It Have To End So Soon? (R)	Berlin	ASCAP	
10	29	You Can't See the Sun When You're Crying (R)	George Simon	ASCAP	
2	30	You'll Know When It Happens (R)	Bourne	ASCAP	

RECORDS MOST-PLAYED ON THE AIR

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

Weeks to date	Pos.	Title	Artist	Pub.	Lic.
13	1	LINDA	Ray Noble-Buddy Clark	Columbia 37215	ASCAP
11	2	HEARTACHES	Ted Weems (Elmo Tanner)	Decca 25017	ASCAP
3	3	MAM'SELLE (F)	Art Lund	MGM 10011	ASCAP
1	4	MAM'SELLE (F)	Pied Pipers-Paul Weston Ork	Capitol 396	ASCAP
5	5	MY ADOBE HACIENDA	Eddy Howard (Eddy Howard-Trio)	Majestic 1117	BMI
11	6	ANNIVERSARY SONG (F)	Dinah Shore (Morris Stoloff Ork)	Columbia 37234	ASCAP
3	7	FREE EATS	Count Basie	Victor 20-2148	ASCAP
2	8	MAM'SELLE (F)	Dick Haymes (Gordon Jenkins Ork)	Decca 23861	ASCAP
4	9	MY MELANCHOLY BABY	Sam Donahue	Capitol 357	ASCAP
9	10	ANNIVERSARY SONG (F)	Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)	Victor 20-2126	ASCAP
10	11	ANNIVERSARY SONG (F)	Andy Russell (Paul Weston Ork)	Capitol 368	ASCAP
14	12	GUILTY	Margaret Whiting (Jerry Gray Ork)	Capitol 324	ASCAP
2	13	MAM'SELLE (F)	Ray Dorey (Paul Barron Ork)	Majestic 7217	ASCAP
1	14	MAM'SELLE (F)	Dennis Day (Charles Dant Ork)	Victor 20-2211	ASCAP
6	15	HEARTACHES	Harry James	Columbia 37305	ASCAP
4	16	LINDA	Paul Weston Ork (Matt Dennis)	Capitol 382	ASCAP
2	17	ACROSS THE ALLEY FROM THE ALAMO	Woody Herman (The Four Chips)	Columbia 37289	ASCAP
1	18	MAM'SELLE (F)	Frank Sinatra	Columbia 37343	ASCAP
4	19	THAT'S MY DESIRE	Frankie Laine	Mercury 5007	ASCAP
9	20	ANNIVERSARY SONG (F)	Al Jolson (Morris Stoloff Ork)	Decca 23714	ASCAP
15	21	(I LOVE YOU) FOR SENTIMENTAL REASONS	Dinah Shore	Columbia 37188	BMI
4	22	HEARTACHES	Eddy Howard	Majestic 1111	ASCAP

(Continued on page 30)

The Billboard
MUSIC POPULARITY CHARTS

Retail Record Sales

PART IV

Week Ending
May 2



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	1	HEARTACHES <i>Piccolo Pets</i>	Ted Weems (Elmo Tanner)	Decca 25017
				<i>Oh, Monah</i>	Ted Weems (Elmo Tanner)	Victor 20-2175
7	2	2	2	LINDA <i>Love Is a Random Thing</i>	Ray Noble Ork-Buddy Clark	Columbia 37215
4	3	3	3	MAM'SELLE (F) <i>Sleepy Time Gal</i>	Art Lund (Johnny Tompson Ork)	MGM 10011
2	6	4	4	MAM'SELLE (F) <i>Stella by Starlight</i>	Dick Haymes (Gordon Jenkins Ork)	Decca 23861
15	5	5	5	MY ADOBE HACIENDA <i>Midnight Masquerade</i>	Eddy Howard (Eddy Howard Trio)	Majestic 1117
13	4	6	6	ANNIVERSARY SONG (F) <i>Avalon</i>	Al Jolson (Morris Stoloff Ork)	Decca 23714
7	7	7	7	LINDA <i>So They Tell Me</i>	Charlie Spivak	Victor 20-2047
3	8	8	8	HEARTACHES <i>I Tipped My Hat (and Slow)</i>	Harry James (Marion Morgan) by Rode Away	Columbia 37305
2	9	9	9	MAM'SELLE (F) <i>Stella by Starlight</i>	Dennis Day (Charles Dant Ork)	Victor 20-2211
1	—	10	10	MAM'SELLE (F) <i>It's the Same Old Dream</i>	Pied Pipers-Paul Weston Ork	Capitol 398

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Artist	Label
17	1	1	1	Al Jolson Album <i>Al Jolson</i>	Al Jolson	Decca 469
8	2	2	2	Concerto Album <i>Freddy Martin</i>	Freddy Martin	Victor P-169
11	—	3	3	All-Time Hits Album <i>Tommy Dorsey</i>	Tommy Dorsey	Victor P-163
3	—	4	4	Dorothy Shay (The Park Avenue Hillbilly) Sings Album <i>Dorothy Shay (Mischa Russell Ork)</i>	Dorothy Shay	Columbia C-119
2	4	5	5	Waltzes Album <i>Guy Lombardo</i>	Guy Lombardo	Decca A-509
4	3	6	6	Will Bradley Ork-Ray McKinley Album <i>Will Bradley Ork-Ray McKinley</i>	Will Bradley Ork-Ray McKinley	Columbia C-123
1	—	5	5	Wayne King Waltzes, Volume 2 <i>Wayne King</i>	Wayne King	Victor P-171

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
98	1	1	1	Chopin's Polonaise <i>Jose Iturbi</i>	Jose Iturbi	Victor 11-8848
89	4	2	2	Clair de Lune <i>Jose Iturbi</i>	Jose Iturbi	Victor 11-8851
72	3	3	3	Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops</i>	Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops	Victor 11-8863
56	2	4	4	Jalousie <i>Boston Pops</i>	Boston Pops	Victor 12160
14	—	5	5	Bluebird of Happiness <i>Jan Peerce</i>	Jan Peerce	Victor 11-9007

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Artist	Label
2	2	2	2	Beethoven; Sonata in C Sharp Minor, Op 27, No. 2 (Moonlight) Album <i>Vladimir Horowitz</i>	Vladimir Horowitz	Victor DM-1115
34	1	2	2	Rachmaninoff Concerto No. 2 in C Minor <i>Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor</i>	Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor	Victor 1075
89	2	3	3	Rhapsody in Blue <i>Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor</i>	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
4	3	4	4	Rhapsody in Blue <i>Paul Whiteman</i>	Paul Whiteman	Signature GP-1
1	—	5	5	Isaac Stern in Violin Selections from Humoresque Album <i>Isaac Stern (Piano Solo by Oscar Levant in Tristan and Isolde) (Franz Waxman Ork)</i>	Isaac Stern	Columbia M-MM-657

Johnnie Johnston in Hollywood Calling Art Mooney

"H'ya Art. I'll bet 'Mahzel' brings you lots of luck!

Very smooth going, Art. You've got all Hollywood singing 'Mahzel'. 'Mahzel' means good luck and I'm sure you're going to have it. Hope you make lots more M-G-M Records like it."



"Thanks, Johnnie, you're no slouch, yourself.

I just heard your new M-G-M Record and it's great. 'Stella By Starlight' and 'Spring Isn't Everything' are both tops. *Mahzel* on your next M-G-M picture too."

Art Mooney

and his orchestra

"MAHZEL"

Vocal by Galli Sisters

"THAT'S MY DESIRE"

Vocal by Bud Brees

M-G-M 10020

4 MORE GREAT M-G-M RECORDS!

JOHNNIE JOHNSTON

Sings

STELLA BY STARLIGHT
SPRING ISN'T EVERYTHING
M-G-M 10019

JIMMY DORSEY

and His Orchestra

A SUNDAY KIND OF LOVE
POTS AND PANS
M-G-M 10023

KATE SMITH

Sings

AFTER GRADUATION DAY
DREAMS ARE A DIME A DOZEN
M-G-M 10024

BUDDY WEED TRIO

Sings

I HAD TOO MUCH TO DREAM LAST NIGHT
WHOOPIE DOODLE
M-G-M 10025

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

★ ★ *New* NATIONAL Releases ★ ★

Introducing

The RAVENS



the Rave Quartet You Can't Forget!

SINGING THAT NEW SENSATION

MAHZEL

(Means Good Luck)

and FOR YOU

NATIONAL
9034

Joe TURNER KING OF THE BLUES



Rock O' Gibraltar

AND **Sally Zu-Zaz**

NATIONAL 4016



GATEMOUTH Moore

They Can't Do This to You

AND **Love Doctor Blues**

NATIONAL 4015

COMING UP STRONG!

Jack CARROLL *Billy* **ECKSTINE**

MAM'SELLE

AND

**I Wonder, I Wonder
I Wonder**

NATIONAL 9032

Time on My Hands

AND

**I Love the
Loveliness of You**

NATIONAL 9030

NATIONAL

The Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
May 2



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION		Record
	Last Week	This Week	
10	1	1.	HEARTACHES—Ted Weems (Elmo Tanner)Decca 25017 Victor 20-2127
6	7	2.	MY ADOBE HACIENDA—Eddy Howard (Eddy Howard-Trio)Majestic 1117
10	2	3.	LINDA—Buddy Clark-Ray NobleColumbia 37215
3	3	4.	MAM'SELLE (F)—Art LundMGM 10011
7	5	5.	LINDA—Charlie Spivak.....Victor 20-2047
2	11	6.	MAM'SELLE (F)—Dick Haymes (Gordon Jenkins Ork)Decca 23861
11	4	7.	ANNIVERSARY SONG (F)—Guy Lombardo (Kenny Gardner)Decca 23799
4	9	8.	HEARTACHES—Harry JamesColumbia 37305
4	13	9.	LINDA—Paul Weston Ork (Matt Dennis)Capitol 362
1	—	10.	ACROSS THE ALLEY FROM THE ALAMO—Mills Bros.Decca 23863 (Earle Hagen Ork, Mercury 3060; Woody Herman (The Four Chips), Columbia 37289; Stan Kenton (June Christy), Capitol 387)
4	—	11.	GUILTY—Ella Fitzgerald-Eddie Heywood Ork.....Decca 23844
11	8	12.	ANNIVERSARY SONG (F)—Tex Beneke-Miller Ork (Garry Stevens-The Mello Larks)Victor 20-2126
2	15	13.	MY ADOBE HACIENDA—Billy Williams.....Victor 20-2150
9	6	14.	ANNIVERSARY SONG (F)—Dinah Shore (Morris Stoloff Ork)Columbia 37234
1	—	14.	MAM'SELLE (F)—Dennis Day (Charles Dant Ork)Victor 20-2211
2	13	15.	PEG O' MY HEART—The Harmonicats-Sid FisherVitamorphic 1 (Clark Dennis, Capitol 346; Red McKenzie-Dave Rhodes Rhythm, National 9027)
3	12	15.	THAT'S MY DESIRE—Frankie LaineMercury 5007 (Ray Anthony Ork (Dee Keating), Sonora 2019; Curtis Lewis (Curtis Lewis Trio), Apollo 1056; Ella Fitzgerald (Andy Love Quintet), Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman (The Four Chips), Columbia 37329; Sammy Kaye (Don Cornell-The Kaydets), Victor 20-2251; The Cats and the Fiddle, Manor 1064; Martha Tilton (Dean Elliott Ork), Capitol 395)

Coming Up

MAM'SELLE (F)—Ray Dorey (Paul Barron Ork)Capitol 324

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
16	1	1.	SO ROUND, SO FIRM, SO FULLY PACKEDMerle TravisCapitol 349
11	3	2.	WHAT IS LIFE WITHOUT LOVE?Eddy ArnoldVictor 20-2058
6	2	3.	NEW JOLIE BLONDERed Foley (The Cumberland Valley Boys)Decca 46034
4	4	4.	JOLE BLONDERoy Acuff and His Smokey Mountain Boys (Roy Acuff)Columbia 37287
1	—	5.	DOWN AT THE ROADSIDE INNAl DexterColumbia 37303

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
10	5	1.	TEXAS AND PACIFICLouis Jordan (Louis Jordan).....Decca 23810
21	1	2.	AIN'T NOBODY HERE BUT US CHICKENSLouis JordanDecca 23741
6	2	3.	I WANT TO BE LOVED ..Savannah Churchill ..Manor 1046
20	3	4.	LET THE GOOD TIMES ROLLLouis JordanDecca 23741
8	4	4.	OLD MAID BOOGIEEddie Vinson Ork (Eddie Vinson)Mercury 8028
2	3	5.	HAWK'S BOOGIEErskine HawkinsVictor 20-2169
1	—	5.	KIDNEY STEW BLUESEddie Vinson Ork (Eddie Vinson)Mercury 8028

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 28)

2	12	14.	I BELIEVE (F) ..Frank Sinatra (Axel Stordahl Ork).....Columbia 37300—ASCAP (Louis Armstrong Ork (Louis Armstrong), Victor 20-2240; Artie Shaw (Mel Tormé), Muscraft 492)
24	—	15.	(I LOVE YOU) FOR SENTIMENTAL REASONSKing Cole TrioCapitol 304—BMI (See No. 13B)
1	—	15.	I NEVER KNEW ..Sam DonahueCapitol 405—ASCAP

Coming Up

THE EGG AND ISammy Kaye (Mary Marlow)Victor 20-2209—ASCAP
IVYJo Stafford (Paul Weston Ork)Capitol 388—ASCAP

The Billboard

MUSIC POPULARITY CHARTS

PART VI



Record Reviews and Possibilities

Week Ending May 3

RECORD POSSIBILITIES

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.

CECILIA Dick Jurgens with vocal by Ronnie Kemper.....Columbia 37342

Here's a musical gal who has been around for a long time. But with "Heartaches," for one, indicating that the time is ripe for revivals, there is a good chance that the "Cecilia" ditty may well ride the crest of a brand new popularity wave...

WE KNEW IT ALL THE TIME..... Claude Thornhill with vocal by Fran Warren.....Columbia 37325 Raymond Scott with vocal by Dorothy Collins and Ensemble...MGM 10006

Two contrasting versions of the same catchy ditty. Thornhill's is taken as a ballad, done with that orkster's usual finesse and polish, featuring the sterling vocal chords of Fran Warren and the Thornhill black and whites to good advantage.

ASK ANYONE WHO KNOWS..... Anita Ellis with Harry Geller Ork....Mercury 3059 Sammy Kaye with Don Cornell vocal.....Victor 20-2239

Anita Ellis owns a rather fragile but extremely beautiful voice, and she showcases it pleasingly on this attractive tune. Her phrasing is articulate and her attack is entirely relaxed.

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 38.

LOUIS ARMSTRONG (Victor 20-2240) You Don't Learn That in School—FT; VC. I Believe—FT; VC.

Depending more on his singing than his searing trumpet notes to sell the spinning, Louis Armstrong dishes it up best for the novelty wordage of "You Don't Learn That in School."

Strictly for the Louis Armstrong fans who will find their meat in the "School" side.

DICK JURGENS (Columbia 37342) I Won't Be Home Anymore—FT; VC. Cecilia—FT; VC.

There being a revival of interest in revivals, Dick Jurgens' click cutting of "Cecilia" promises to give the old girl a lot of new life.

with the band sandwiching in a breezy ensemble stanza. Galante's telephone conversation to open and shut the spin adds to the platter's personality equation.

TEX BENEKE (Victor 20-2260) My Heart Is a Hobo—FT; VC. As Long as I'm Dreaming—FT; VC.

Both songs are taken from the Johnny Burke-Jimmy Van Heusen score for "Welcome, Stranger." It's the ballad side, "As Long as I'm Dreaming," that packs all the promise for popularity.

"As Long as I'm Dreaming," with the movie hypo, stacks up strong for popular play.

TONY PASTOR (Columbia 37330) Red Silk Stockings and Green Perfume—FT; VC. Get Up Those Stairs, Mademoiselle—FT; VC.

Moving over to this label, Tony Pastor tees off with two attractive rhythm novelties, both tailor made for the maestro's characteristic rhythm chanting.

Music ops will cash in with both novelty cuttings.

(Continued on page 32)

JOIN THE JAMBOREE



HARRY JAMES

and his orchestra playing

AS LONG AS I'M DREAMING

Vocal by Marion Morgan (from "Welcome Stranger")

STELLA BY STARLIGHT

(from "The Uninvited")

COLUMBIA 37323

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



ANNOUNCING

The
Release
of a
**SURE-FIRE
HIT!**



RILEY SHEPARD

The Singing-Talking
NOVELTY

"WHO? ME?"

(If you don't talk too much)

SWING VERSION OF
"JOLLE BLON"
#6012

Majestic RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)

(Continued from page 31)

RANDY BROOKS (Decca 23869)

After Hours—FT.
Tippin' In—FT.

Randy Brooks takes his band on a Harlem kick for this cutting. And while guest artist Sam Price fondles the black-and-whites in fine fashion for Avery Parrish's "After Hours," the band is hardly the kind that can play the blues. Nor does the maestro's trumpet show any real feel for this musical form, with the result that the smoky and sultry flavor of the composition is entirely lost. Band fares better for the riff-fashoned "Tippin' In," but no spark to their sock ensemble blowing, the maestro's full trumpet tone and jazz phrasings the only bright moments. Nothing much here for the nickels.

DOLE DICKENS QUARTET

(Super Discs 1034)

I Cried for You—FT; VC.
Half Time Boogie—FT.

A riotous Negro quartet from the swing streets, bassist Dole Dickens, together with trumpet, piano and guitar, make their bow on this label with a pair of winning specialties. It's an unusual vocal interpretation for Gus Arnheim's "I Cried for You." Scotty, the trumpeter, takes the lyrics literally, and drools all over the wax with a crying jag. And even sight unseen, it makes for novelty needling. For the flip, the quartet goes instrumental for a barrelhouse version of the eight-beat music with "Half Time Boogie," the ivory pickings of Reuben Cole Jr. and the guitar pickings of Dickie Thompson making the back-room jump.

The novelty "I Cried for You" treatment may measure up to the coin test.

DOLE DICKENS QUARTET

(Continental 6047)

Sing Re-Bop—FT; V.
Don't Move a Vip Till I Say Vop—FT; V.

For their efforts on this label, the Dole Dickens Quartet make it a swiny thingy for both of these Harlemese jive ditties of their own origination. It's the re-bop phrasings for the solo voice for "Sing Re-Bop," with piano, trumpet and guitar also grooving it that way. And for the mated "Vip" side, it's the same vocal re-bop style, with all the boys joining in on the song.

Harlem jump locations will lay in coins for this cutting.

THE TWILIGHT TRIO (Majestic 7222)

As Long as I'm Dreaming—FT.
I Can't Get Up the Nerve To Kiss You—FT.

The blend of organ, guitar and accordion, with the instruments running in and out of the melodic texture for added color, makes it smooth and tuneful spinning for both of these ballads. It's all restful and relaxed, and plenty easy on the ears in this simple harmonic blend. "Dreaming" ballad is a pretty from the "Welcome, Stranger" movie, and it's just as pretty for the melody fabric of the "Kiss" song.

For the intimate locations.

SYLVESTER SCOTT

(Juke Box 517-518-519)

I'm Gonna Take the "U" Car—FT; VC.
You're a Glorious Sight—FT; VC.
Time of Day Blues—FT; VC.
It's the Truth From My Heart—FT; VC.
Jack of Diamonds Boogie—FT.
Going Home Blues—FT; VC.

Piano-squatter Sylvester Scott, with a sextet of jump side-men, brings a fine brand of Harlemese jump and blues rhythms to the label. Moreover, the singers coming in on the sides pack as much rhythm in their pipes as found in the hot horns. Top sides of the six are the blues-spinners, the combo evoking a fine rhythm blow behind the sock blues shouting of George Vann. It's a bright boogie beat set for "Time of Day Blues" as Vann voices objections of his two-timing gal, slowing down the tempo for "Going Home Blues," where he sings it even more vigorously that he's never going to stray from the homestead again. Contrasting is the sweet and romantic singing of Wilbert Baranco for the slow-spinning "Glorious Sight" ballad. Maestro Scott flashes his eight-beat knuckling of the keyboard for the flip, an original "Jack of Diamond Boogie," also giving tenor saxist Willie Woodman a chance to ride out on the blues theme. Paul De Vorn sings it soft but sultry for the slow-spinning blues ballad, "Truth From My Heart." For the mated side, boys beat out a shuffle rhythm for "The 'U' Car," with the rhythmic singing and hot trumpet of "Red" Mack carrying the side.

Virtually all the sides should show strength at the Harlem jump spots.

FERKO STRING BAND (Palda 101)

Dilly Dally Polka—FT.
When You Wore a Tulip—FT.

This new label coming out of Philadelphia makes a strong local pitch in bringing to the platters the prize-winning Ferko String Band, which has copped the top honors at the Philadelphia New Year's Mummies' Parade for the past 10 years. And it's mummies marching music that the string band, which includes fiddles, saxes, accordion and bells as well as an abundance of banjo plunking, brings forth for the light and lively "Dilly Dally Polka" and the "Tulip" standard. The entire ensemble rings out the melody, balance

thrown to the winds with the bell overtones making the hammering sound like static.

Locations in the Philadelphia area.

ANDY KIRK (Decca 23870)

Soothe Me—FT; VC.
He's My Baby—FT; VC.

No denying that there's honey drippings in the soothing tenor pipes of Billy Daniels, who takes the spotlight for Andy Kirk's spinning of "Soothe Me." Only it's a sultry and sexy blues, and while Kirk lays down a full and solid band background, Daniels is no blues singer. More in keeping with the band's capabilities, and spinning at a faster clip, is the maestro's "He's My Baby." Undoubtedly an old master since it gives Mary Lou Williams's piano sparkle to send off the spin, the familiar gut' box groovings and the husky chanting of Beverly White.

For the hot jazz library because of the "He's My Baby" side.

THE MODERNAIRES (Columbia 27328)

Santa Catalina—FT; V.
I Want To Be Loved—FT; V.

The smooth and close harmonies of the Modernaires with Paula Kelly in the lead, lend themselves well for both of these slow-spinning ballad sides. Adding a likeable lilt to their vocal blend on the second stanza, the Modernaires make it a smooth serenade for the highly melodic "Santa Catalina," building an attractive romantic aura around the West Coast isle. So much so that it overshadows their similar efforts for "I Want To Be Loved," which spins just as smoothly. Mitchell Ayres's music provides a fine musical base for the pipers.

Packing plenty of promise in the song, "Santa Catalina" may be a winning waxer.

MILLS BROTHERS (Decca 23863)

Dream, Dream, Dream—FT; V.
Across the Alley From the Alamo—FT; V.

Contrasting the slow ballad styling with their rhythm harmonies in the brighter tempo, the Mills Brothers score solidly with their singing of the delightful "Dream" ditty. And just as effective are their rhythm harmonies and backgrounds for the "Alamo" novelty, their solo and ensemble singing as ever the tops.

"Dream, Dream, Dream" will make the coins click, where the string band is known, will reap a harvest.

CAPTAIN STUBBY

(Majestic 12004-12005)

Terrible Terry, the Termite—FT; VC.
Alexander's Ragtime Band—FT; VC.
Meet Me Tonight in the Cowshed—FT; VC.
Piccolo Pete—FT; VC.

This combination of accordion, clarinet and washboard, together with the rhythm instruments, hailed as Captain Stubby and the Buccaneers, are devoted entirely to the novelty needling. Hit a path between the rustic rhythms of the hillbilly bands and the musical mayhem committed by a Spike Jones. But their musical path is a prosaic one, setting off no spark or attraction either in their playing or in the singing of the male trio. Taking everything at a speed tempo, it's kidding the kiddie song for "Terrible Terry," with a basement voice brought on to mimic the termite. For the flip, "Meet Me Tonight in the Cowshed," the novelty is entirely of the barnyard variety. The hot fiffing of the dime-store whistle shares the spinning with the trio singing for "Piccolo Pete," with their best musical foot forward for "Alexander's Ragtime Band," for which they create an effective calliope effect.

Little music box timber in these two platters.

JIMMIE LUNCEFORD (Majestic 1122)

Call the Police!—FT; VC.
Water Faucet—FT; VC.

Jimmie Lunceford tackles two Harlemese rhythm ditties for the disking. And with plenty of sock in the band ensemble, the rhythm section on a jump kick, the maestro makes it count most for "Call the Police." Joe Thomas's husky rhythm chanting selling the jive lyric just as solid. It's the same groove and with just as much power in the band body for the mated "Water Faucet." But there is little attraction in the ditty itself, altho Jack Carruthers and the assisting vocal quartet make the most of its lyrical triteness. Even Carruthers's plumber platter adds little to the side.

"Call the Police!" will call out the coins at the race jump spots.

DICK FARNEY (Majestic 7225)

My Young and Foolish Heart—FT; V.
I Wish I Didn't Love You So—FT; V.

The soft and intimate bary troubadouring of Dick Farney serves to introduce two new ballads that make for lovely love serenades. Achieves a smoother flow of song for Frank Loesser's "I Wish I Didn't Love You So" from the "Perils of Pauline" movie. Just as pretty is the "Foolish Heart" lullaby, only there is more romantic flavor in the velvety strings of Paul Barron's music than in Farney's song. Hardly up to the vocal romantic sweepstakes whirling along the coin circuits.

(Continued on page 116)

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending May 2

Billboard TRADE SERVICE FEATURE

ADVANCE RECORD RELEASES

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

POPULAR

- A SUNDAY KIND OF LOVE Jimmy Dorsey (Dee Parker) (POTS AND) MGM 10023
- AFTER GRADUATION DAY Danny O'Neil (PASSING BY) Majestic 7230
- AFTER GRADUATION DAY Kate Smith (Jack Miller Ork) (DREAMS ARE) MGM 10024
- ALEXANDER'S RAGTIME BAND Mel Henke-Honeydreamers (WHAT IS) Vitacoustic 3
- ALEXANDER'S RAGTIME BAND Bing Crosby-Al Jolson (Morris Stoloff Ork) (THE SPANIARD) Decca 40038
- ALL OF ME Mildred Bailey (ALMOST LIKE) Majestic 1140
- ALL OF ME Helen Forrest (Harold Mooney Ork) (S'POSIN') MGM 10029
- ALMOST LIKE BEING IN LOVE Mildred Bailey (ALL OF) Majestic 1140
- AS LONG AS I'M DREAMING Joe Dosh (Justin Stone Ork) (MY FUTURE) Continental C-11000
- AS LONG AS I'M DREAMING Tex Beneke-Miller Ork (MY HEART) Victor 20-2260
- ASK ANYONE WHO KNOWS Eddy Howard (I WONDER) Majestic 1124
- BIG FAT MAMA Gene Phillips (THREE O'CLOCK) Modern Music 20-519
- BLOWING BUBBLE GUM Spike Jones and His City Slickers (George Rock) (LOVE IN) Victor 20-2245
- CAN YOU LOOK ME IN THE EYES... The Velvetones (DON'T BRING) Sonora 2015
- CHI-BABA, CHI-BABA (My Bam- Perry Como (The Satisfiers-Lloyd Shaffer bino Go to Sleep) Ork) (WHEN YOU) Victor 20-2259
- CHI-BABA CHI-BABA (My Bam- Ted Martin (Mac Ceppos Ork) (PEG O' bino Go to Sleep) De Luxe 1080
- CHI-BABA, CHI-BABA (My Bam- Lawrence Welk (MY PRETTY) Decca 23878
- DARLING, JE VOUS AIME Edo Lubich (The Cedric Wallace Trio) (MAM'SELLE) International D-240
- BEAUCOUP Fred Meadows (ONCE UPON) De Luxe 2020
- DEAR OLD GIRL The Velvetones (CAN YOU) Sonora 2015
- DON'T BRING ME NO NEWS The Scamps (MORE THAN) Modern Music 20-512
- *DOES YOUR HEART BEAT FOR ME? Russ Morgan (SO LONG) Decca 25080
- DREAMS ARE A DIME A DOZEN... Kate Smith (Four Chicks and Chuck-Jack Miller Ork) (AFTER GRADUATION) MGM 10024
- EVELYN AND HER MAGIC VIOLIN Evelyn and Her Magic Violin-Phil Spitalny ALBUM Ork Columbia C-114
- Ave Maria Columbia 36927
- Deep River Columbia 36929
- Home Sweet Home Columbia 36927
- I Love You Truly Columbia 36926
- Just A-Wenryin' for You Columbia 36929
- Oh, Promise Me Columbia 36926
- Songs My Mother Taught Me Columbia 36928
- The Last Rose of Summer Columbia 36928
- FINE THING! Dick Farney (IF MY) Majestic 7226
- FOR YOU The Raven (MAH-ZEL) National 9034
- GLOOMY SUNDAY Jerry Brent Ork (KNIGHT STOMP) Modern Music 20-520
- GUITAR STOMP Art Shackelford (YOU'RE DRIVING) Modern Music 20-515
- HARMONCA BOOGIE The Harmonicats (MALAGUENA) Vitacoustic 2
- *MILT HERTH TRIO ALBUM Milt Herth Trio Decca A-539
- Canadian Capers Decca 25065
- Down South Decca 25067
- Honky Tonk Train Blues Decca 25064
- In an 18th Century Drawing Room Decca 25066
- Rockin' in Rhythm Decca 25064
- The Dipsy Doodle Decca 25065
- The Whistler and His Dog Decca 25067
- Toy Trumpet Decca 25066
- HUNGARIAN DANCE No. 5 Gaylor Carter (VIENNA DREAM) Black & White 3011
- I CAN'T GET STARTED Cootie Williams (I WANT) Majestic 1136
- I HAD TOO MUCH TO DREAM LAST NIGHT Buddy Weed Trio (Buddy Weed) (WHOOPIE DOODLE) MGM 10025
- I HEAR A SONG Nick De Lano (IT'S YESTERDAY) Black & White 836
- (With This Ring) I THEE WED Dennis Day (Charles Dant Ork) (S'POSIN') Victor 20-2261
- I WANT TO BE LOVED (But Only By You) Beryl Davis (Toots Camarata Ork) (IF MY) Victor 20-2268
- I WANT TO BE LOVED (But Only By You) Cootie Williams (I CAN'T) Majestic 1136
- I WISH I COULD SHIMMY LIKE MY SISTER KATE Korn Kobblers (Stanley Fritts) (LET'S GO) MGM 10022
- I WONDER, I WONDER, I WONDER... Eddy Howard (ASK ANYONE) Majestic 1124
- I WONDER, I WONDER, I WONDER... The Scamps (THAT'S MY) Modern Music 20-516
- I WON'T BE HOME ANYMORE Freddy Nagel Ork (Tod Travers) (MY WHEN YOU CALL HEART) Vitacoustic 4

(Continued on page 34)

The LECUONA CUBAN BOYS



When it comes to battin' those Latin rhythms around, you can count on the Lecuona Cuban Boys to do it right. For their stuff is authentic—rooted deep in the Latin latitudes. (And you never saw Havana in a refrigerator!) Here's two tunes with real tropical click and oomp. Get 'em in the box—and nail down the fixtures!

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AND HIS ORCHESTRA

Remember what the "Harlem Express" did with "Cement Mixer"? Now watch what happens when your customers hear him do "Water Faucet—drip, drip, drip." Jimmie has a big and loyal following—and they'll shod nickels freely to hear these new Lunceford releases.

"CALL THE POLICE!" and "WATER FAUCET (drip, drip, drip)"

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A Complete Territorial List of RECORD DISTRIBUTORS and the LABELS THEY SELL

is one of more than 72 reference lists in the Big 812 Page **BILLBOARD ENCYCLOPEDIA OF MUSIC**

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one's ours.*
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A TOP HIT*

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OXFORD

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- LARRY DOUGLAS SIGNATURE 15084
- SAXIE DOWELL SONORA 2007
- EDDY HOWARD MAJESTIC 1105
- INK SPOTS DECCA 23851
- KING COLE TRIO CAPITOL 356
- FRANK SINATRA COLUMBIA 37251
- BOBBY TRUE TRIO.... MERCURY 5040
- BUDDY WEEDE TRIO... MGM

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BOSTON: JACK FAY

(Continued from page 33)

I WON'T BE HOME ANYMORE	Freddy Martin (The Martin Men) (THINGS ARE)	Victor 20-2267
WHEN YOU CALL	Tony Pastor (MEET ME)	Columbia 37353
I WONDER, I WONDER, I WONDER	Dick Farney (FINE THING)	Majestic 7226
IF MY HEART HAD A WINDOW	Beryl Davis (Toots Camarata Ork) (I WANT)	Victor 20-2268
IT'S YESTERDAY AGAIN	Nick De Lano (I HEAR)	Black & White 836
IVY	Dick Haymes-Gordon Jenkins Ork (THEY CAN'T)	Decca 23877
KNIGHT STOMP	Jerry Brent Ork (GLOOMY SUNDAY)	Modern Music 20-520
LET'S GO BACK AND KISS THE GIRLS GOODNIGHT AGAIN	Korn Kobblers (Stanley Fritts) (I WISH)	MGM 10022
LIZZIE WAS A GAL	Bill Panell Ork (TIC-TE-TEC-TEXAS)	Modern Music 20-514
LOVE IN BLOOM	Spike Jones and His City Slickers (The Barefoot Pennsylvanians-Dr. Horatio Q. Birdbath-The Saliva Sisters) (BLOWING BUBBLE)	Victor 20-2245
MAH-ZEL	Art Mooney Ork (The Galli Sisters) (THAT'S MY)	MGM 10020
MAH-ZEL	The Ravens (FOR YOU)	National 9034
MAH-ZEL	Betty Reilly (YOU DON'T)	De Luxe 1079
MALAGUENA	The Harmonicats (HARMONICA BOOGIE)	Vitacoustic 2
MAM'SELLE	Edo Lubich (The Cedric Wallace Trio) (DARLING, JE)	International D-240
MAM'SELLE	Frank Sinatra (Axel Stordahl Ork) (STELLA BY)	Columbia 37343
MEET ME AT NO SPECIAL PLACE	Count Basie (Ann Baker) (ONE O'CLOCK)	Victor 20-2262
MORE THAN YOU KNOW	Tony Pastor (I WONDER)	Columbia 37353
MY FUTURE JUST PASSED	The Scamps (DON'T CRY)	Modern Music 20-512
MY HEART IS A HOBO	Joe Dosh (Justin Stone Ork) (AS LONG)	Continental C-11000
MY HEART IS A HOBO	Freddy Nagel Ork (Patti Page) (I WON'T)	Vitacoustic 4
MY HEART IS A HOBO	Tex Beneke-Miller Ork (Tex Beneke-The Mello Larks) (AS LONG)	Victor 20-2260
MY PRETTY GIRL	Lawrence Welk (CHI-BABA, CHI-BABA)	Decca 23876
MY YIDDISHE MOMME	Jerry Brent Ork (Lillian Lane) (STEEL GUITAR)	Modern Music 20-517
MY YOUNG AND FOOLISH HEART	Hal McIntyre (Frankie Lester) (THERE'S THAT)	MGM 10032
OH! MY ACHIN' HEART	Tony Martin (Victor Young Ork and Chorus) (PASSING BY)	Victor 20-2252
ONCE UPON A TIME	Fred Meadows (DEAR OLD)	Sonora 2020
PASSING BY	Tony Martin (Victor Young Ork and Chorus) (OH! MY)	Victor 20-2252
PASSING BY	Danny O'Neil (AFTER GRADUATION)	Majestic 7230
PEG O' MY HEART	Ted Martin (Mike Chimes' Harmonicks-Mac Ceppos Ork) (CHI-BABA, CHI-BABA)	De Luxe 1080
PEG O' MY HEART	Ted Weems (Bob Edwards) (VIOLETS)	Mercury 5052
POTS AND PANS	Jimmy Dorsey (Dee Parker) (A-SUNDAY)	MGM 10023
ROLL JORDAN (Spirituals in Rhythm) ALBUM	Allen Roth Ork (The Carolina Choristers)	MGM 2
Ev'ry Time I Feel de Spirit		MGM 30010
Joshua Fit de Battle ob Jericho		MGM 30011
Li'l David, Play on Yo' Harp		MGM 30008
Nobody Knows the Trouble I've Seen		MGM 30010
Roll, Jordan, Roll		MGM 30011
Sometimes I Feel Like a Motherless Child		MGM 30009
Swing Low, Sweet Chariot		MGM 30008
'Zekiel Saw de Wheel		MGM 30000
ROUMANIAN RHAPSODE' Parts I & II	Larry Adler (Georgie Stoll Ork)	Decca 23880
*SO LONG	Russ Morgan (DOES YOUR)	Decca 25080
S'POSIN'	Dennis Day (Charles Dant Ork) (I THEE)	Victor 20-2261
S'POSIN'	Helen Forrest (Harold Mooney Ork) (ALL OF)	MGM 10029
SPRING ISN'T EVERYTHING	Johnnie Johnston (Emil Vandas Ork) (STELLA BY)	MGM 10019
STEEL GUITAR RAG	Jerry Brent Ork (MY YIDDISHE)	Modern Music 20-517
STELLA BY STARLIGHT	Johnnie Johnston (Emil Vandas Ork) (SPRING ISN'T)	MGM 10019
STELLA BY STARLIGHT	Frank Sinatra (Axel Stordahl Ork) (MAM'SELLE)	Columbia 37343
THAT'S MY DESIRE	Art Mooney Ork (Bud Brees) (MAH-ZEL)	MGM 10020
THAT'S MY DESIRE	The Scamps (I WONDER)	Modern Music 20-516
THE OLD SONGS	Coleman Hawkins Ork (Delores Martin) (YOU SAID)	Ca-Song 103
THE SPANIARD THAT BLIGHTED MY LIFE	Bing Crosby-Al Jolson (Morris Stoloff Ork) (ALEXANDER'S RAGTIME)	Decca 40038
THEY CAN'T CONVINCE ME	Dick Haymes-Gordon Jenkins Ork (IVY)	Decca 23877
THERE'S THAT LONELY FEELING AGAIN	Hal McIntyre (Frankie Lester) (MY YOUNG)	MGM 10032
THINGS ARE NO DIFFERENT NOW	Freddy Martin (Stuart Wade) (I WON'T)	Victor 20-2267
THIS GAME OF LOVE	Johnny Blowers Ork (Delores Martin) (WAITER-PASTA-FAZOO)	Ca-Song 105
THREE O'CLOCK IN THE MORNING	Gene Phillips (BIG FAT)	Modern Music 20-518
TIC-TE-TEC-TE-TEXAS	Bill Panell Ork (LIZZIE WAS)	Modern Music 20-514
TIME ON MY HANDS	Billy Eckstine Ork (Billy Eckstine) (I LOVE)	National 9030
VIENNA DREAM	Gaylord Carter (HUNGARIAN DANCE)	Black & White 3011
VIOLETS	Ted Weems (Elmo Tanner) (PEG O')	Mercury 5052
WE COULD MAKE SUCH BEAUTIFUL MUSIC	Jimmy Namara and His Ice Cubes (Gene Corday) (Y' GOTTA)	President 1001
WE KNEW IT ALL THE TIME	The Merry Macs (POPPA, DON'T)	Majestic 1134
WE KNEW IT ALL THE TIME	Jack Fina Ork (STELLA BY)	Mercury 5050
WELCOME, STRANGER ALBUM	Bing Crosby	Decca A-531
As Long as I'm Dreaming (John Scott Trotter Ork)		Decca 23873
Country Style (The Calico Kids-John Scott Trotter Ork)		Decca 23870
My Heart Is a Hobo (John Scott Trotter Ork)		Decca 23849
WHAT CAN YOU LOSE?	Curtis Lewis (COME AGAIN)	Apollo 1061
WHAT IS THIS THING CALLED LOVE?	Mel Henke-Honeydreams (ALEXANDER'S RAGTIME)	Vitacoustic 3
WHEN YOU WERE SWEET	Perry Como (The Satisfiers-Lloyd Shaffer Ork) (CHI-BABA, CHI-BABA)	Victor 20-2259
SIXTEEN	Buddy Weed Trio (Buddy Weed) (I HAD)	MGM 10025
WHOOPIE DOODLE	Eddy Howard (Eddy Howard) (BESIDE YOU)	Majestic 1123

(Continued on page 122)

Band Biz Goes to College; No Books -- Just Bookings

CHICAGO, May 3.—Bookings having been set for the entire Midwest collegiate prom series, local agency skedders are looking for the most profitable campus junkets in history, a survey of office band routers disclosed this week.

Joe Kayser, dean of Midwest one-night handlers of Music Corporation of America's band contingent, said that 1946 and 1947 topped anything he could remember since he started booking back in the middle '30s. Kayser said that he found budgets of the larger Midwest institutions way above average. He was even more optimistic in reporting that plenty of the smaller schools, with which he previously hadn't done biz consistently, offered sizable guarantees for semi-names. Kayser pointed out instances such as a series of five consecutive prom dates which Frankie Masters' ork is doing thru one section of Colorado. Routing is unusual, in that schools normally hold proms only on week-ends.

Dunham, McKinley Set

Two bands which will profit most on the General Artists' Corporation roster from increased college dance budgets are Ray McKinley and Sonny Dunham. Both orks are slated for full week-ends of work in May at campus terp affairs. Prices, according to Paul Bannister, GAC skedder, are lofty, but the colleges grabbed the dates eagerly when the bands were submitted. Bannister worked for the first time with schools like Western State College, Macomb, Ill.;

ASCAP Accepts 9 New Pop Cleffers, 4 Standards, 10 Pubs

NEW YORK, May 3.—The board of directors of the American Society of Composers, Authors and Publishers (ASCAP) this week elected 17 new pop writers, four standard cleffers, nine pop publishers and one standard pub to membership.

The pop writers are Dave and Peggy Lee Barbour, Roy Brodsky, Ralph Burns, Larry Fotin, Ray McKinley, Jack Meakin, Avery Parrish, Pete Rugolo, Jack Segal, Arnold Shaw, Ray Sinatra, William Stein, Sid Tepper, Paul Tripp, Donald J. Walker and Jack Wolf. (In addition, two names were okayed for posthumous membership: Dick Smith and Al Johns.)

The standard writers are Frank Campbell-Watson, Marcel Grandjany, Ernst Krenek and Vincent Persichetti. The pop publishers are Bel-Air Music, East-West Music Company; Guild Music Publishers, Inc.; Leslie Music Corporation; James V. Monaco, Inc.; Popular Music Company, Players Music Corporation, Ritchie Music Company and John Thomas Music Corporation. The standard publisher is the Society for the Publication of American Music (SPAM).

Seeks Profit Divvy On "Mahzel" Ditty

HOLLYWOOD, May 3.—Sid Silverman will press claims for 50 per cent of all profits from the tune, *Mahzel*, when he appears in Superior Court May 7, in his suit against Artie Wayne.

Silverman alleges he conceived the title and idea, and that he entered into an oral agreement with Wayne on the partnership. Wayne contends that Silverman had nothing to do with the tune.

Yiddish flavored ditty was recently waxed by Wayne on the Huckster label.

Kalamazoo (Mich.) College, and Westminster College, Fulton, Mo., in setting these dates.

Heavy collegiate routings take a bit of the pressure off bookers, who have been finding the going a bit rocky since the first of the year. On a number of dates, orks are getting in a single night what they formerly received for two or three one-nighters.

Presence of these big week-end cash lures has made it easier for routers to give ops thruout the territory better deals on one-nighters, thus encouraging a fuller work week for bands which have been screaming because of a lack of routings.

Coast M'brook Shifts To Name Orks and Acts

HOLLYWOOD, May 3. — The Meadowbrook Ballroom in Culver City adopted a policy of name orks and semi-name acts this week in an effort to bolster dwindling biz. The spot, which during the war housed top name orks and which because of poor biz in recent months had reverted to a week-end terpfest policy, teed off the new policy with Charlie Barnet's newly reorganized ork and several acts. These included Franklin D'Amore and the Lane Brothers in addition to a six-girl line. The new policy is said to be the first such terpfest operation, with other ballroom ops casting interested eyes toward the grosses.

The owners, Joe Zucca and Harold Lewin, are supervising the entire switch, with D'Amore working on a percentage deal with the ops for handling acts. The Meadowbrook admission charge will remain pegged at \$1, but the spot will offer dinners at \$1.50 and up and drinks at 60 cents and up.

Frisko Bistro Trio Found Guilty of Mickeying Orksters

SAN FRANCISCO, May 3.—Manager Henry Torres and three employees Wednesday (30) were found guilty of serving "Mickey Finns" to band leader Noel De Selva and three of his musicians (all became violently ill) at Joaquin Gagay's Copacabana last August.

Torres was convicted on one conspiracy count; the others, Rudolph Ruby, bartender, and two waiters, Louis Coloretti and Mike Silver, were found guilty of conspiracy and serving the drugged drinks.

Offenses are felonies punishable by a penitentiary term of one to 10 years. Sentence will be passed Monday (5).

Janssen Gets Portland Baton

PORTLAND, Ore., May 3.—Werner Janssen, 47-year-old American-born conductor of the Janssen Symphony Orchestra in Los Angeles, was chosen from 50 possible frontiers as batoneer of the reactivated Portland Symphony this year, according to announcement this week by John A. Laing, chairman of the ork's board of directors. Janssen is expected here this month to begin arranging programs for the fall season.

WATCH



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CHI-BABA"**

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ARISTOCRAT 1001



and

"SAY NO MORE"

vocal by

Wyoma

Accompanied by Sherman Hayes Ork

ARISTOCRAT 1001



THE Aristocrat RECORD CORP.

7508 S. PHILLIPS AVE.

CHICAGO 49, ILL.

NEW YORK:

Trade tattlers still buzzing with reports of a verbal lacing handed pub Louis Bernstein by Songsmith Edgar Leslie at recent meeting of Music Publishers' Protective Association and Songwriters Protective Association. . . . MGM diskery's Harry Myerson out to the Coast this week. . . . Herman Starr a grandfather. . . . Robbins firm let out salesman Pete Woolery, who had worked for standard department for many years.

Tommy Tucker is booked by Music Corporation of America (MCA) into Albion Hotel, Asbury Park, N. J., for 10 weeks starting June 30. Lawrence Welk guest-shooting on Jack Smith's May 13 air show. . . . Korn Kobbler picking up three-a-week NBC airshots from Dempseys. May follow Three Sun's etherings. . . . Record company deal pending for Dean Martin of click comedy act Lewis and Martin, but waxery is interested in Martin only as a singer. . . . English legit star John Gielgud's first sides under new Decca contract will pair selections from *The Importance of Being Earnest*, in which he currently is appearing, and *Lady Windermere's Fan*.

A new plastic compound, tabbed Dumor, has been developed by Dumor Plastics, Inc. The firm claims the compound can replace shellac in

Music---As Written

production of phonograph records, and at a lower cost. . . . Charlie Spivak cut an album of Fritz Kreisler songs for RCA Victor, with the diskery's music director, Russ Case, responsible for arranging the violin works for the Spivak trumpet. . . . Broadcast Music, Inc. (BMI) research head Ottalie Mark has resigned to concentrate on studies for admission to the bar. . . . The J. C. Heard ork will be seen in a cafe scene in the *Kiss of Death* flick which is being filmed partly in New York.

Chester Crumpler is the new singing addition to Duke Ellington's ork, with Albert Hibbler likely to be leaving the ork shortly, after some five years. . . . Harmonica virtuoso Larry Adler has signed new recording deal with Decca Records and has already cut six sides. . . . Musiccraft's music director, pianist Walter Gross, has been booked into the Little Club beginning May 7 for two weeks with options. . . . Elliot Lawrence was sought by the University of North Carolina for Saturday (26) date, but had already been set for Duke U. for that date, so N. C. settled for a two-hour concert on Sunday (27) as a substitute for the prom.

CHICAGO:

Trend of ops in using bands made up of sidemen of Local 10, AFM, to avoid paying the 10 per cent tax for traveling orks, continues, with the Martinique, south suburban spot, bringing in Gay Claridge's ork, which closed a three-year stay at the Chez Paree recently, to replace Sherman Hayes's band. Up to now spot had used traveling crews. . . . Marty Gould, ex-Gotham cafe fronter, has the 12-piecer which follows Don Davis into the Chez-Paree May 5.

Claude Thornhill reported working up a piccolo section for a series of new arrangements. . . . Charley Chaney, piano cocktail single, may accept a recording offer next week. . . . Fran Wood, local flack, joins Sherman Hayes's ork as chirp, replacing the fronter's frau, Dell Welcome, who will await the stork. . . . Charley Parker, the rebop alto man, is being handled by Moe Gale. . . . Teddy Phillips's ork was moved up two days to May 11 so he could open on Guy Lombardo's one-nighter at the Aragon Ballroom.

Miracle Records, independent race label, has started sponsoring a 15-minute disk jock spot by Al Benson

weekly over WGES, and has added the Blue Bonnet firm, Dallas; Crowe Martin, Houston; Monarch Sales, Birmingham; Griffin Record Company, Jackson, Miss., and W. E. Harvey, Cleveland, as distributors.

HOLLYWOOD:

Fanny Brice airshow musical director, Carmen Dragon picked by William Cagney Productions as musical director on Saroyan's *Time of Your Life* pic. . . . Billy Berg, Hollywood cocktail lounge op denied permit to expand spot into dance hall. . . . Kid drummer, Joey Preston, Modern Records recording artist, picked for featured role in *Babes in Toyland* to be done this summer by St. Louis Municipal Opera. Moppet will draw reported \$1,000 a week for stint.

Columbia Records pacted Hawaiian orkster, Harry Owens, to a new deal this week after Owens asked for release from Capitol. Columbia is setting up first Owens sides which orkster will do with Hawaiian Island star, Hilo Hali. . . . MGM Records preparing new album from score of parent company pic *The Unfinished Dance*. . . . Ralph Perez, Decca's foreign department chief, due on Coast next week for survey trip. Decca Veepee Dave Kapp also headed for Hollywood. . . . Eddie Lamar Trio waxed *Hill of Henri Chapelle* for Enterprise. Tune is first war memorial song to hit disks. . . . Pic star Beverly Tyler set for chirp chore with San Francisco Symphony in June. . . . MGM Records's Harry Myerson due in Hollywood next week.

Albert Marx, ex-Musiccraft exec, to enter personal management biz in Hollywood but won't talk about who'll be in his talent stable just yet. . . . Artie Wayne and Kay Starr inked to standard booking contracts by GAC's Hollywood wing. . . . Lena Horne cutting eight-sided album for Black & White tagged *Classics in Blue* as follow-up to her initial B & W disk-book. . . . Meredith Willson is putting finishing touches on his first pop tune since return from service. Song is titled *It's You*. . . . Martin Block's pubbery inked Lou Alter and Eddie Delange tune cleffing team. . . . Neal Reid, formerly with Woody Herman, joined Art Whiting's studios as musical director. . . . Tex Beneke set for December 23 opening at Paladium, getting the coveted holiday season stretch at Hollywood dancery.

Capitol expects top air breaks this summer when three of its names—Andy Russell, Pied Pipers and Martha Tilton—hold the *Hit Parade* reins for Luckies' summer replacement seg. . . . Margaret Whiting waxed series of special greetings for use by disk jockeys when starting new shows of their own. In addition, songstress transcribed birthday and program anniversary announcements for the platter pilots. These will be shipped out as the occasion arises.

CINCINNATI:

Jack Terrell crew new in the Patio of Hotel Netherland Plaza, replacing Deke Moffit's Little Red Cabosers, who head soon for the West Coast. . . . Frank Hanshaw, local GAC nabob, has grabbed the ex on Centennial Terrace, Toledo, opening May 30 with Lloyd LaBrie and following, a week apart, with Jimmy Palmer, Dean Hudson, Bob Astor, Johnny Bothwell, Sonny Dunham, Randy Brooks, Ray Eberle, Johnny Long and Billy Butterfield. Hanshaw also set the following orks on week stands at Cedar Point on Lake Erie: Johnny Long, June 20; Elliott Lawrence, July 4; Jimmy Dorsey, July 24, and Ray McKinley, August 22.

Clyde Trask ork has just concluded its 11th spring season on the Coney Island Company's Island Queen, play-

ing moonlight dance excursions out the Cincinnati harbor. Trask begins his sixth season at Coney Island Moonlight Gardens with the opening of the regular park season May 3. In the meantime, Trask has his ork on the Island Queen's annual dance cruise south. . . . Milt Magel has dropped his name policy at Cast Farm and switched to week-end operation. At the same time, Magel announced a 20 per cent price reduction on foods and beverages.

BRIDGEPORT, CONN.:

Henry C. Tremaine, product manager of the Columbia Record Bridgeport plant since 1942, who has been transferred to the company's Kings Mills, O., plant was given a farewell party by 125 representatives of the Bridgeport and New York offices at Champ's Shore House last week.

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On the Stand

Jack McLean

(Reviewed at Paris Inn, San Diego, Calif., April 27. Personal management: Charley Adams. Booked independently.)

TRUMPETS: Virgil Chatfield, Joe Luna and Johnny Proschaska.

TROMBONES: Grady Howard and Bob Lomasson.

SAXES: Jack McLean (alto sax and leader), Doug Adams (tenor), Ted Tubb (alto), and Chris Connie (baritone).

RHYTHM: Wally Smith, piano and celeste; Pat Sullivan, bass; Don Gilbert, guitar, and Al Smith, drums.

VOCALISTS: Wayne Gregg and Don Gilbert (doubling from guitar).

ARRANGERS: Grady Howard and Doug Adams.

An overflow crowd turned out to greet Jack McLean's bow at the newly reopened Paris Inn. It's a sweet and smooth brand of music making, patterned strictly for dancing. While arrangements and playing style hold little that hasn't been heard before, there's a quality in the McLean product that soothes the ringsiders. The band also offers tempting beats for the customers that take to the floor. Dance floor was packed thruout the evening.

McLean's library offers a well-rounded choice of tune material, taking in oldies, current pops and novelties that are spiced by an occasional Latin item. Ork works chiefly in ensemble fashion with few, if any, standouts. Balladist Wayne Gregg fronts the band most of the time (while McLean takes the lead sax chair), announcing tunes, etc. Gregg's warblings fall easy on the ears, fitting into the general relaxing style of the band. Novelty tunes of the Huggin' and Chalkin' type pass the vocal grade when handled by guitarist-voicer Don Gilbert. Crew could use a fem thrush.

McLean is currently the only pop artist in Coast Records' catalog.

Lee Zhitto.

Royalties Demanded On Disks Played in Aussie Factories

SYDNEY, May 3.—Australian Performing Rights Association (APRA) is demanding a minimum listening fee of \$7 a year per employee in industrial plants where personnel numbers less than 500 and listens to radio broadcasts for no more than a half hour daily.

Where the number of employees is larger or the listening time longer, APRA is demanding a penny per employee for each half hour of music.

Legal action appears certain before employers will go along with the demands. Employers, most of whose factories in Australia have music-while-you-work sessions broadcast to their workers, claim that APRA would be collecting triple royalties if the demands were met. Employer argument is that APRA collects one royalty on records when they're sold, another from the radio station playing the records, and now would take a third from the factories.

2d Jolson Album Prepped by Decca

HOLLYWOOD, May 3.—With the Jolson album still the nation's best-selling popular record album (*The Billboard*, April 26), Decca will rush waxing of a second Jolson album as soon as Joly returns to Hollywood from his current Eastern junket, according to the plattery's West Coast head, Leonard Joy.

Second book will contain additional tunes which Jolson made famous. Morris Stoloff ork, which backed Jolson on the first album and two sides with Crosby, will again handle musical chores.



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ALBUM REVIEWS

CARNEGIE HALL—D'ARTEGA

(Sonora MS 490)

With the Carnegie Hall movie coming up, the label has a natural in this set of eight sides fashioned by maestro D'Artega, who plays the part of Tchaikovsky in the film. Taking eight selections from the film score, D'Artega scores for a large studio band that presents everything in an attractive rhythmic pattern, with expressions that run the gamut from symphonic to eight-beat swing. And with top soloists for the instrumental and vocal passages, it adds up to a package that makes for maximum listening pleasure, and at a pop price under the scale of the present album marketing. From the classical folios, Tchaikovsky's *D Major Violin Concerto*, the main theme set in dance tempo, is brilliantly executed by Jacques Margolies, New York Philharmonic concert master; with the master's *B-Flat Minor Piano Concerto*, also in dance rhythm, featuring concert pianist Milton Kaye, who also adds his artistry to De Falla's

"Spread Work" Measures OK'd By Coast AFM

HOLLYWOOD, May 3.—More than 750 members of Local 47, American Federation of Musicians (AFM), turned out Monday (28) to approve union's "spread the work" regulations recently recommended by AFM local toppers (*The Billboard*, May 3). The members voted to accept all restrictions, altho trouble was encountered in pushing thru measure which will prevent regularly employed sidemen from accepting casual jobs (except radio and symphony dates).

Controversial measure won by a slim 14-vote majority after objections from members necessitated a secret ballot. The restriction specifically prohibits musicians from playing casual dance, theatrical, outdoor show, shows, rodeos, parades and athletic events, or any engagements which the local board of directors rules in similar category. All regulations became automatically effective following voting.

Interesting sidelight of meeting was the fact that confab was first time in several years that a quorum of membership was present. As a result, local brass was able to enact minor legislation hanging fire for several years for lack of required quorum.

Weather Grounds Majestic Delegation; Misses Chi Banquet

CHICAGO, May 3.—The banquet climaxing the two-day meet of reps of Majestic Records' 60 national distributors here Thursday and Friday (1 and 2) was hard hit by inclement weather when low ceiling over Gotham and the Midwest forced cancellation Friday morning of a special plane out of New York loaded with the label's top talent which was to appear at the banquet show.

Eddy Howard's ork, which canceled out two days especially to make the appearance (*The Billboard*, May 3), provided the entertainment when the scheduled entertainers, including the Twilight Three, Georgia Gibbs, Ray Dorey, Dick Farney and Rosemary Calvin, several of whom got leaves of absence from location jobs to make the trip, were left stranded by the weather.

Fire Dance and *The Brown Danube*, an eight-beat musical satire of the familiar Viennese Waltz. Tony Russo's pleasant baritoning is heard to advantage for the screen score's pop favorite, *Beware My Heart*, and for the maestro's original love ballad, *Night of Memories*. The fine orchestral ensemble has its sway for lovely theme from the second movement of Tchaikovsky's *Fifth Symphony*, and for *My Heart At Thy Sweet Voice*, polishing off the package, features the tonal beauty of trombonist Will Bradley and trumpeter Charles Margolis. Album cover attractively set as a title page in two covers, the inside flap showing a screen still of the maestro together with photos of the disk soloists.

THE LESTER'S STAMPS QUARTET

(Bibletone 4001-2-3-4-5-6)

Six records of the orthodox gospel singing by the lusty voices of the Lester's Stamps Quartet. All harmony singing with piano accomps without any distinguishing style or rhythmic flair in their blend. Nonetheless, boys bring out all of the religious fervor packed in the hymnals. Save for *Heaven*, which spins at a waltz tempo, the quartet spins it at a bright beat for all the other sides, titles taking in *I Want To Do My Duty*, *Heaven Will Be Sweeter Than Any Dream*, *A Happy Day*, *I Heard Hallelujahs Ring*, *Fonder, Fonder Grows My Heart*, *We Are Sailing To Eternity*, *I'll Follow Where He Leads*, *Ready For Final Judgment Day*, *Trinity*, *My Lord Will Deliver Me* and *I Never Travel Alone*. Disks put as a singles or in set without album jackets.

(See Album Reviews on page 120)

Sonora, Union's Reps Stalemated In Strike Issue

CHICAGO, May 3.—Strike notice, which threatened to close the Meriden, Conn., waxery of Sonora Radio & Television Corporation April 25, was extended until May 4 when labor and management reps were stalemated. The plant's 234 employees, recently organized by the United Construction Workers, Local 50, a branch of the United Mine Workers (AFL), are asking for a general pay hike of 20 per cent, in addition to other benefits, such as increased vacations, insurance and hospitalization, which company spokesmen figure would raise employee's salaries an additional 5 per cent more. The company has been offering a 6 per cent increase.

The threatened strike is being watched closely by the record industry, for if the labor layoff takes place, it may completely halt Sonora record production. The requested pay hike, if accepted by the Sonora execs, may curtail further release of the 39-cent label, in that the additional labor cost may make it impossible to produce this disk, which currently is the cheapest 10-inch platter being marketed.

New Bell Hawaiian Disks

NEW YORK, May 3.—Bell Records, which specializes in waxing Hawaiian artists and tunes, will introduce its line of disks in this country shortly. Diskery's roster includes Clara (Hilo Hattie) Inter, George Kainapau, Alvin Kaleolani, Bill Aliiloa Lincoln and George (Tautu) Archer.

Joey Jaffe Cleared Of 'Bottom' Payol

NEW YORK, May 3.—Music Publishers' Contact Employees (MPCI) finally has exonerated publisher Georgie Joy (of the Santly-Joy firm of two-year-old payola charges last reviewed by the union's trial board in connection with the song *Bel Bottom Trousers*).

Both Joy and Moe Jaffe, writer the ditty, were cleared.



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Walters Asks 25G Damages in Suit Against Ky. LQ

NEWPORT, Ky., May 3.—Licking Realty Company, Thomas J. Callahan and E. A. (Buck) Brady, operators of the Latin Quarter here, were named defendants in a \$25,000 infringement suit filed in the U. S. District Court at Covington this week by Lou Walters, New York restaurateur. Walters seeks \$25,000 damages, a permanent injunction to restrain the defendants from conducting a place of business under the name Latin Quarter, and attorney fees and court costs.

Walters says the Latin Quarter name is registered and copyrighted under the trademark laws and that he has spent \$250,000 in publicizing his Latin Quarter chain thruout the country. He said that he notified the defendants in February, 1946, that they were unlawfully using the name.

Attorney Thomas Hardesty, counsel for the local club, said that allegations made in the infringement suit were not true and that an answer to the petition would be filed within a few days.

2 Atlanta Niteries Splurge on Talent

ATLANTA, May 3.—Two of Atlanta's leading night clubs plan to improve their attractions in the next few weeks, according to announcements of the managements. The Rainbow Room, atop the Ansley Hotel, is booking name bands while the Paradise Room at the Henry Grady Hotel is trying to buy semi-name acts.

Closed since the Winecoff Hotel fire in January for installation of flame-resistant decorations and modern fire escapes, the Rainbow Room will be ready for opening June 17 with Tommy Tucker's band as the attraction. He will be followed by Blue Barron, Ted Weems, Skinnay Ennis, Sammy Kaye, Carmen Cavallaro, Freddy Martin, Guy Lombardo and Vaughn Monroe.

Cecil Cannon, of the Paradise Room, announced the new policy of bringing in better acts would become effective this month. Room will play acts like Connie Boswell, Nick Lucas, John Boles, Sammy Walsh, Jack Marshall, Georgie Gobel and Gloria LeRoy.

Later Working Time Limit For Women Gains in Conn.

HARTFORD, Conn., May 3.—The Connecticut Legislature's labor committee, in session at the State Capitol, Hartford, has voted a favorable report on a bill which would extend the limit on working hours of waitresses from 10 p.m. to 1 a.m., and women in industry from 10 p.m. to midnight. The committee turned down proposals to remove all restrictions on women working. Bill now goes to the House and Senate for action.

Grill and restaurant men have been complaining over the limiting of waitresses' working hours. Several men have been arrested for employing women after 10 p.m. in Connecticut. Former Governor Baldwin during war years suspended the 10 p.m. statute by a war order.

N. C. County Beer Curfew

NEWTON, N. C., May 3.—Catawba County night club operators have been warned by Sheriff Ray Pitts that beer is not to be sold after 11:30 p.m., and that no beer can be on tables after midnight. Members of his department are checking on night spots to see that this rule is in effect. The county has no curfew law on closing.

IN SHORT

New York:

The two Maxies—Baer and Rosenbloom—guest star at the Bamboo Cafe Friday (9), with 10 per cent of the proceeds going to the Damon Runyon Cancer Foundation. . . . Wally Griffin replaced Johnny Andrews at the Cafe Bagatelle April 29. . . . Tommy Dix, of Coronet Records' *Buckle Down, Winsocki*, is being groomed for a stem vaude date. . . . The Mermaid Room of the Park Central Hotel celebrated its first anniversary May 1, also marking a milestone for Brenda Carr. . . . Jose Curbelo started at the Embassy May 5 after four months at the Rio Cabana. . . . Claude Hopkins Quartet at the Hotel Sheraton, Worcester, Mass., had its option picked up and is getting a nightly radio wire.

Billy Reed's Little Club has cut its entertainment budget down to a piano single, Peter Walters. . . . Victor Lombardo's ork starts in the Terrace Room of the Hotel New Yorker May 15. . . . Jimmy Raimond is at Frank Dailey's Ivanhoe, Irvington, N. J. . . . New suburban Lounge, Montclair, N. J., using low-budget cocktail units, currently has the Nocturnes (4) and Clair Lynne. . . . Irving Fields Trio, at the Crest Room, is getting a nightly WHN wire. . . . Phil Gordon starts May 6 at the Blue Angel. . . . Hugo Molanga starts at Brooklyn's Bossert Hotel May 20.

Chicago:

Stripper Lois DeFee leaving the burly ranks to do personal management, with Ross Harvey, the dancer, as her first client. . . . Rio Cabana opening Jerry Lewis and Dean Martin May 12. . . . Joey Adams and Tony Canzoneri opening May 14 at the Copacabana, following Rudy Vallee. . . . The Trocadero, Evans-

Two N. C. Niteries Preen

NEWTON, N. C., May 3.—Small night spots are blooming in the Newton area. Two new places opened this month. The White Pine, operated by Noah McGee, is located on Highway 70, near here, and features local orchestras Wednesday, Friday and Saturday. Benny Beach, of Morganton, played for the opening and Burch Allison emceed.

Newest spot is the Twilight Club, owned and operated by Jack Hawn. This club has a band on the same nights as the White Pine. Tommy McDonald, of Valdese, played the Twilight Club opening and Allison emceed.

Jackie Miles Gets Own Club

NEW YORK, May 3.—Jackie Miles will have his own nitery starting May 7. He has rented the premises at 118 West 47th Street and hired Nat Karson to revamp the room. Miles's brother, Sidney, will be the operator. No talent policy is set yet, but it is believed the club (still unnamed) will use a cocktail unit.

Brandt to Paris for IAC

NEW YORK, May 3.—Bud Brandt, assistant to Stan Zucker, International Artists' Corporation (IAC) top-per, will fly to Paris and London next week to set up deals for IAC. The office currently has Nellie Hill at the Lido, Paris, and Brandt will line up dates for Jesse and James, and Marion Bruce, now at the Blue Angel.

Kettering in Managerial Post

NEW YORK, May 3.—Tom Kettering is the new manager of Frederick Bros. New York area, in addition to his post as vice-president. Kettering took over the managerial job last week when Joe Marsolais resigned.

ville, Ind., has dropped its former show policy since reopening two weeks ago and will merely use commercial bands.

Herb Jimmerson Trio started at the Gold Front Cafe, Cheboygan, Mich., May 5. . . . AGVA has moved its local offices from the Woods Building to the Garrick Theater Building. . . . June Hughes, secretary to Nate Platt, theater booker, expects to take a two-month leave in June to await the stork. . . . Local bookers have formed a baseball team which will play weekly in the fast Grant Park American League.

Mrs. Jack Irving, wife of the local AGVA chief, recovering from surgery at the Osteopathic Hospital. . . . Johnny Amadeo took his accordion into the Lincoln Douglas Hotel, Quincy, Ill., May 4. . . . Maxie Pentone and Bake Baker, ops of the Wasatch Club, Ogden, Utah, trying traveling combos, with the Four Cincinnatians starting the parade. . . . Lathrop and Lee and Bobby may go into the Stevens Hotel May 16. . . . Wayne Carmichael in his third month at the Hotel Custer, Galesburg, Ill.

San Francisco:

Bee and Ray Goman, who opened their fabulous Gay '90's six years ago, have taken their first vacation since then. They're heading East, with radio's Monty Masters pinch-hollering for them in the international settlement spot. . . . Jerry Lester has shifted from the Copacabana to the House of Harris. . . . Music Corporation of America is now booking shows into the Club Lido, a former Bert Levey exclusive. . . . Mary Mannon, emcee at Club Shanghai, is back in the Forbidden City's line. . . . Johnny Anderson's ork and chirper Olga Sbraggia have signed for another three months at Shalimar Club. . . . Jack Ross is slated to follow Joe Reichman into Fairmont's Venetian Room. . . . Andy Anderlini, 365 Club manager, is off for a three-month trip to Europe. . . . The Actors' Club has been sold by Marie Levoff to Frieda Ross. . . . Gertrude Bond, satirist, heads the new Music Box show. . . . Charlie Aaron's contract has been renewed for another six weeks, making 36 in all, a 365 Club record. . . . The Bal Tabarin is rumored for an August reopening. . . . Johnny O'Brien, harmonica entertainer, who lost his father April 24, flew here from New York for the funeral.

Mgr. Breton Sues Trenet

NEW YORK, May 3.—Charles Trenet has been served with papers by his personal manager, Raoul Breton, for \$1,500 he claims is due him in commissions and expenses on a five-year, 1945 contract. Breton says the pact guaranteed the singer \$50,000 in 20 weeks after January, 1946. Trenet has filed a counterclaim for \$30,000, which he charges is the difference between his 1946 earnings in the U. S. and his guarantee. Silverstone and Rosenthal are representing Trenet. Breton is represented by Benjamin Pollack.

Hat Check Bill Near Passage

HARRISBURG, Pa., May 3.—Legislation aimed at hat check concessions has been passed by the State House of Representatives and reported on favorably by a committee in the Senate, where final action is expected soon.

Under the bill, approved by 134 to 30 in the House, niteries with concessions would have to post signs telling customers that the girls who get the tips don't keep them.

Gaming Ban Sticks, So Rio's Atlantico Shifts to Football

RIO DE JANEIRO, May 3.—Hopes for the restoration of legitimate gambling within the federal district having faded away, Alberto Quatrino Biancha, owner of the Casino Atlantico, has leased the building to the Botafogo Football Club. The spot is now being altered.

Built in the lush days and opening in 1935, the Casino pioneered in the bookings of U. S. attractions and found the pay-off handsome, so that there was a steady flow of U. S. talent into the spot.

Dark for a Year

With the decree of April, 1946, closing all gambling places in Brazil, some operators still hoped that the measure was temporary and sparred for time. In the interim, Biancha leased his casino to Lucienne Boyer and a group of French backers. They folded after six weeks of mediocre biz.

The former casinos Urca and Icarai, the latter across the bay in Niterio, are on the market, with no prospective takers. Galeria Carioca De Modas, costumers for Casino Urca shows, have entered a claim for 122,958 cruzeiros (about \$6,150) and asked the Seventh Civil Court to declare them bankrupt. The Urca and Icarai, under the same management, have been dark since the decree became effective.

Copa Thriving

The Copacabana's Golden and Midnight rooms, dark for four weeks following the gambling ban, are now doing the town's top biz. A new room, not yet named, with a seating capacity of 80, is to be opened within the fortnight. Max Stuckart, the Copa's director, plans to make this room the ultra-polish spot of Rio.

The Club Casablanca, in the Urca residential section, is getting its share of the after-dark business. It is open for cocktails, dinner and supper, with a floorshow twice nightly. The Night and Day Room in the Hotel Serrador in downtown Rio has adopted a floorshow policy since Carlos Machado took over. Machado, formerly of the Casablanca and the Urca chain of casinos, was given full say-so as to policy in the Night and Day Room. The initial show under his direction was a two-act layout with Anna Marly, a French chanteuse, and Leda Kuprina and Jimmy Upshaw, dancers formerly with *Ballet Russe*. It opened April 25.

The Boite in the Hotel Quintandinha in Petropolis presents floorshows week-ends only. Talent is booked locally. The hotel's large grillroom has been shuttered since the gambling ban.

Georges and Jo Ann are in their 11th week at the South Ocean Club, Palm Beach, Fla.

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Coast Niteries Ponder Price Cuts as Maxie's Dips Tariffs

HOLLYWOOD, May 3.—General price slash among Hollywood niteries was clearly forecast last week when Slapsy Maxie's followed thru on price-cutting plans with a general announcement of a 15-20 per cent drop in food and liquor prices. A *Billboard* survey among the town's ops, both big and small, showed that many club owners were resigned to similar cuts before long.

According to Owner Sammy Lewis, Slapsy's was able to drop tariffs after getting price concessions from suppliers, food and liquor wholesalers, and others dealing with the club, all of whom pledged to shave costs wherever possible in order to pass along the savings to the nitery trade.

Frank Bruni, operator of Hollywood's Florentine Gardens, said he was considering doing away with the present \$1.50 admission tariff and supplant it with a minimum check policy and no cover. Bruni hopes to put price cuts in effect within a month to snag expected summer tourist trade. At Hollywood Palladium, Owner Maury Cohen has swiftly, and without publicity, done away with the admission charge before 8 p.m. Thus, customers can now purchase a \$1.85 ticket entitling them to dinner and dancing, believed to be the cheapest bargain among local ballrooms. Palladium claims the free admission gimmick has hyped biz considerably, so policy will, therefore, remain in effect indefinitely. Loss of revenue from admission tariffs has more than been compensated by increased liquor and food sales, the ballroom claims.

Food, Liquor Down

Culver City's Meadowbrook this week joined the fold by launching a cheaper food and liquor policy and hyping band attractions with an elaborate floorshow set-up. Spot has for months been operating week-ends only with scale bands, and ops now believe the revitalized policy will jam the club with terpssters.

On the other side of the fence, both the Biltmore Hotel's Bowl and the Ambassador Hotel's famed Coconut Grove denied any plans for removing covers or cutting prices. Earl Carroll, whose lavish girlie show is a steady tourist attraction, did an about face and raised the admission price and cost of dinners two weeks ago. Club management blamed the price raise (first in six years) on increased labor costs. In addition to the \$2 admission price (\$4 with dinner), Carroll's is one of the few spots to pad the check with a service charge.

No Cuts at Ciro's

On the Sunset Strip, Ciro's H. D. Hover says no price cuts are in the offing. Hover claimed the swank club was actually more reasonable than many lesser spots, blaming radio gagsters for building up the legend that a night at Ciro's required mortgaging the old homestead. According to Hover, the club actually is operating at a loss, and that less than 50 per cent of the spot's frequent visitors pay cover charge. (Club has two rooms—one cover free—both with a vantage point for show purposes.) Hover claimed the real dough is not in his nitery operations but in the many sidelines, such as retail liquor sales, fashion shows, concerts under the Hover banner, and the sale of items like cosmetics, fountain pens, lighters, etc. Hover said that his firm did a large monthly repeat mail order biz based on first sales made to nitery patrons.

As for lesser bistros and cocktail lounges, ops have quietly been scaling down prices during the past several months. Few, however, reported a big upsurge in biz despite cheaper costs.

Chief complaints among ops were

high labor and union costs and desperate need for a 2 a.m. liquor curfew. Club owners are watching pending bills in the Legislature to see if the present midnight liquor curfew will automatically die June 30 or become a permanent statute. If the curfew hours are regained, then ops claim they can make the grade with healthy price slashing. If not, owners predict many clubs will fall by the wayside fast.

Concerning any possible slash in talent fees, especially musicians, club owners can look for little relief in the offing. Execs of Local 47, American Federation of Musicians, said any lowered scale for sidemen was impossible so long as high cost of living exists, nor was union inclined to go along with any requests for dropping sidemen in ork economy moves.

Nat'l AGVA Wins Round in Philly Fight

PHILADELPHIA, May 3.—The first round in the legal battle between the American Guild of Variety Artists (AGVA) national and the Philadelphia Local No. 6 went to the national after a three-day hearing before Judge Harry McDavitt, who ruled that the local's request for an injunction be denied without prejudice.

The entire three-day hearing, which began Wednesday (30) and ended yesterday was taken up by testimony of Dick Jones, executive secretary of Local 6, and his associates. None of the national officers was called to testify. Judge McDavitt ruled that both sides maintain the status quo in the area affected until the hearing for a permanent injunction is heard in about four weeks. Under this decision AGVA local will (See Nat'l AGVA Wins on page 43)

Vanity Fair Folderoo Starts Rumor Flood, Mostly False

NEW YORK, May 3.—The Vanity Fair folderoo resulted in a flock of rumors that swept thru the business like a forest fire. What actually happened was that the club had been losing dough since it reopened. It had difficulty getting box-office attractions and up to the date of closing, Tuesday (29), allegedly owed \$70,000 in back taxes. When Joe Howard, operator, suffered a heart attack and went into a coma, Carl Erbe, Howard's p. a., called in Nat Harris for assistance.

Nat Harris, the Latin Quarter manager, who probably knows nitery operation better than any man in New York, went thru the club's books and showed that Howard and other interests would be better off to close the room. Howard's backers were willing to put up additional dough, but were convinced when they saw the figures. Room will stay shuttered until Howard gets back on his feet and decides what to do.

Rumors A-Flying

The entrance of Nat Harris into the picture started things a-buzzing.

Rumor: Latin Quarter was moving over because its lease would be up in October. Fact: LQ lease doesn't end until 1952. Rumor: LQ would have to move because of expensive building code requirements. Fact: Build-

P(Roxy) Haircut

NEW YORK, May 3.—George Jessel dropped around to Henry Youngman's dressing room at the Roxy. After a while, Jessel asked Youngman to lend him his comb.

"A comb?" asked Youngman. "What do YOU want with a comb?"

Jessel pointed to his toupee. "I want to comb this guy's hair!"

MCA Bids for More Mex Jobs

NEW YORK, May 3.—One result of the visit here of Mexico's president, Miguel Aleman, is the probability that more jobs will become available south of the border at salaries that will be attractive to American performers. The main purpose of Aleman's visit here is to get a loan which authorities say will be used as a basis for currency stabilization between the two countries. In any event, Music Corporation of America (MCA) is making a strong pitch for the Mexican biz, with Henry Genet doing the spade work.

There are now about 10 weeks available in and around Mexico City, with the possibility that currency stabilization will open an additional 10 weeks in the provinces. Spots now buying are Sans Souci, Mignette, The Patio and occasionally Ciro's for its Champagne Room, where Jean Sablon is due in this summer. The Municipal Theater, playing one-week stands, also buys American acts, with performers often doubling between the theater and a local nitery.

Barton Readying Ice Show

NEW YORK, May 3.—Morey Barton has started production on an ice show built around Belita for theaters and niteries. The show will carry 22 people and its own ice plant and is being submitted for \$10,000.

Joint AGVA Bond Nixed On West Coast

To Talk Change With Union

HOLLYWOOD, May 3.—At the request of Max Gold, co-owner of Billy Gray's Band Box, AGVA rep Florine Bale will call a special meeting of five local club ops May 8 to discuss return of a joint cash bond and submission of new individual bonds to cover club talent as required by union regulations.

Bond of \$5,000 was put up last summer following a squabble with AGVA over demand for cash security. Spots which came in under the special deal included Slapsy Maxie's, Florentine Gardens, Bar of Music, Charlie Foy's, and the Band Box. AGVA agreed to accept a joint bond with the understanding that if one of the group folded and acts were unpaid, other group members would forfeit their share of the bond to pay off talent salaries.

Current thinking, now that biz has dropped, is that a joint bond May not have been such a hot idea after all. Club owners, privately, do not want to feel responsible for debts of fellow ops, hence it is expected that the group will agree to a new type of bond as suggested by Gold. AGVA is acting as an objective bystander in solving the problem, insisting only that spots be covered with some form of bond.

Gambling Ban Hits Niteries In Cincy Area

CINCINNATI, May 3.—Gambling ban in Northern Kentucky has thrown the hooks into nitery business in Covington and Newport, just across the Ohio River from here.

The top spots, Beverly Hills Country Club, the Latin Quarter and Glenn Rendezvous, Newport, and the Lookout House, Covington, all of which operated with liberal talent budgets, are the worst sufferers, and ops see no early relief in sight.

Resides trimming its act budget, the Lookout House has gone to a six-day week, shuttering on Mondays. Beverly Hills is playing out several big shows set weeks ago but is expected to cut the show nut once the schedule is played out. Glenn Rendezvous is following along in similar vein. It is expected that Beverly and Glenn also will go to six-day operation in a few weeks.

The Latin Quarter is cutting out its acts and band but will continue to serve dinner and supper, at the same time instituting a policy of noon luncheons. Charley Hudson, piano and Hammond organ, will hold forth at the evening sessions.

Garay Sells 55% of Copa In San Fran; Remains Boss

SAN FRANCISCO, May 3.—Joaquin Garay has sold a majority interest in his Copacabana, with the new set-up giving 55 per cent control to two new partners, Stanley Gerber, business man, and William Lombard, night club owner. Garay retains the remaining 45 per cent, with the new owners agreeing he shall dictate policy.

The deal follows weeks of reports that the spot would close unless new financial backing could be had pronto. Now it is to shutter Sunday (4) for a six-week remodeling job.

RKO Albee, Cincinnati
(Thursday Afternoon, April 24)

Capacity, 3,200 seats. Prices, 50, 65, and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly.

Carmen Cavallaro Ork (16) and Professor Lamberti combine to give house's latest band-show edition solid marquee pull. With the aid of Jack and Marilyn Nagle, terp duo, it results in a pleasing hour's entertainment.

Cavallaro, a capable emcee, sends his contingent thru *Lullaby of Broadway* for an okay opener, which seques into a medley, including *Where or When* and *A Gal in Calico*, giving sidemen, especially the strings, an opportunity to display ace blending talent in conjunction with the maestro's masterful keyboarding.

Lovely Leslie Long, ork canary, substantially sells *It's a Good Day* and *How Are Things in Glocca Morra?* Her varied vocal capabilities and sound enunciation won a good mitt. Does best with *Italian Street Song*, when ork tones down its brass, a handicap she encountered in her initial two offerings.

Jack and Marilyn Nagle, smart-appearing tap terpers, won easily with cleverly routined heel and toe cleatings. Do equally well on single and duo work, incorporating fancy twists and spins in the latter.

Bob Allen, former Cincinnati, encountered little difficulty with a home-town audience. Husky lad possesses good stand-up style and gives equally husky-voiced treatment to ballads like *Old Black Magic* and *Anniversary Song*. For an encore he clicked with *When Am I Gonna Kiss You Good Morning?* and *Guilty*.

Cavallaro ork, with the maestro giving out sublime 88-ing, intersperses things with a terrifically tempoed *Warsaw Concerto*. Arrangements here, like all others in band's book, make ample room for Cavallaro's deft fingering, plus a display of dulcet tonal qualities from an excellent reed and brass section.

Professor Lamberti, sans blonde partner who characterized his previous local appearances, still sells his laugh-packed turn from his opening. Time-tested, deliberate corn is still there sandwiched between his hilarious xylophone antics, and it still gets top-drawer yocks. Straight work on longhair arias socks payees mightily and sends him away to a house-ringing recall. Shook the rafters with *Stars and Stripes Forever* and begged off.

Pic, *The Brasher Doubloon*.
Bob Doecker.

Loew's State, New York
(Thursday Afternoon, April 24)

Capacity, 3,500 seats. Prices, 50 cents to \$1.10. Number of shows, four daily; five Saturday. House booker, Sidney Piermont. Show played by Louis Basil house band (13).

Bill has all the ingredients of a full-fledged variety show and it's good entertainment thruout. With acts that include aerialists, a gal singer, tramp pantomime, a dance team, a comic and an elaborate terp unit, what more could anyone ask?

George Givot, absent from a Stem vaude stage for some time, is back with his standard "Greek ambassa-

VAUDEVILLE REVIEWS

Loew's State, New York
(Thursday, May 1)

Capacity, 3,000 seats. Prices, 50 cents to \$1.10. Number of shows, four daily; five Saturday. House booker, Sidney Piermont. Show played by Louis Basil house ork (13).

Top honors on this bill should go to the ballroom team of Mario and Floria, and singer Jerry Wayne. The show started slowly and didn't get warmed up until Wayne came on, next to closing.

Wayne's vocal stint sold, despite some mike trouble during his second number. Delivery and style were tops and he showed himself as a good showman by including *Warsaw Concerto*. This piece is difficult enough instrumentally, but Wayne went thru the lyrics with flying colors. His closing special number on women might have sold to better effect if he had used it earlier.

Mario and Floria, who closed the show, are beyond a doubt one of the classiest ballroom pairs in the business. Their solid stint at this show sold so strongly that anyone following them would have died. The team's three routines were loaded with their usual flash lift spins, all executed with a smooth effortless grace, selling to top mits.

Slow Opening

Bill opened slowly with the Red-dingtons (3) and their standard trampolone act, with June Reddington, a cute trick, getting in several difficult backflips.

Barney Grant's turn was hampered by weak material and he worked as tho he wasn't even trying.

Number 3 spot was filled by whistler Fred Lowery, whose trills won good hands. Best job was on *Rhapsody in Blue*, with some slick backing from the house ork. Working with Lowery was Dorothy Rae, a kid with a good set of pipes and easy delivery. Act closed with the pair on *Too Late*.

Ross Wyse Jr., a Lou Costello-type personality, and his partner, Peggy Womack, worked hard but didn't get far. Their pseudo adagio routine was overlong and too much time was lost in building it up. Jules Shenkman conducted the house ork for Wyse.

Pic, *It Happened in Brooklyn*.
Don Marshall.

"dor" turn. He was still okay despite the familiar bits he used. Samples: "College bred—a four-year loaf," and "... he was killed by a weasel—a train weasel." Givot dropped his Greek characterization for the encore to sing *Ole Man River*. He's no Lawrence Tibbett or Paul Robeson.

Benay Venuta sold a top job in the lyric department. Gal was a knockout in an attractive blue dress. Absence of pop numbers didn't slow her down any. Her top piece was *September Song*, delivered in a smooth intimate style. She won strong mits for her Bela Lugosi bit.

Terpers Maintain Pace

Hoofers Tip, Tap and Toe's standard flash footwork helped carry the show's fast-moving pace along. Trio didn't go overboard on the personality and easily won good returns.

The No. 3 spot was a nostalgic return to the old 10-20-30 days with the pantomime stint of Paul and Walter Briant. The duo's knockabout tramp act was loaded with good-sized chuckles.

Nelson Sisters (2) teed off the fast bill with their sock trapeze bar work. Pair's supple movements building up to difficult one-hand twists, climaxed by an iron-neck stunt, collected some of the show's strongest hands.

Richard Adair Dancers (two men, four gals) closed show. The choreography was good.

Pic, *Sea of Grass*.
Don Marshall.

Oriental, Chicago
(Thursday, May 1)

Capacity, 3,300 seats. Prices, \$3.05 straight. Number of shows, five per day. House booker, Charles J. Hogan.

House has its fastest moving show in months, with the bulk of the momentum being supplied by the Andrews Sisters, who put this package into the super class, with some nifty assists from the supporting acts.

Gals take a chance with a cold audience by working a cute intro for the whole show at the curtain's opening. Threesome sparks the entire show, working in between the acts as emsees and also giving Les Paul a terrific send-off by pairing with him for his closing number, *Anniversary Song*. Besides singing their many recorded hits, gals are top showmen, both as dancers and comics, with Patti standing out in the yock department. They got their best hands on numbers in which they inserted liberal doses of good, solid comedy.

The Step Brothers offered a new dancer, little Flash McDonald, as a member of their foursome. Like his three partners, guy is top cleater who brought rousing mits consistently during and after the three routines. The Les Paul combo, two guitars, bass and piano, went through their list of recorded hits, with each getting a nice hand.

Leader is a top technician on an amplified git and his musical exchanges with the group's 88-er brought chuckles as well as laughs. Guy could have gotten better response here by having Patti Andrews identify him in her intro as a local lad.

Ventro-comic Bob Evans and his dummy, Jerry O'Leary, seem to have reached a peak in their work. Evans, who is a top technician, has worked out several realistic bits with his dummy, best of which is a new repartee with words flying a mile a minute. Evans' presentation and material rated yocks and mits thruout.

Entire show got excellent musical support. Vic Schoen and the augmented house ork, which had Les Paul's threesome sans leader and a traveling drummer sitting in, gave nice assists. Theater has new uniforms for house band to replace the circus coats. Fresh appearance of band in background on stage helps over-all show immensely.

Johnny Sippel.

St. Charles, New Orleans
(Thursday Afternoon, April 24)

Capacity, 1,500. Prices, \$39 to \$85. Number of shows, four daily, five week-ends. House booker, Charles Hogan. Show played by house band (8).

Four good acts and New Orleans' own Connee Boswell produced one of the best vaude offerings seen here in months. Miss Boswell, a sock entertainer, took advantage of her local origin for a lot of home-town chatter the folks loved.

She started off plugging Apollo Records in a "preview" of *Chi Baba, Chi Baba*. The number's supposed to be an Italian lullaby, but the singer got plenty hot with it and had her listeners beating time with their feet. Then she did *Managua, Nicaragua*, with considerable and successful variations. She poured on the emotion

Strand, New York
(Friday, May 2)

Capacity, 2,700. Price, 70 cents-\$1.50. Number of shows daily, five. House booker, Harry Mayer. Show played by stage name bands.

Individual acts do a standout job, but each has to carry a real load because the music behind them gives little help. Result is a good vaude show, but little smoothness or pacing in the production as a whole.

Ina Ray Hutton, fronting the ork (15), looks very nice as a starter. As time goes on, however, her work tends toward monotony. Her blonde coloring, plus a gold gown, lacks drama. Her singing is merely adequate and hardly enough to get more than polite applause. The band blasts out with many weird arrangements, resulting in cacophony of sound rather than weaving any melodic patterns.

Phil Brito stopped them cold with his chanting. Opened with *Heartaches* and the swooners came in with yowls. Kids kept it up for all his numbers, paying him off with a box of flowers. Brito has a new theater gimmick. Using a portable mike, he jumped down into the aisle for a ballad. Kids made passes at him and he leaped back like a scared rabbit. It made for good audience appeal, tho the scope is limited to the first few orchestra rows. In any case, Brito stopped the show and was forced to beg off.

Kent Works Into Hit

Lenny Kent bounced out and had a little trouble getting started. But once he got into it, he had them eating out of his mitt. Comic has added a lot of quickies and stretched his union routine considerably. His musicians' heckling bit got yocks, as did his Latin singers and dancers satire. Wound up with a duet with Ina Ray Hutton built around *Angry Gal* was at the mike, while Kent was near the wings pantomiming his beef. Routine has nice possibilities, but performance by both Hutton and Kent needs plenty lift before it hits a pay lode. Nevertheless, comic wound up with a terrific mitt.

Helene and Howard showed tremendous improvement since last caught. Two nice looking kids, they open with a straight ballroom bit and segue into knockabout stuff cleverly. They have a couple of new bits and some new routines and got plenty out of them. As they are today they give promise of becoming one of the best knockabout comedy dance teams in the biz.

Pic, *Love and Learn*.
Bill Smith.

in *Heartaches* and in a *Showboat* medley, especially in her *My Bill*, which was terrific. Her ejection of the dramatic into numbers was carried quite far but held the crowd and seemed to be what got the big mitt.

The Marcos, terpers, started things off and had the house (small) in good mood before they wound up. Their best was when the male half held his not light partner above his head standing in the palm of one hand.

Dick Hayman made a hit with pleasant personality and solid harmonica playing, altho his longhaired number was not very effective. A specialty called *A Street in Chinatown*, with quick change of harmonicas, got the biggest hand.

Stan Kramer's puppets approximated art, because of the complete-
(See St. Charles, N. O. on page 43)

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Cotillion Room, Hotel Pierre, New York

(Wednesday, April 30)

Capacity, 365. Price policy, minimums, \$2-\$3. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive, with Charles Reader buying. Publicity, Madeleine Riordan. Estimated budget this show, \$1,250; last show, \$1,250.

There's little doubt that Charles Reader is making the room pay off. The policy of using novelties and dance teams apparently fills the room. Dinner biz is excellent, the supper biz fluctuates. The over-all pattern, however, keeps the cash registers busy.

The new show has Mata and Hari and G. Ray Terrell backed by the Reader band. It runs smoothly, is capably lit and packs a beautiful audience-appeal wallop. Mata and Hari have improved remarkably since their Leon and Eddie days when they were knocking themselves out for \$135. Here, in the plushy room, they spell class with a capital C. The couple showed two new routines, a ballet and their *Carnegie Hall* terps which were masterpieces of satirical art. In their ballet number they go thru all the customary classical steps with little overtones of exaggeration, highlighted by pained expressions and apprehensive stares, with occasional grins of triumph when a certain movement is successful. This brings out howls of glee.

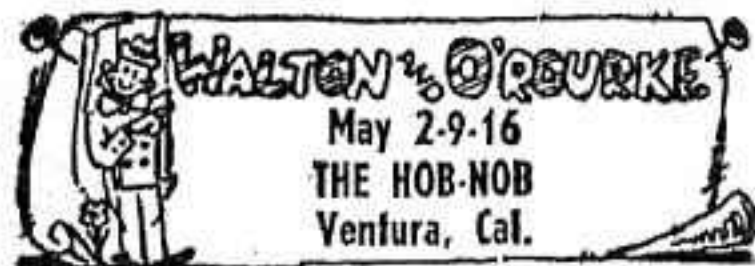
Knockout Number

Their last number (they work in two spots to permit costume change) is a gem. Dressed in long black tights and white dickeys to resemble swallowtails, they do a series of panto bits that call for "concert piano duet," "violin solos," "batoneering" and "cello" work. No props are used. It's all in panto, but their under-acting, with dead pans occasionally breaking out into frustrating looks, and topped off by deliberate ham, is a wonderful piece of work. The audience paid off with handsome applause and resounding yocks.

G. Ray Terrell, working with his son, uses the standard magic tricks, the milk bottle, the pepper and salt, cigarette bit, hanky knots, ending up with the white rabbits in the pan. But to the standard tricks, Terrell has added sly bits of biz that wrap the act up in showmanlike fashion. His switches are smooth and the illusions remarkable. He also won a hearty reception.

Reader's emceeing and show handling has improved considerably. He now has acquired a suave polish that makes him a part of the room.

Bill Smith.



NIGHT CLUB REVIEWS

Persian Room, Hotel Plaza, New York

(Thursday, May 1)

Capacity, 275. Price policy, \$1.50-\$2 cover. Shows at 9:30 and 12:30. Operator, Hilton Chain. Booking policy, non-exclusive. Publicity, Dorothy Wentworth King. Estimated budget this show, \$2,500. Previous show, \$4,000, based on percentages from covers.

If there ever was any proof that an act has to have the right room to do a good job, the De Marcos, Tony and Sally, proved it again at the Persian Room. Here in this lush spot the team looked as beautiful as it looked bad when caught recently in Miami. The difference was as night is from day. The music by Pancho was right on the button; the piano work of Al Fanelli was sharp and right on cue. The over-all impression therefore was everything the De Marcos could have desired.

The team opened to a big hand with its standard *Holiday for Strings* and followed with a delightful fox trot pattern to *I've Got You Under My Skin*. Then came a frilly, beautiful change of tempo to Emil Coleman's *Sparks*. All in all, the couple did about six dances, mixing them in showmanlike fashion for best effects. The wind-up was something supposedly based on a Fred Astaire routine with a De Marco improvisation, which was good for chuckles.

Sharp as Ever

The pair's work is as clean and sharp as ever, with Sally showing an additional charm and piquancy that give plenty to the act. But since caught Tony has added a lot of new chatter. Now each number is broken up for rest periods at the prop table, and chatter is more frequent. The complete effect, however, is still charming, and the pay-off is that the room does the business.

Bill Smith.

Bal Tabarin, New York

(Friday, April 25)

Capacity, 250. Price policy, no minimum. Shows at 7:45, 11:30 and 1:15. Operators, Johnny and Laurent Hourcle. Booking policy, non-exclusive. Estimated budget this show, \$1,500; previous show, \$1,000.

The Leo Fuld package, *Fun for Your Money* may seem like a peculiar booking for this room. But peculiar or not, the corn and knockabout stuff the unit sells is good for plenty of yocks. Fuld, who works in the show, does a nice straight job and is competent in the voice department. The comic load is carried by the beefy Hank Henry and the shorty Sparkey Kaye. Bits are right out of every musical that ever played anywhere. The *Stand-In*, the boxing routine, the clothing store and other routines all earned anything from giggles to

Chase Club, St. Louis

(Friday, April 25)

Capacity, 250. Dancing and floorshows at 8:30 and 11:30. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Seating capacity, 1,200. Budget this show, \$6,500.

This new revue is highlighted by the appearance of the Ted Weems ork, now riding the crest of *Heartaches* popularity. The first part of the show is a presentation of a parade of Weems's vocalists. Glenn Martin, from the saxophone section, went on first to do a good job on *In a Little Spanish Town*, with the band chanting in the background, a la T.D.'s *Marie*. Good-looking balladeer Bob Edwards does *Anniversary Song* and *The Night Is Young* in standard romantic style. The girl vocalist with the band is Shirley Richards, lovely St. Louis chick with a load of personality. She did an original called *Spring Is Here and I Wonder Where That Man of Mine Has Went*, then impersonated Betty Hutton singing *Don't It Be Hard Way* and encoored with *I Do Do Do Like You*. Sock hit.

Perry Franks and Joyce did some neat cleating to break up monotony of vocals. This couple, from the musical comedy stage, made a beautiful appearance and offered plenty of intricate stepping.

Elmo Tanner's Whistling

Billy Blair, overweight bass player with the band, scored solidly with his comedy versions of *Ding Dong Daddy* and *Call the Police*. Biggest hit of the show was scored by Elmo Tanner with his whistling of *Heartaches* and *Nola*. Tanner has just given up his own band to rejoin Weems.

Sid Caesar, comic, closed the show, working hard to offer some original routines. Best thing he did was the airplane routine he used in the movie, *Tars and Spars*. He should save this to wind up his act. There was an impression of a slot machine and a take-off on coming attractions at the movies. The boy knocked himself out for a fine reception.

Another Sid named Tomack is going into his 10th week in the Zodiac Lounge of the Chase.

Abie L. Morris.

Work by the lads, Milt Ross, Danny Drayton and Allan Walker plus the others mentioned above, wasn't too smooth when caught. Some of the bits needed plenty of working on. Yet overall it was entertainment that sells.

Dorothy Deering is a capable acro dancer. Her butterflies and splits were slick, tho general appearance n.s.g. The main faults were her hunched posture and a long gown which hampered her work.

Doryce Shaw, hooper, is easy on the ears with unusual cleat work, but only fair on the eyes. In a large room where she wouldn't work too close to the customers (or in a theater) she'd be better.

Patti Sheen, cute blonde, has the makings of a singer even if she's still some distance away. It was apparent that the canary had coaching—her use of hands and her mike stance showed it—but her choice of material was dull. She opened with a rhythm and lost them with a ballad. Instead of cutting the ballad down she gave two choruses. From then on it was uphill. Sophisticated stuff is also not for her. She's too young looking, so the effect is grotesque. She needs fast pops and novelties.

The Lou Harold band did okay in the show-cutting slot. Carlos Valencia did the rumba sessions.

Bill Smith.

Billingsley's Bocage, Hollywood

(Friday, April 25)

Capacity, 150. Price policy, \$1 cover. Shows at 9:30 and midnight. Owner-manager, Glenn Billingsley. Publicity, Maury Poladare. Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

Initial nitery bow of Peggy Lee and her guitar-ace husband, Dave Barbour, hits the entertainment bulls-eye, giving the Sunset plush supper club its best bill to date. Couple make for a gracious pair in the spotlight, winning the customers from the start.

With Barbour's facile-fingered guitar pacing the accompanying trio (guitar-bass-piano), Miss Lee couples both facets of her song personality to give the knife-and-fork trade a taste of top-flight rhythm singing contrasted with equally fine sampling of warm and intimate styling.

Tune selections ran full range from rhythm ditties to ballads, from the old to the new. Patrons favored Miss Lee's voicing of *Do Right* (her disk hit of a few years back); a mello interpretation of *Where or When*; *St. Louis Blues*, an expressive reading, as well as *Trouble Is a Man*. In addition to this generous array of song material, those who came to look and listen applauded loud and long for the Lee-Barbour originals, *I Don't Know Enough About You* and the current *Honor Roll Hits* item, *It's a Good Day*.

With Miss Lee possessing a great sense of timing and interpretative insight and Barbour's guitar weaving a tapestry of clean-toned, well-conceived chord progressions, this two-some is hard to beat. It's unfortunate that swank eatery left the entire entertainment load to be shouldered by the Barbour pair. Couple would be swell in the featured slot, but bill is a bit meager if left only to songs and guitar.

Lee Zhitto.

Larry Potter's Supper Club, Studio City, Calif.

Capacity, 150. Price policy, no minimum or cover. Shows at 9:15 and midnight. Operator, Larry Potter. Booking policy, non-exclusive with Jack Lawler buying. Estimated budget this show, \$700. Estimated budget last show, \$800.

Entertainment-wise, current show as a whole has little to excite the ringsiders. Best on the bill is the Ruloff Trio, comedy dance threesome, whose slapstick routines hit the rib-tickling register. Group, consisting of veteran showman Ruloff and a youthful couple, pulls laughs from the start. Ruloff, introed as the former Moscow Opera Company conductor, takes over the batoner's podium as remaining pair open act with a few straight spins. During a lift, guy loses grip and fem topples into Ruloff's arms as latter makes a last-minute catch. Act from there on out becomes a three-ring circus as threesome's pace builds and their garb becomes shredded. Lass ends up sans gown with only a revealing black two-piece outfit left to catch the customer's eye.

Swing songstress Jane Abel passes the ear test, making up with sales savvy what she lacks vocally. She's at her best in specially written material. Freddy David, harmonica player, is fair in the opening slot. Lip Wurlitzer lad would find to his advantage to assume a more relaxed manner. In playing the Heifetz *Hora Staccato* he automatically invites comparison with Larry Adler. This is unfortunate since latter's highly polished technique and demanding arrangement of the longhair Strad composition comes to mind and leaves much to be desired when the same selection is tackled by this youngster.

Nick Cochrane, fronting a six-piece instrumental ensemble, warbles a few corny but chuckle provoking ditties. Group provides adequate backing for the acts as well as music for the terps-minded customers.

Lee Zhitto.

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(Tuesday, April 29)

Capacity, 465. Price policy, \$2 dinner minimum, \$1.50 supper. Shows at 8:30 and midnight. General manager and booker, Neil R. Messick. Room manager, James Hickman. Publicity, Sally Delany. Booking policy, non-exclusive. Estimated budget this show, \$5,000; last show, \$1,700.

Altho Patsy Kelly, screen funny-woman, gets top billing over Barry Wood for this two-weeker which opened Monday (28), it was the singing man who stole the show. Kelly is Kelly and her slapstick type comedy went out with the jazz age years ago. She garnered a few yocks for herself, sure, but she needed Wood on stage for her bit, and his expert foiling did much to get her the hand she did get.

Wood's warbling of a half dozen tunes gave him the audience right in the palm of his mitt. Trouper's poise, wide smile and fine voice stood him in good stead thru such ditties as *It's a Good Day, September Song, I'm a Bad Bad Man, Linda and Blue Skies*. Encored with *June Is Bustin' Out All Over*.

Wood gave Patsy the spotlight, but she just wasn't up to it without him. Highlight of duo's offering was Wood on clary and Kelly beating out drum rhythms for finale. Kelly tried hard, but routines really weren't worth effort.

Half hour show opened with Orville Sweet, ork 88-er, doing nifty ivorying for *Kitten on Keys*, Tony Grise, ork bary, emseed. Billy Stoeff's 11-piecer still does top job for dancing and show.
Jack Weinberg

Havana-Madrid, New York
(Thursday, May 1)

Capacity, 350. Price policy, \$3.50-\$4.50 minimum. Shows at 8 and 12. Operator, Angel Lopez. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$2,250; last show, \$2,500.

The new show at Angel Lopez's Latin-American retreat is another two-acter — Miguelito Valdes, and Manor and Mignon. Both are top-drawer.

Valdes's sock Afro-Cuban style and inimitable delivery scored for show-stopping results. He concentrated on native numbers, with a solid sales job for all. Valdes was in top form all the way and showed good judgment in not overworking the personality thru his mugging bits. His introductory patters could be eliminated with no harmful effects. Before Valdes's 25-minute stint, the payees got an unscheduled yock from a boner pulled by the offstage voice which brought the singer on. After a big build-up, Valdes was introed as "the star of strage, skeen and radio!"

Sock footwork and flash routines were the principal assets of Manor and Mignon, a pair of skilled ball-room terpers. Artistically effective was their opener, an interpretation of *Caprice Viennois*, blending expert terpology. In their strongest number, the pasa doble, the floor work featured a beautifully executed one-arm back lift spin. They looked swell on the floor—the chic blonde in a white evening dress, the lad in tails. During their turn the gal tossed in a number of cute personal touches, like kissing her partner, patting his perspiring forehead and adjusting his tie, clever little showmanly tricks.

Sacasas's ork (11) did a solid job in backing the acts. Noro Morales's ork (13) handled the dance sets.
Don Marshall.

Birmingham Theater Resuming Vaude Policy

BIRMINGHAM, May 3. — Birmingham Theater hasn't dropped its vaude policy, as recently reported. House dropped fleshers for four weeks only to bring in *The Best Years of Our Lives*, but will continue with live shows after the pic's run.

Village Vanguard, New York
(Monday, April 7)

Capacity, 125. Price policy, \$2.50-\$3 minimums. Shows at 10:30 and 12:30. Operator, Max Gordon. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$1,200. Estimated budget last show, \$1,000.

Very few ops would risk booking three of the same type of acts to make up an entire show. Such a bill would almost invariably be a guarantee of monotony. However, Max Gordon's current layout is composed of three singers—Gwen Tynes, Muriel Gaines and Richard Dyer-Bennet, listed in order of their appearance—and the result isn't bad. Each has a different style and there is considerable contrast.

The show's weak spot is in the order of appearance. Gwen Tynes is a newcomer who, altho she gave a fine performance, understandably lacks some of the polish she will acquire with experience. It was an error to put on Miss Gaines, a top-notch performer with every showbiz trick at her command, right after Miss Tynes. The comparison is inevitable. It would have been better if Dyer-Bennet had gone on between the two fems, so that the favorable impression Miss Tynes created would not have been lessened.

Ballad Find

A tall, slim, beautiful girl with a lovely, husky voice, Miss Tynes does ballads well. Strikingly gowned in white, she looks like another Max Gordon find.

Taking over the audience right away, Muriel Gaines delivered her comedy songs in sock fashion. *I'm Evil*, a clever parody on *Lass With the Delicate Air* (a favorite with folk-singers and especially funny because Dyer-Bennet followed her) and *Man's Smart, Woman's Smarter* were especially good.

D-B Has New Song

Dyer-Bennet added a new song, *Spanish Is the Loving Tongue*, done in his usual artistic guitar-folksong style. He sang three folksongs with the usual audience result—good applause, especially for *Eggs and Marrowbone*, a favorite. D-B is a splendid artist, but he closes the show on a too serious note. It would have been better to have let Miss Gaines wind it up with her comedy.

The Dick Style Trio plays for dancing and cuts the show. Intermission pianist-emsee Don Frye is still doing okay and as accompanist to Miss Gaines he got in some neat ad libs which were good for laughs.
George Berkowitz.

NAT'L AGVA WINS

(Continued from page 40)

not be permitted to negotiate or discuss agreements with any places in Philadelphia now operating under AGVA basic agreements. Such basic agreements, it was held, come under the banner of the national office.

AGVA national was told to suspend the unfair action taken against Philadelphia local members who, the judge said, were "misadvised." AGVA also was directed to give each such suspended member a regular hearing before a trial board before any further AGVA ruling is made.

New Suit Filed

Meanwhile another \$500,000 damage suit in the fight between the national officers and the local here was filed in Federal Court Wednesday (30). Dick Jones, executive secretary of Local No. 6, and 10 of his associates taking in the officers and board of directors of the local, are charged in the suit with defamation of character and malicious persecution of national officers.

The new suit, filed by Matt Shelvey, national director of AGVA, charges that Jones defamed him in calling him and other representatives of the national office "labor goons, muscle men and New York hoodlums."

FOLLOW-UP REVIEWS

COPACABANA, NEW YORK: The Carmen Miranda show now at the Copa and the one caught at the Colonial Inn, Miami, are so different there is no comparison. In Miami, the Latin warbler was lost on that huge stage. Her routine was dull, chatter lifeless and exits amateurish.

Here at the Copa she is not only a top name but also a top entertainer. Working with three boys out of the band, gal displayed a pixyish humor that was bubbly and got the desired results. Her chatter, a lot of it sounding ad lib, poked fun at her dialect, her appearance and her work with rib-tickling effect. Wearing baskets in her sleeves instead of her head, Miranda explained the switch as part of her routine.

Special Number Clicks

Her standard songs had the usual Latin bounce and were okay. It was her special number, *I Make Money With Bananas*, with some of the craziest rhymes, that was the topper. In the latter she worked with her hair down, using it for quick take-offs on Ingrid Bergman and Lana Turner. She even threw in a little of Joe E. Lewis and Jimmy Durante. Working up close in Proser's upholstered cellar, Miranda peddled personality like a top showman. Her only flaw is her awkward walk-offs. Gal finishes each number in poor style. But poor or not, it was her sparkling chatter that sold her.
Bill Smith.

LE RUBAN BLEU, NEW YORK: Current stand is Marilyn Cantor's first East Side engagement. Not a finished performer, the gal showed promise as a cafe singer, but still must develop a style. The voice is good, but she showed breathing difficulty. She might also drop pop ballads and concentrate on slightly blue material which sold for strong hands at the show caught. She could also overcome a tendency to overmake with the gestures. Despite a packed room, Miss Cantor's stint served to quiet the noisy customers. Arthur Siegel accompanied.

Leonard Elliot and Irma Jurist, who played this room some months ago, are a healthy addition to the

bill. Mainstay of the set was Elliot with his satiric interpolations on foreign folk tunes, while the gal partner handled the piano and tossed in an occasional vocal pitch. Elliot did a hilarious French number which he further enhanced by exaggerated facial expressions to good effect.

Holdover are Day, Dawn and Dusk; Marian Bruce, the Cedric Wallace Trio, and emsee Wally Blacker.
Don Marshall.

ST. CHARLES, N. O.

(Continued from page 41)

ness with which each personality was expressed, in movement, face and costume. His Hula girl was good, but the drunk act was too hackneyed. His "Andrews Sisters," with Kramer's parents assisting, did justice to the chirp trio. Kramer also did a good human puppet act, with an Al Jolson song played off a recording.

The show didn't need holding together, but evidently emsee Leon Field could have done it if it had. His own act, imitating imitators, satire on Ted Lewis, etc., won plenty guffaws.
Dick Hartshorn.

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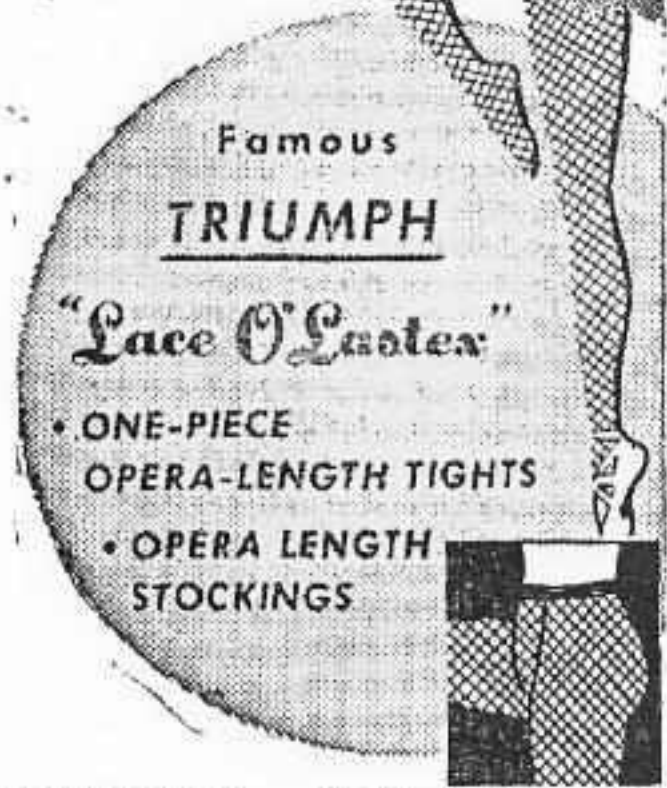
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New York:

Four New Bills Perk Up Stem; MH 136G, Para 100, Roxy 82

NEW YORK, May 3.—New bills at four of the six Stem flesh-flicker houses helped bring up grosses last week to a total of \$451,000, against the previous week's poor \$371,000. An assist from the weather in the form of a mild week-end, plus the start of daylight saving time, didn't hurt the tills, either.

Radio City Music Hall (6,200 seats; average \$110,000) got \$136,000 for the first week with Paul Remos, Boy Foy and *The Egg and I*.

Roxy (6,000 seats; average \$85,000) collected \$82,000 for its preem week with Henry Youngman, Hazel Scott, Carl Ravazza and *Home-stretch*.

Capitol (4,627 seats; average \$72,000) tabbed \$70,000 for the third stanza with Xavier Cugat's ork, Lewis and Martin, Betty Reilly and *Smash-Up* against the preceding week's \$83,000. Kicked off with \$98,500.

Paramount (3,654 seats; average \$75,000) brought in \$100,000 for its opening week with Duke Ellington's ork, Buck and Bubbles, Coke and Poke, the Golden Gate Quartet and *Calcutta*.

Loew's State (3,500 seats; average \$25,000) collected \$28,000 with George Givot, Benay Venuta, Tip, Tap and Toe, the Briants and *Sea of Grass*, compared with \$31,000 for the preceding stanza with Bobby Breen, Joe Besser, Arren and Broderick, Maurice and Maryea and *California*.

Boston:

Rain Washes Out Boston to N. G. 26G

BOSTON, May 3.—The bad stretch of cold and wet weather over the week-end socked the box office hard at the Boston Theater. The week ending Wednesday (30) dipped \$5,000 under average, with \$26,000 the cash tally. Part of the below-average biz can be blamed on the heavy ad plugging of first-run movies in the Hub. Stageshow, minus names known here, included Wally Brown, Buster Shaver, Arren and Broderick, Peggy Taylor Trio and Amory Brothers. Pic, *Carnival in Costa Rica*.

Current stageshow has Vaughn Monroe and ork stepped off with good returns. Screen, *Temptation*.

St. Paul Para's First Flesher In 10 Yrs.; McCoy, Bad 15G

ST. PAUL, May 3.—Playing its first stageshow in more than 10 years, the Paramount Theater (2,361 seats) here grossed a disappointing \$15,000 with Clyde McCoy's ork for the week ended April 24. Ducat range was from 50 to 85 cents weekdays, 65 to 85 cents Saturday and Sunday.

The booking did not mean any change in the bill policy, according to the Paramount bookers. McCoy just happened to be in the territory with an open week and the theater, owned by the Minnesota Amusement Company, thought it would be a good idea to use the ork for the week to hypo the screen fare.

New bill, reviewed this issue, has Jerry Wayne, Mario and Floria, Fred Lowery, the Reddingtons and *It Happened in Brooklyn*.

Strand (2,700 seats; average \$40,000) closed its four-week run with Cab Calloway's ork, Dusty Fletcher, Miller Brothers and Lois and *Station Road* with an over-all take of \$183,000. Preemed with \$63,000, then got \$45,000, \$40,000 and a \$35,000 closer. New bill, reviewed this issue, has Ina Ray Hutton's ork, Phil Brito, Lenny Kent and *Love and Learn*.

MCA Moves To Tailor Talent To Op's Purse

NEW YORK, May 3.—Recent talent huddle at Music Corporation of America (MCA) has resulted in a number of decisions. One was to get after spots using talent and convince them, instead of shuttering, to come to MCA, which had all kinds of acts for all kinds of prices. Salesmen would work with the op, help put on the show, routine it and stay with it. Plan has been in effect for some time, but idea is to have all salesmen stress it.

Another decision was to cut expenses to the bone. Salesmen would no longer be permitted to take out-of-town trips unless absolutely necessary. Expenses, it was pointed out, were one of the things that would have to be cut. Inasmuch as expenses are counted against salesmen's bonuses, the deal won't be too hard to take.

Big pitch is to get acts to work for salaries that ops can pay. How that will work out, agents are dubious about. But if performers lay off long enough, they say, the actors will become "reasonable."

AGVA Sets May 19 For Annual Benefit

NEW YORK, May 3.—The next American Guild of Variety Artists' (AGVA) annual benefit will be held May 19 at the Majestic Theater. Jerry Rosen, indie, will be chairman of the entertainment committee. House has been donated for the occasion by the Shuberts.

Dough collected will go into the union's special death benefit fund, recently set up to defray expenses and transportation costs incidental to the funeral of any paid-up AGVA member.

Fund is separate from the union's emergency fund set up about a year ago. Latter is built up thru celeb night fees and local benefits, with some dough coming in from the Theater Authority.

Agents' Orgs Discuss Proposed Club-Date Code

NEW YORK, May 3.—Artists' Representative Association (ARA) had its powwow here Tuesday (29), together with the Entertainment Managers' Association (EMA) and other agents' orgs, and kicked around the recently proposed club-date code presented by the American Guild of Variety Artists.

No decision was reached except that ARA and other orgs interested in the code will meet in the near future to make suggestions. ARA attorney, Bob Broder, has asked all other agents' orgs, not necessarily part of ARA, to come in and talk about the new rules.

Schweikle Opens Own Agency

WILLIAMSPORT, Pa., May 3.—Bill Schweikle, associated with Tex Rose, of the Keystone Theatrical Agency, for the past four years, has opened his own booking office here to book one-night club dates and fairs and parks. Rose is now with the Cooke office in Lancaster.

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Unions Mulling Code To Aid Rep

NEW YORK, May 3.—Legit unions are reported considering the drafting of a repertory code, not only to ease the present load on repertory companies, but to encourage their formation. Scheme, no doubt, is the result of trade confabs when the American Repertory Theater found the going rough and appealed to the labor outfits.

If plan is worked out, it probably will be during this summer when things are slow on the Stem and unions can get to it. Feeling is that repertory, because of its peculiar structure with extra heavy changes of sets and the like, must be given a break or else.

Stem B.-O.'s Wilting; "Choc Soldier" Asks Thesp Wage Slash

NEW YORK, May 3.—Broadway legit merchants continued to take blows in the b.-o. solar plexus this week. Most shows were off except the hits, with even some finding it rough going. *Chocolate Soldier*, for example, has already asked Actors' Equity for permission to appear before the union "cuts-board" for permission to cut thesp's salaries and stay on the boards.

Tenting Tonight also had an application in before Equity, but reconsidered. Opinion is the producer decided that even with the slash, he couldn't make dough. The comedy is already selling plenty of two-for-one ducats.

Even "Street Scene"

Another bad portent is that *Street Scene* is considering going before "cuts-board." The musical hasn't been making money for the last few weeks, and what with a large cast and healthy salaries to pay, has been in a shaky position. In light of the good notices that the show rated, the b.-o. weakness is particularly indicative of the darkening legit picture.

Altho two bills that came in this week—*A Young Man's Fancy*, and *The Telephone*, coupled with *The Medium*—cut prices, the former charging \$3.30 top and the latter \$4.20 (which is cheap for a musical), *Portrait in Black*, due to preem May 14, is asking the old scale of \$4.80 for a straight play. This does not show a disposition among legit managers to retrench in the face of lower b.-o. takes. They believe that costs of both labor and materials must come down before any real price changes are made.

Wanted: Info on Infos

NEW YORK, May 3.—The League of New York Theaters at its April 29 meeting appointed a committee headed by Kermit Bloomgarden to investigate the possibility of utilizing more legit surveys. The League feels that the surveys are tough to work out, they have a definite value in finding out the tastes of the theater public. The Playwrights Company recently made a poll of its customers at *Joan of Lorraine*, but the results showed that some of the choices of questions were not too good.

30G Newcastle Theater Site

SYDNEY, Australia, May 3.—Fuller Theaters, Ltd., pursuing its plan for a string of new theaters, has bought a 66 by 300-foot block of real estate in Newcastle (the coal city) for \$80,000 as the site for a \$325,000 general purpose theater. House will seat 1,200 primarily for live shows. Sir Ben Fuller, head of the firm, commented: "I have unbounded faith in the future of flesh and blood shows in Australia."

Electronic Light Control For Theaters in Yale Test

NEW HAVEN, Conn., May 3.—The world's first entirely electronic lighting control system for theaters was demonstrated April 26 in the Yale University Department of Drama, where it was developed under a grant from the Rockefeller Foundation.

The system, operated thru a control console similar to the keyboard of an organ, contains 140 electronic tubes, and controls 93,000 watts of electrical energy in 44 control circuits, yet operates on less current than a 100-watt bulb.

Simple To Operate

In the opinion of George C. Izenour, the Yale's department's research assistant in lighting, who designed and built the system, it has an ease, simplicity and sensitivity of operation far beyond that of any other. He says it is the only known system by which the lights are switched and dimmed from a single electronic control network.

The demonstration of the unit took place before an invited audience of 200, including leading theater lighting experts from this country and abroad, stage designers and other technicians from Hollywood and Broadway, and faculty members from schools of drama in the East.

Izenour said the system was an adaptation of industrial control techniques known for many years. "It is only the combination of techniques for use in the theater which is new," he added.

For Little Theaters, Too

He said one of the system's many advantages is that it is of a unit construction which, when manufactured, would be available even to small theater groups because it could be purchased progressively, unit by unit.

To demonstrate the unit, members of the Yale department produced a 30-minute play, entitled *L*, which depicted kaleidoscopically the events

which can take place in one day in any large city. Many rapid changes of scene were effected by a projection of the settings on large, translucent screens, producing effects similar to the dissolves and fades of movies.

Pop-Price Ballet Opens 3-Wk. Stand With Smash B.-O.

NEW YORK, May 3.—The ballet theater gave the tulle-and-tights fans a first pop-priced peek at its wares with the opening of a three-week spring season Monday (28) at the City Center, with top pews priced at \$2.40. The pop price policy looked auspicious, with the preem night house jammed to the rafters and a 32G advance sale in the till. Management reports b.-o. take at \$4,000 a day since.

The terpers could gross approximately 90G at capacity for the three-week stand. The outlook now is for between \$75,000 and \$80,000 for the limited run—a tidy take for the Lucia Chase-Oliver Smith org.

Incidentally, customer demand at the City Center b.-o. window is running just twice the number that queued up at the Broadway Theater last fall, when the balleters played to a \$4.80 top.

"Sylphides" Opener

The spring season preem was a good combo of white, production and modern terping. The opener was that old stand-by, *Les Sylphides*, stepped effectively by Barbara Fallis, Alicia Alonso, Lucia Chase and Igor Youskevitch and ensemble. The second item was Anthony Tudor's somewhat top-heavy production pattern, *Romeo and Juliet*. Hugh Laing, Nora Kaye, Fernando Alonso and Tudor gave the proceeding a decided lift.

High spot of evening was the grand pas de deux from *The Nutcracker*, featuring Alonso and Youskevitch. Alonso was strong as usual on technique, but inclined to over-stylization. Youskevitch was at his best.

"Interplay" Revived

The wind-up was a fine revival of Jerome Robbins's study in terpo-tomics, *Interplay*, with John Kriza, Tommy Hall and Melissa Hayden in the top stepping slots, abetted by Fernand Nault, Fernando Alonso, Paula Lloyd, Muriel Bentley and Anna Cheselka.

The balleters will play their current rep of 25 items thru May 18. Then they take off for Havana, where they start a week's stand May 26. Current plans call for a summer return to London's Covent Garden.

Bob Francis.

Atlanta Gets Light Opera for Summer; First in 19 Years

ATLANTA, May 3.—For the first time since 1928 Atlanta is to get a summer of light opera, to be produced in an outdoor amphitheater now being built in North Fulton Park.

Season opens June 15, with Philip Fein as director. Fein was formerly director of grand opera and musical comedy productions for the Chicago Grand Opera Company and the Garrick Theater, Chicago.

The 10 productions will feature fave song-and-dancers by Romberg, Friml, Herbert, Coward, Kern and Gilbert and Sullivan.

A 150-foot stage is to be built under direction of Ernest A. Southern

National Theater Faces New Suit Over Jim Crow

WASHINGTON, May 3.—National Theater faces a new action May 15 on Jim Crow charges, despite its settlement this week of judgments obtained by seven persons charging the legit theater had refused to grant refunds on tickets after refusing admission to Negro guests of ticket holders. The new action is seen as involving a more clear-cut issue, with the National charged by Dr. Edward Henderson, director of physical education in Negro schools, of violating the old Federal Civil Rights Act.

Counsel for the National Theater is expected to file an answer to the charge Monday (5), and it is considered likely that, if a trial is ordered, proceedings will be held in the Municipal Court of the District of Columbia.

Law Ruled Valid for States

The law which the theater is accused of having violated was held invalid by the United States Supreme Court in 1883, so far as States were concerned, and in 1913 the high court declared the law invalid so far as activities on the "high seas" were concerned. Plaintiff's counsel in the latest action, however, contends that the District of Columbia, being under jurisdiction of Congress, cannot be considered as being in the category of a "State" and consequently the law is valid for the district.

According to the complainant, Henderson tried unsuccessfully to buy a ticket for the National. The theater, in settling its refund case this week, specified that the settlement was made "without prejudice" to any future action or suits.

Humphrey Legiters In 3 Up-State Spots

NEW YORK, May 3.—George Humphrey will operate a rotating legit company in upper New York State between Stamford, Lake Placid and Lake George, doing three shows between the three places every two weeks.

The producer plans to open with *Your Uncle Dudley*, with Jay Jostyn playing the lead. His next two shows will be *Jealousy* and *Claudia*, and he is dickering for Basil Rathbone and Kim Hunter to play the leads in these two shows, respectively.

"Ice-man" 12G in N. Haven; Season Winds Up May 10

NEW HAVEN, Conn., May 3.—*The Ice-man Cometh* drew a neat \$12,000 at the Shubert the week of April 21. Four performances with SRO signs did the trick. The near-record gross was made against competition of excellent movie offerings and an antique show at the near-by arena.

Shubert's legit season ends next week with the three-day stand of Hall Shelton's new *Louisiana Lady* May 8, 9, 10. Latest word is that Olga Baclanova will star opposite Charles Judels, replacing Irene Bordoni in the lead of this musical built around old New Orleans.

and William Jordan, now in New York assembling materials and designs.

Guest stars will sing leads, with a chorus composed of local chanters and terpers.

BROADWAY OPENINGS

HEADS OR TAILS

(Opened Friday, May 2, 1947)

CORT THEATER

A farce-comedy by H. J. Langsfelder and Ervin Drake. Staged by Edward F. Cline. Settings, Watson Barrett. Lighting, Leo Kerz. Costumes, Alice Gibson. Company manager, Joseph Moss. Stage manager, John Holden. Press representative, Stanley Seiden. Presented by Your Theater, Inc.

Cornelius Les Tremayne
Amy Lulu Belle Clarke
Helen Sheldon Audra Lindley
Burton Sneed Joseph Silver
Frank Jones Gregory Robbins
Marion Gilmore Lucie Lanaster
Alice Milford Jean Cobb
Philip McGill Jed Prouty
Barney McGill Ralph Simone
Eric Petersen Werner Klemperer
Mrs. Warren Lelah Tyler
Ernest Milford Joseph Graham
Mr. Green Anthony Gray
Senor Costamara Frank De Kova
Humperdinck Richard Barron
McNulty Paul Lipson

Your Theater, Inc. (YTI), which came up a couple of years ago with the novel notion of cutting in advance ducat buyers on production profits, has at last got round to putting on its first play. A program note states that YTI has over 3,000 hopeful subscribers on the roster. However, YTI and the hopeful 3,000 are not going to split so much as buttons on this first effort. *Heads or Tails*, a farce-comedy by H. J. Langsfelder and Ervin Drake, is an unusual low for this and most other seasons.

Every once in so often a play comes along that is so over-all bad it is high impossible to find a redeeming feature. *Heads* just about fills the bill. The script is amateurish, crawling with an overdose of useless characters and asinine situations. It adds up to a sad patchwork of heavily juiced, tedious nonsense, which makes a pew-sitter exit-conscious long before the final curtain.

The Plot

The Langsfelder-Drake conceit concerns a stuffed-shirt diplomat who agrees to kill himself for a variety of reasons. Meanwhile, his mother-in-law insures him for a fat policy. The insurance firm gets wind of his intent. Follows a comedy spy, put into the household to prevent the disastrous event. Somewhere along the line the wife discovers that she doesn't want to divorce the stuffed shirt after all and claps him in the booby-hatch. There is an undertaker in it, an unfunny suitor for the wife's hand, an unfunny conniving fem out to catch husband, and a really dreadful soap manufacturer—but then, practically all of *Head's* characters are dreadful.

Anyway, after what seems like four hours of playing time, the diplomat decides not to kill himself, turns on a still diatribe on current futility in handling of international relations and subsides into wife's arms. It seems at that time she is going to have a baby. Later it seems she isn't. But at final curtain they were both agreed to do something about it. This reporter hopes not. It would be a shame to increase the cast of *Heads*.

Direction Befuddled

Edward Cline's staging keeps pace with the script, which is no wonder, since he must juggle 16 actors on and off in the most unpredictable entrances and exits. Most of the acting comes off the same shelf, altho one or another of the players occasionally manages a spark which convinces you they might be all right if given a script break. Werner Klemperer comes off best of any as a dumb Danish refugee. The answer is, of course, that no amount of acting can make *Heads* look any better than it is—a sprawling, inept dish of tedium.

In fact, the only item on *Heads* which can rate a plus mark is Watson Barrett's scenery. The designer has turned out a plush country house terrace and a couple of serviceable if not too imaginative interiors.

Bob Francis.

THE TELEPHONE

and THE MEDIUM

(Opened Thursday, May 1, 1947)

BARRYMORE THEATER

Lyric dramas with books, scores and lyrics by Gian-Carlo Menotti. Staged by the author. Settings and costumes, Horace Armstead. Musical director, Emanuel Balaban. General manager, Phil Adler. Stage manager, Nannanne Percher. Press representatives, Dorothy Ross and Frank Goodman. Presented by Chandler Cowles and Efram Zimballist Jr., in association with Edith Lutyens.

THE TELEPHONE (Or L'Amour a Trois)

Lucy Marilyn Cotlow
Ben Frank Rogier

THE MEDIUM

Monica Evelyn Keller
Toby, a Mute Leo Coleman
Madame Flora (Baba) Marie Powers
Mrs. Gobbineau Beverly Dame
Mr. Gobbineau Frank Rogier
Mrs. Nolan Virginia Beeler

It doesn't matter whether you tag Gian-Carlo Menotti's double bill at the Barrymore as modern lyric dramas, opera bouffe or something pretty close to grand opera. After an uptown experimental break-in, both *The Telephone* and *The Medium* arrive Stemwise as something provocative and important. Commercially, the customer pull may be limited, but granting it a long-hair slant, the combo still packs entertainment value as good as anything to come along since *Porgy and Bess*.

The Medium caused some comment a year ago when it was presented at Columbia University under the sponsorship of the Alice M. Ditson Fund. *The Telephone* had its preem last February at the Little Heckster Theater under the aegis of the Ballet Society. Menotti has authored score, book and music for both—and staged them well.

Telephone Brief

The Telephone is strictly a curtain raiser—a bit of froth—a vocal pas de deux for soprano and tenor. It concerns an attempted proposal by an ardent swain which never quite gets underway due to constant interruptions via the title. It turns out to be a tour de force for Marilyn Cotlow, but with an able assist from Frank Rogier, also making an auspicious Stem bow. There is nothing in the proceedings to spark cerebral nips-ups, but the pair makes a pleasant duo and Menotti's tunes are gay and frolicsome.

The Medium is by far the more important—a two-act, streamlined grand Guignol bit, set to music. It concerns a fake fem seeress who gets a belated stroke of conscience with the notion that some of her best spooks have really begun to rally around. In her fright she knocks off an innocent and able assistant. Menotti has managed to make the macabre doings dramatically as well as musically impressive. Marie Powers is first rate, both vocally and stagewise, as the red-wigged fake, and Evelyn Keller is in the same bracket as her daughter. Leo Coleman contributed a fine bit of panto as the frightened mute who gets killed, and Beverly Dame, Frank Rogier and Virginia Beeler are helpful in lesser roles as the medium's customers.

Flair for Dramatic

What is most impressive about Menotti's operatic combo—aside from scores that are exactly right for both moods—is the author's flair for injecting theater into what could be just a chant-fest. Menotti's characters are people with a dramatic sock, not a set of dolls that give out with aria at the drop of a hat. Play and score are held to a neat balance, which is probably why the result is so overall satisfying.

With effective sets by Horace Armstead and a capable reading of a tricky score by Emanuel Balaban, *Telephone* and *Medium* add up to something that should spark music lovers into no little hat-tossing. Com-

A YOUNG MAN'S FANCY

(Opened Tuesday, April 29, 1947)

PLYMOUTH THEATER

A comedy by Harry Thurschwell and Alfred Golden. Staging, Robert E. Perry. Sets and lighting, Ralph Alswang. Costumes supervised by Lou Eisle. Company manager, Roy Jones. Stage manager, Hal Persons. Press representative, Bernard Simon. Presented by Henry Adrian.

Harold Greenley Bill Talman
Sylvia Wilson Margaret Langley
Girl Camper Colette MacMahon
Dr. Spec Hugh Reilly
Dorothy Bennett Joan Lawrence
Duvie Richard Leone
Grilly Donald Hastings
Jokey Stephen Roy Sterling
Buddy Bart Roe
Helen Greenley Lenore Lonergan
Dickie Grandell Ronnie Jacoby
Oliver Grandell Raymond Bramley
Mrs. Mary Grandell Lee Carney
Faith Joan Shepard
Miss Weatherhead Myrtle Ferguson
Boy Camper Ronnie Smith
Camp Trilby Boy Mickey Carroll

After something like a triple face-lifting, *A Young Man's Fancy*, a farce-comedy by Harry Thurschwell and Alfred Golden, finally makes a Broadway bow. Henry Adrian tried it out in barn stock last summer in Fairhaven, Mass., and prepped it on the road for the Stem last January for a couple of hectic weeks until it folded in Boston for repairs. Fresh for the fray, he re-opened it in Philadelphia the middle of last month for another quick thumb-down shuttering, put in another week of doctoring, and now hauls it into the Plymouth. Adrian rates a salute for persistence, but *Fancy* still isn't any better than the out-of-town critics said it was.

The Thurschwell-Golden notion starts off well enough—a sissy kid in a summer camp who is smart enough to give better than he gets from a set of demonical moppet bunk mates.

Up to a first-act curtain, featuring collapsing beds, cups of water inverted by pulled light switches, etc., matters give chuckle-promise. But when the teensters, male and female, start to play cupid for the camp councillors, via letter writing based on a sex tome swiped from the camp medico, the proceedings are of such obvious manufacture that any potential fun turns sour. For purposes of the record, let it be reported, however, that the gentleman councillor wins the lady councillor and the sissy looks to turn into a pint-sized Frank Merriwell. By the time it all gets ironed out, nobody cares much.

Field Day for Kids

Fancy is predominantly a moppet field day, and some of the kids are pretty good at their jobs. Ronnie Jacoby plays the sissy lad, graduating from kid roles in stock and on tour. His first Stem chore is on the black side of the ledger. He is abetted in his teen-age didoes by Roy Sterling, Bart Roe, Donald Hastings, Richard Leone and Joan Shepard. A good comedienne like Lenore Lonergan is completely wasted in a straight part as the camp's owner, and Bill Talman is sufficiently robust as her brother who gets his gal.

In all, some 17 grown-ups and tykes work hard—too hard—to make *Fancy* look and sound frantically funny. Robert Perry's staging is of similar effort and tempo. Ralph Alswang has designed a serviceable camp bunkhouse set to surround the goings-on. But the script isn't equal to the demands put upon it. Incidentally, a reporter wonders what the title, *A Young Man's Fancy*, has to do with tenting in midsummer. Be that as it may, the customers' fancy will likely be to stay away from the Plymouth. *Bob Francis.*

Golden To Revive 'First Year'

NEW YORK, May 3.—John Golden has slated for production this fall a revival of Frank Craven's *The First Year*, with Gene Tierney in the lead. Miss Tierney has already done the play on the radio for the Theater Guild.

mercially, however, it may be a tough sale this late in the season. *Bob Francis.*

BROADWAY SHOWLOG

Performances Thru May 3, 1947

New Dramas

	Opened	Perfs.
All My Sons.....	1-29, '47	109
(Coronet)		
Born Yesterday.....	2- 4, '46	529
(Lyceum)		
Happy Birthday.....	10-31, '46	208
(Broadhurst)		
Harvey.....	11- 1, '44	1,062
(48th Street)		
Joan of Lorraine.....	11-18, '46	192
(Alvin)		
John Loves Mary.....	2- 4, '47	103
(Music Box)		
Life With Father.....	11- 8, '39	3,137
(Bijou)		
O' Mistress Mine.....	1-23, '46	436
(Empire)		
State of the Union.....	11-15, '45	615
(Hudson)		
Tenting Tonight.....	4- 2, '47	37
(Booth)		
Voice of the Turtle, The.....	12- 3, '43	1,276
(Morosco)		
Whole World Over, The.....	3-27, '47	36
(Biltmore)		
Years Ago.....	12- 3, '40	166
(Mansfield)		

REVIVALS

Alice in Wonderland.....	4- 5, '47	33
(International)		
Burlesque.....	12-25, '46	150
(Belasco)		
Importance of Being Earnest, The.....	3- 3, '47	72
(Royale)		

Musicals

Annie, Get Your Gun.....	5-16, '46	394
(Imperial)		
Barfoot Boy With Check.....	4- 3, '47	36
(Martin-Beck)		
Brigadoon.....	3-13, '47	60
(Ziegfeld)		
Call Me Mister.....	4-18, '46	439
(National)		
Carousel.....	4-19, '45	855
(Majestic)		
Finian's Rainbow.....	1-10, '47	131
(16th Street Theater)		
Oklahoma.....	3-31, '43	1,756
(St. James)		
Street Scene.....	1- 9, '47	132
(Adelphi)		

REVIVALS

Chocolate Soldier, The.....	3-12, '47	61
(Century)		
Sweethearts.....	1-21, '47	119
(Shubert)		

OPENED

A Young Man's Fancy.....	4-29, '47	7
(Plymouth)		
Aisle-sitters did not shine to this one. No: William Hawkins (World-Telegram), Louis Kronenberger (PM), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Richard Watts Jr. (Post), Ward Morehouse (Sun), Robert Garland (Journal-American), John Chapman (News), Robert Coleman (Mirror).		
The Telephone and The Medium.....	5- 1, '47	4
(Barrymore)		
Crix gave this a five to four nod. Yes: Louis Kronenberger (PM), Otis Guernsey Jr. (Herald-Tribune), William Hawkins (World-Telegram), Robert Garland (Journal-American), John Chapman (News). No: Brooks Atkinson (Times), Ward Morehouse (Sun), Richard Watts Jr. (Post), Robert Coleman (Mirror).		
Heads or Tails.....	5- 2, '47	3
(Cort)		

CLOSED

Misdeed of the Mountains.....	4-25, '47	3
(The Playhouse)		
Saturday (26). Thumbs down all the way. No: John Chapman (News), Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), William Hawkins (World-Telegram), Ward Morehouse (Sun), Richard Watts Jr. (Post), Robert Garland (Journal-American), Brooks Atkinson (Times), Louis Kronenberger (PM).		

Detroit Rep Group Hunting a Home

DETROIT, May 3.—Dramatic Guild of Detroit, established last fall by Charles D. Adams, is dickering for a permanent playhouse here for a repertory company. Organization has operated hitherto on semi-pro basis. One house involved is the Gayety Theater, closed several years, which Clamage & Rothstein, lessees, were planning to reopen in the fall with burlesque.

Library Theater

THE FIRST YEAR

(Opened Monday, April 28, 1947)

THE GREENWICH MEWS LIBRARY THEATER, NEW YORK

A comedy by Frank Craven. Lighting, Walter Sheinman. Stage manager, Alan Stapleton. Sets, Clare Langner. Direction, Carl Shain. Produced by the Equity Library Theater.

Grace Livingston Elaine Burch
Mr. Livingston Ramsey Cullis
Mrs. Livingston Adele Portin
Dr. Anderson Phillip Abbott
Dick Loring Richard Kiley
Thomas Tucker Michael Higgins
Hilda Viki Weldon
Mr. Barstow William Sanders
Mrs. Barstow Judy Summerside

The Equity Library Theater (ELT) has rung the bell with this one. The script, a hoked up little family comedy called *The First Year*, that Frank Craven wrote and starred in back in 1921, is an instance of that hoped for but seldom realized legit combo, good casting, good acting and good directing on a tiny budget, all making a silk purse out of a sow's ear.

The play, cut from the same cloth as its modern cousins *Dear Ruth* and *John Loves Mary*, tells of the little home-girl who, the yearning for romance and adventure, marries a solid and substantial fellow on the rebound from another love affair. Comes the inevitable misunderstanding and she runs home to mother, only to be reunited with hubby at the end to the gratification of soap opera lovers in the audience.

Whole Cast Scores

It is evident that putting a shine on that type of script requires plenty of talent, but this is one ELT production that has it to spare. The top thesping stint is turned in by Michael Higgins as the husband. Higgins proves himself a potential juvenile threat, droll and amusing, as he navigates thru three acts of the yarn. Another fine job is given by Viki Weldon, playing a comic maid to the hilt. La Weldon uses a deadpan technique and a sense of timing for belly-laugh after belly-laugh. The rest of the cast are uniformly good, with special kudos going to Elaine Collins, Ramsey Burch, Richard Kiley, William Sanders and Judy Summerside. Sanders, who looks a great deal like Monte Wooley, beard and all, would be a great bet for the part of Sheridan Whiteside straw hat revivals of *The Man Who Came to Dinner*.

Staging by Carl Shain is especially helpful in getting the most out of the play. Shain has learned plenty about comedy and is ready to use his knowledge on bigger projects. Clare Langner gives the production an additional boost with her scenic artistry.

The ELT has done itself proud!

Leon Morse.

"Brig" Sets Pace In Paying Off

Continued from page 3

still is up to his ears in show business, owning pieces of four other shows, of which two are hits. None of them, he says, report statements on less than 30-day periods, and the statements usually are prompt in direct ratio to bigger and better profits. He thinks that *Brigadoon's* business-like financial set-up may be due somewhat to the fact that out of 37 backers, J. S. Seidman, of the accounting firm of Seidman & Seidman, had 54G sunk in the production nut.

Good Financial Position

Brigadoon, from current reports, is in a tidy financial slot. Show cost in 154G, plus \$21,000 in bonds, and with a loss of 14G on the road break-in it upped the curtain at the Ziegfeld to the tune of \$189,000.

Last weekly report put the gross at almost 42G, with the company

THERE'S ALWAYS JULIET

(Opened Monday, April 21, 1947)

HUDSON PARK LIBRARY THEATER, NEW YORK

A comedy by John Van Druten. Set, Clare Louise Langner. Stage manager, Walter Scheinman. Directed by Alexis Solomos. Presented by the Equity Library Theater.

Leonora Perycoste Joan Copeland
Florence Charity Grace
Dwight Houston Joel Thomas
Peter Walmsley Joseph L. Graham

A John Van Druten play without a highly experienced cast is like eating an egg without salt. The Equity Library Theater production of *There's Always Juliet* lacks seasoning, for Van Druten requires extra large doses of charm, something not acquired without plenty of experience and technique. *Juliet* is strictly a jerry-built job, the ancient girl-meets-boy, girl-loses-boy, girl-gets-boy formula thruout.

The girl in this edition is Joan Copeland, in the role Edna Best created in 1932. Tho she simulates an English accent effectively, has an eye-filling appearance and works very hard, she doesn't make the grade. About all that can be said for her is that she has promise, youth and personality, a combo to give her a nice start.

Thomas in Male Lead

Playing opposite her, Joel Thomas doesn't even come off as well as she. Thomas is no Herbert Marshall, who did the original and is far too stiff for the script, which requires the light touch that can come only with long experience. Thomas, however, does spunk the notion that he may play better in tougher parts.

In a relatively minor role, Joseph L. Graham registers best of the trio. Graham doesn't have too much to do as the stereotyped, distasteful suitor, but adds extra comic overtones to make the part more palatable. Charity Grace rounds out the cast and contributes a fine portrait of a servant.

The direction by Alexis Solomos certainly is no help to the actors. Solomos lets his pace lag repeatedly and loses his customers' interest many times as a result. Clare Louise Langner gives the play a big background assist with a good replica of an English sitting room.

Leon Morse.

ROUTES Dramatic and Musical

Anna Lucasta (Plymouth) Boston.
Accidentally Yours (Biltmore) Los Angeles.
Bloomer Girl (American) St. Louis.
Born Yesterday (Erlanger) Chicago.
Blackstone (Auditorium) Oakland, Calif., 7;
(Auditorium) Sacramento 8-10.
Blossom Time (Playhouse) Wilmington, Del., 7.
Call Me Mister (Cass) Detroit.
Cyrano de Bergerac (Shubert) Chicago.
Chevalier, Maurice (Wilbur) Boston.
Cornell, Katharine (Geary) San Francisco.
Duchess of Malfi, with Elizabeth Bergner
(National) Washington.
Fatal Weakness, with Ina Claire (Selwyn)
Chicago.
Glass Menagerie (Opera House) Newark, N. J.
Harvey, with Joe E. Brown (Harris) Chicago.
Iceman Cometh (English) Indianapolis 5-7;
(Davidson) Milwaukee 8-10.
Lute Song (Studebaker) Chicago.
Louisiana Lady (Shubert) New Haven, Conn.,
8-10.
Laura (Shubert-Lafayette) Detroit.
Magnificent Yankee (Mayfair) Portland, Ore.,
7; (Temple) Tacoma, Wash., 8; (Metropolitan)
Seattle 9-14.
Oklahoma (Erlanger) Buffalo.
Pygmalion, with Gertrude Lawrence (Royal
Alexandra) Toronto.
Red Mill (Shubert) Boston.
Student Prince (Paramount) Waterloo, Ind., 7;
(Palace) South Bend, Ind., 8; (Keith) Grand
Rapids, Mich., 9-10.
State of the Union (Colonial) Boston.
State of the Union (Forrest) Philadelphia.
Three to Make Ready (Blackstone) Chicago.
Up in Central Park (Hanna) Cleveland.
Voice of the Turtle (Nixon) Pittsburgh.

share set at \$30,107.91. Expenses were \$18,553.69, leaving a net profit of \$11,554.22. Banking on current figures, Fromkes thinks 18 weeks from date of opening should account for total pay-off.

Cost of an Experimental Theater

NEW YORK, May 3.—The Experimental Theater, Inc. (ETI) lost a total of \$5,058.08 on its presentation of five scripts this season, not including cost of theater for rehearsals or presentation and certain administration costs, both donated by the American National Theater and Academy, its sponsor.

The Great Campaign, by Arnold Sundgaard, was the script that cost the most to stage, a total of \$9,597.23, because the production needed 27 actors, 10 stagehands, costumes and an ork. T. Edward Hambleton, its producer, helped cover the deficit by handing ETI a check for \$3,664. Least costly show was John and Harriet Weaver's *Virginia Reel*, which actually made a profit of \$102.86.

Productions were financed thru the sale of subscriptions for the five plays, the total take here being \$21,235. Single ducats for the shows were not sold, but about 90 per cent of the subscriptions were bought.

Stagehands Biggest Item

Stagehands were the largest single item on the production and operating cost sheet. However, deckhands do not have Hollywood contracts to look forward to and do not gain further employment as several of the actors playing in the shows did. In addition, the stagehands pitched in with vim and vigor, the ETI testifies, and made concessions all the way down the line to help the group get on its feet.

Next season, ETI hopes to move into a larger house so that the project can at least become self supporting. More rehearsal time also will be allotted, with several hot scripts on tap.

A breakdown of costs and losses follows:

Production and Operating Costs 5 Plays

ANTA Experimental Theater Opened February 9, 1947, Thru April 20, 1947					
	Wanhope	O'Daniel	Debtors	Campaign	Vlg. Reel
Construction					
Sceneary ..	\$ 305.00	\$ 295.80	\$ 309.45	\$ 255.00	\$ 300.00
Designer's Fee	161.50	161.50	161.50	161.50	161.50
Trucking and Props ..	116.20	161.80	125.50	205.60	107.99
Props	72.94	96.34	216.21	56.21	22.48
Painting Set	61.00	87.50	272.75
Electrical Supplies ..	31.61	24.46	25.50	105.99	12.08
Sound Equipment	100.00	59.00	50.00
Projection Equipment
Rental and Slides	117.59
Records-Sound	24.48	5.10
Records-Music	16.50
Ground Cloth	25.50
Bunting	25.50
Costume Expense ..	24.37	11.95	307.24
Costume Designer	78.75
Choreographer	40.00
House Boards ...	5.50	18.36	4.49	9.18	9.00
Photos	4.45
Arranging and Copying of Music	465.50
Stagehands* (7)	1,665.25	(8) 1,826.26	(6) 1,495.64	(10) 2,607.83	(5) 1,296.21
Organist ..	202.89	175.20	135.18	1,568.28
Composer	200.00	250.00
Actors* ... (26)	1,500.00	(15) 909.00	(15) 950.00	(27) 1,030.00	(13) 650.00
Company Manager ..	300.00	300.00	300.00	450.00	325.00
Office Secretary	20.00	40.00	60.00	40.00
Subsidiary Secretary ..	40.00	40.00	40.00	60.00	40.00
Custodian ..	40.00	40.00	40.00	60.00	40.00
Extra Cleaning Theater ..	7.13	6.40	6.00	16.59	3.00
Typing Parts and Scripts ..	76.50	37.50	124.24	118.40	73.00
Wires to Members re Canceled Perf...	122.35
Refunds on Memberships re Canceled Performances	126.00
Furniture Rental	91.80	35.70
Totals	\$1,962.38	\$1,567.88	\$4,117.06	\$8,475.38	\$3,022.27

*Figures in parentheses indicate number of persons employed.

Receipts, Operating and Production Costs 5 Plays

	Total	Wanhope	O'Daniel	Debtors	Campaign	Va. Reel
Prod. & Operating ..	\$25,144.97	\$4,962.38	\$4,567.88	\$4,117.06	\$8,475.38	\$3,022.27
Add Overall Exp. House Exp.	3,091.70
Membership & Miscellaneous	2,514.57	1,121.85	1,121.85	1,121.85	1,121.85	1,121.87
	\$30,751.24	\$6,084.23	\$5,689.73	\$5,238.91	\$9,597.23	\$4,144.14
Less Receipts Miscellaneous	\$ 332.32
Ferrer	711.52
Theater, Inc.	3,664.50
T. E. Hambleton	621.25	711.52	621.25	532.32
Theater Guild
	\$25,194.63	\$5,312.69	\$5,068.48	\$4,706.59	\$8,022.73	\$4,144.14
Memberships	\$21,235.00	\$4,217.00	\$4,217.00	\$4,217.00	\$4,217.00	\$4,217.00
Total Loss	4,062.49	1,095.69	821.48	450.59	1,685.73	102.86
Less Profit	102.85
Net Loss	\$3,959.64	1,095.69	821.48	450.59	1,685.74
Estimated Closing Costs	1,098.48
Add to Loss	3,959.64

*This does not include cost of theater and certain administration costs donated by ANTA.

Burlesque

By UNO

PALMER COTE, Bettie Lee and Billy and Irene Pitzer, left burly to open concessions at Lalle's Park, Angola, N. Y., for the summer. . . . The Palace, Buffalo, features Diane Shaw, with Sammy Price, Johnny D'Arco, Paul West and Milt Britton as co-principals. Ida Rose is to replace Vi O'Brien as producer in a fortnight. Mickey Kelley, chorine, parted on her return from Williams-ville, N. Y., where she became Mrs. Nate Valone. . . . Renee Griffin starts home to California June 1 in her new car from Pontiac, Mich. . . . Sammy Smith returns to Shawanga Lodge, High View, N. Y., for his 14th summer July 1 as host and emcee. . . . Pat Daly, comic, joined the cast at the Grand, St. Louis, after a rest at his home in Granite City, Ill. . . . Bobby Morris is at Earl Carroll's and Pinky Lee at Florentine Gardens, Los Angeles. . . . Herbie Faye, comic, leaves shortly for overseas with a United Service Organization (USO) unit. . . . Val Jean, novelty instrumentalist, spot-booked on the Hirst wheel, soon leaves for a Jacksonville, Fla., theater engagement. . . . Tiny Fuller left a featured berth on the Hirst wheel to manage the 1776 Club in Pine Bush, N. Y.

SCARLET KELLY has a new niece, Nancy Jane, born to Scarlet's sister, Dean, former strip principal, now Mrs. Harold Daniels, wife of a navy warrant officer, living in Pearl Harbor. . . . Freddie Lewis, Murray Briscoe, Darlene Drake and Jean Caton opened April 27 in stock at the Howard, Boston, following the close of their Hirst unit April 25. . . . Happy Arnold shifted from the Hudson, Union City, N. J., to Boston to work clubs, and Ronnie Ross, acro dancer, to vacation at her home. . . . Trudy Pike, parade girl of the Hudson, is going to Marshall, Mich., to visit friends and undergo medical treatment. . . . Beverly Carr is doubling between number producing for Warner pix on the Coast and raising Scotties at her kennels near by. . . . Irving Harmon, comic, closed a three-year stay at the Burbank, Los Angeles, to open in stock at the Casino, Pittsburgh. Harry Meyers replaced. . . . Benny Hurtig is now on the managerial staff of the Broadway, Manhattan pic house. He was formerly at the Winter Garden. . . . Grace Reed, former figure skater, is a new chorine at the Grand, St. Louis, where husband Billy (Zoot) Reed is featured comic. Other new frontliners are Peggy O'Connor, Reba Osborne, Dolores Thomas and Pauline McGee. . . . Rae Davis, ex-burlyite, is now a beautician in Brooklyn.

WANTED BURLESQUE PEOPLE

STRAIGHT MEN — COMICS — GIRLS FOR STRIP WORK — STEADY WORK.

Write or Wire Frank Crowe, Mgr.

EMPRESS THEATRE

540 Woodward Detroit 26, Mich.

CHORUS GIRLS WANTED

FOR OUR SUMMER REVUE. Salary \$35.00. Everything furnished. Girls preferred that double line and strips. Hours: 9 p.m. to 2 a.m. Must be 21 years old. Wire, write or phone.

DOTTY BELL, Producer
GAVETY THEATER BALTIMORE 2, MD.

CHORUS GIRLS

Wanted at once. Day off. Short rehearsals Wire or Write

PALACE THEATRE

A. C. Luxury Tax Bill Passes First Reading

ATLANTIC CITY, May 3.—This resort's new luxury tax ordinance, calling for a public referendum June 3 at the primary election and setting June 15 as first collection day in the event of public approval, passed its first reading this week by the City Commission. The 13-page ordinance gives a graduated tax up to 3 per cent on room rents, amusements and liquor. On sales of from 12 to 25 cents, tax will be 1 cent; from 25 to 50 cents, 2 cents, and from 51 cents to \$1, 3 cents. Above \$1 same tables are in effect.

Tax is to be used for "general municipal purposes." It is expected that the commission will designate collections to be used for capital improvements, amortizing of debt and operating costs of collecting tax. Ordinance also sets up a luxury tax bureau, with Allen Wiesenthal, administrator under the former outlawed luxury tax, expected to head the new bureau at a salary of \$6,000. Public hearings on the levy will be held May 15.

Britain Bites Showbiz For 213 Mil in a Year

LONDON, May 3.—Treasury Secretary Hugh Dalton, in presenting his budget in the House of Commons recently, stated that entertainment taxes during the past 12 months had totaled 53,000,000 pounds (\$213,000,000) or 3,000,000 pounds (\$12,060,000) more than originally estimated. He considers this all the more satisfactory inasmuch as he remitted last year the taxes on a wide range of sports and other outdoor events.

The amusement biz generally is highly pleased that no new imposts are to be made on entertainment, including the cinema. For coin operators the outlook is rather encouraging. It had been hoped that this year it would be possible to fill again, after a seven-year interval, at least some of the cigarette venders, especially those on subway and railway platforms. Instead, the budget has brought the shattering 50 per cent increase in tobacco taxes. Some operators have had to pay rent to London's subway for platform space ever since 1939 and it looks now as tho most of them, including the big British Automat Company (owning nearly 50 per cent) will remove their venders.

Variety Club Charters San Francisco Branch

SAN FRANCISCO, May 3.—The Variety Club of America has chartered a branch here, designating it as Tent 32. Abe Blumenfeld, operator of Blumenfeld Theaters, Inc., has been elected chief barker, with Jimmie O'Neil and Jack Marpole as first and second chief assistants. Other officers include Rotus Harvey, property master; J. Leslie Jacobs, dough guy, and Neal Easton, Herman Kersken, Jack Tillman, Roy Cooper, Homer Tegtmeier and Bob Hamm, canvassmen. Unit will hold its inaugural banquet at the St. Francis Hotel May 12. Clubrooms are in the Tivoli Theater building at 70 Eddy Street.

Plaque to Lora Valadon

PROVIDENCE, May 3.—The memory of Lora Valadon, one-time circus and vaude star, and her long fight against cancer has been perpetuated with the gift of a photo-electrically-operated drinking fountain in the waiting room of the Rhode Island Hospital's Cancer Clinic. The fountain, a gift of Sophie Tucker, was dedicated recently with eulogies by doctors and nurses who attended Miss Valadon thru her many years of

Magic

By Bill Sachs

BILL NEFF, handled by the veteran Anton Scibilia, is set for 35 days in Florida theaters, winding up June 1, after which Scibilia has the magic-spook opry set in the East for Warner's, Loew's, Skouras and Century. . . . Jack Flosso, Al's son, has just finished a week at the State Theater, Baltimore. . . . Al DeLage and Shirley concluded a four-weeker with the Bill Robinson show at McVan's Club Patio, Buffalo, Sunday (4). . . . Dr. Murray Holt, Cincinnati magicker, who recently started out on a Western tour, has been forced to cancel most of his route until fall, due to a serious auto accident in Texas in which half of his equipment was destroyed. He escaped with minor cuts and bruises. Holt is at present resting up in Phoenix, Ariz. . . . Duke Labey is displaying his magical dexterity at the Palm Beach Cafe, Detroit. . . . Sir Edwards is working with an extensive advertising promotion in Indiana set by the Kroger Company, grocery chain, thru the Kay Keiser Theatrical Agency, Indianapolis. The campaign is tied up with the national advertisers of Life magazine, details of which are being handled by Edward Pratt, of the mag's New York staff, and M. L. Underwood, of the grocery firm. Big buys of radio time on Indianapolis stations have been made to support the sales promotion program. Sir Edwards is doing a daily stint as a Hindu character. . . . Jane Thurston, now Mrs. Ralph Lynn, daughter of the late Howard Thurston and featured for several seasons in her dad's show, is now residing with her husband and daughter at Miami Beach, Fla. Her husband is pilot on the airlines route to Venezuela.

"THINK-A-DRINK" HOFFMAN,

having disposed of his home and interest in two niteries on the West Coast, is back in major vaude houses in the Midwest and East with his improved magic bar turn, assisted by two lovelies. Not content with merely presenting his magic drink, Hoffman continues to go in for extensive exploitation to give the act added box-office impetus. On his present stint at the RKO-Albee, Cincinnati, winding up Thursday (8), Hoffman has tie-ups with a brewery, soft-drink firm, a dairy, and the largest drugstore chain in town, the last named carrying banners on its store windows and fountains, with the Hoffman likeness and the "Think-a-Drink" name, to herald a special fountain special. The exploitation hypo not only attracted much attention but gained a lot of good will from the theater staff itself. . . . Jack Fields, magic mixmaster, is in the midst of a two-weeker at Club Norman, Toronto. . . . Haskell follows his current fortnight stand at the Baker Hotel, Dallas, with a like engagement at Corpus Christi, Tex. . . . Arthur Farinther, manager of the Ford Hotel, Montreal, an ardent magic enthusiast and himself an able performer, has been elected president of the Dominion Hotel Association of Canada. . . . L. E. (Roba) Collins will manage the Side Show of Patterson Bros.' Fraternal Circus, opening in Flint, Mich., May 10, instead of joining the Hoosier State Shows, as recently announced. . . . The Great Pronk (Gene Pronk), who recently suffered \$4,500 damage to his tractor-trailer and illusions in a highway accident, has his show back to full strength and currently is touring the State of Washington, carrying nine people. On October 28, troupe opens at Everett, Wash., and then swings over the hump into Montana, Idaho, Oregon and Wyoming. Beginning at Everett, he will augment to 15 people and will switch to rail transportation. Curley Mason will handle the advance, with Ray Dunn as p. c. and second man. A. G. Heinickel will continue as company manager and

Birdwell Flackery Hits Sales Block

HOLLYWOOD, May 3.—Russell Birdwell has placed his flackery on the sales block and revealed that he is bowing from the publicity field. No statement was made at press time as to what the price tag reads, number of clients in the Birdwell stable or identity of the prospective buyers.

Birdwell started in flack biz when he left David O. Selznick after masterminding the *Gone With the Wind* campaign. While office started out specializing in pix accounts, he later branched into radio and music. Latest music accounts to enter thru the Birdwell portals was Batoneer Vaughn Monroe and Swing-Singer Frankie Laine.

Don McKisley will take over the back-stage management, replacing Dick Young, who is quitting the road July 4 at Butte, Mont. Pronk recently purchased a 50 per cent interest in the side show of the American United Shows.

BE FAST HYPNOTIST!
Large Booklet of Instantaneous Hypnotism or Five Powerful Methods of Hypnotizing People Instantly will clearly show you how! This 25-page booklet teaches you the eight secret requisites and the one vital factor to make your success as a speed-demon hypnotist assured. Only \$5.00.
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100 Books and Courses for sale. Catalog, 25¢

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Rented, Sold or Made to Order for all occasions.
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Want to hear from Dancers and Strippers at all times
BE A BOOSTER FOR MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

STRIPS
WANTED FOR THE
FLAMINGO—SILVER PALM—SO-HO
TROCADERO—AND OTHER
CHICAGO CLUBS.
BILL MATHEWS AGENCY
Suite 400, 54 W. Randolph St.
Dear. 3031 CHICAGO, ILL.

WANTED PERFORMERS
WHITE, Old Timers. Versatile Act for Black Face Minstrel and Musical Comedy. Long season. Write all, best salary, etc. Also want Pony Girls for line.
MILDRED CLARK
General Delivery Washington, N. C.

WANTED-CHORUS GIRLS-WANTED
6 Days—No Nite Rehearsal.
\$40.00 Per Week.
GEM THEATER
450 S. State St. CHICAGO, ILL.

WANTED WANTED
Two Chorus Girls for organized line. Long, steady season. Salary \$50.00 per week. For full details write
DOT MERCY
YOUNGSTOWN, OHIO

THE FINAL CURTAIN

BEALE—Franklin Parkes, 73, former vaude performer under the name of Frank DeWitt, in Fair Haven, N. J., April 27. He retired in 1937 after 50 years on the stage. With his wife, Madge Torrance, and a partner, he toured the Keith Circuit as DeWitt, Burns and Torrance and also played in Europe and Australia. Beale was a member of the National Variety Artists and the Players' Boat Club of Fair Haven. Surviving are his widow and a brother, Richard.

BRUNTON—Sherwood B., 60, pioneer radio station operator, in San Carlos, Calif., April 29. With his brothers, Mott and Ralph, he was associated in the ownership and operation of Station KQW, San Francisco. Two years ago he disposed of his interests in Station KJBS after more than 20 years. Surviving are his widow, Dorothy; a son, Sherwood M., and a daughter, Mrs. Frances B. Hart.

DUGGAN — Jess C., 51 veteran pitcher and a member of the Showmen's League of America, in Alexian Brothers' Hospital, Chicago, April 26, after an operation. Funeral from Chicago April 30, with burial in Showmen's Rest.

FINN—Toby, veteran blacksmith of the Cavalcade of Amusements, April 28 in Mobile, Ala. He had been with many circuses, including Forepaugh-Sells, Ringling Bros., Adam Forepaugh and Barnum & Bailey. Interment was May 2 in Mobile.

In Loving Memory
OF OUR
BELOVED UNCLE

HARRY DECKER

Who Passed Away
MAY 4, 1945

Kirk and Connie

FRENCH—Asa J., 64, Salem, S. D., theater owner, April 16 in that city.

HARRIS—Tommy, 68, showman for some 50 years, April 22 at his home in Detroit of a heart attack. He appeared in vaude for many years with his late wife in the team of Harris and West. He had also been with various circuses and carnivals and at one time was a character actor with the Harris & Davis Stock Company of Pittsburgh. The past 15 years he managed Detroit vaude and motion picture theaters, chiefly for Jacob Schreiber and the Midwest Theater Circuit. Survived by a daughter, a circus performer.

HAWKINS—Horace R., concessionaire, in Brentwood (Long Island) Hospital April 25.

HILL—James, 59, former ride owner and circus employee, in St. Louis April 20.

HUGHES—Frank E., 55, motion picture set designer, in Los Angeles April 26. In 1945 he and his associates were given an Academy Award for interiors on the film *Anna and the King of Siam*. He had worked with several studios, having been with 20th Century-Fox the past 10 years. He was a Mason and a Shriner. Survived by his widow, Myrtle, and a brother. Burial in Inglewood, Calif., April 29.

MAHAR — Arthur Joseph, with Iron Lung on the Cavalcade of Amusements, April 17 in St. Margaret's Hospital, Montgomery, Ala.

McBURNEY—Frank, father of Alvin Rey, orchestra leader, at Encino, Calif., April 27 after several years' illness. Survived by his widow, Lilly, and son. Services in Los Angeles April 29, with burial in San Francisco.

In Loving Memory
Of My
Dear Brother-in-Law

HARRY DECKER

Who met his untimely death
two years ago today:
MAY 4, 1945

Always in my memory
MOLLY

McELHINEY—William L., 81, former singer and musician, recently of injuries sustained when struck by a streetcar in Toronto. Surviving are two sons and a daughter.

McGARRIGLE—James E., 76, advance agent, emcee and pioneer film exhibitor, April 24 in St. John, N. B. He had been on advance with various U. S. and Canadian carnivals and rep

shows and established theaters in Liverpool and Bridgewater, N. S., and Charlottetown, P. E. I. He was one of the first to roadshow films in Canada. Survived by four sons and a daughter. One son, A. J. McGarrigle, is a concessionaire.

MERCHANT—Samuel Y., operator of the Lyric Theater, Manchester, N. H., suddenly at his home in that city April 28. His widow survives.

NUZZETTI—Pasquale, 56, violinist, in West Orange, N. J., April 21. His first position was that of soloist at the old Delmonico's in New York. Later he was engaged by the late Oscar Hammerstein for the Manhattan Opera House where he played several seasons.

O'BRIEN — Patrick J., father of Johnny O'Brien, radio and night club harmonica entertainer, April 24 in San Francisco. Burial was in Holy Cross Cemetery.

PERRY—Charles B., 77, father of Mrs. Abie (Loretta) Stark, concessionaire, at his home in St. Louis April 22. Survived by his widow, two sons and three daughters. Interment in Calvary Cemetery, St. Louis, April 25.

POLLACK—Albert H., 55, treasurer and a member of the board of directors of WAAT, Newark, N. J., in Miami Beach, Fla., April 29.

IN MEMORY OF
MR. BERNARD (BABE) DRAKE

Who passed away May 1, 1946, in Miami, Florida.

His Loving Wife, GLADYS DRAKE, and Children, LEONARD DRAKE, JERRY BERNARD DRAKE, MRS. EFFIE SUE MAGGIO and VOUNDA LOU DRAKE.

SCOTT—Carl K., member of the engineering staff of Station WTIC, Hartford, Conn., for the past 18 years, in that city April 23. He was assistant supervisor at the WTIC transmitter in Avon, Conn., at the time of his death.

STINSON—George, 86, father of Tunis (Eddie) Stinson, manager of the Detroit Shrine Circus and promoter of other shows, April 28 in Detroit. Survived by his widow and 11 other children. Interment in Woodmere Cemetery, Detroit.

SWAN—Mrs. W. H., wife of the owner of Auditorium Theater at Roscoe, S. D., in that city recently.

THE FAMILY OF
E. W. PROVANACHA SR.

Wishes to thank their many friends, especially the personnel of Ferris Greater Shows, for their thoughtfulness and floral wreaths on occasion of the passing of our husband and father, E. W. PROVANACHA SR.

WARNER—Tom, 83, formerly with Pike Amusement Shows, April 8 in Colonial Hospital, Ft. Smith, Ark. Warner, in show business 65 years, had no known relatives. Burial in Rose Lawn Cemetery, Fort Smith.

Marriages

ANTHONY-SAWN—Bob Anthony, promotion director of Station WJR, Detroit, and Leona Sawn, assistant to Forrest U. Webster, Detroit radio agency executive, April 26 in that city.

DOUGLASS-ASTAIRE—Kingman Douglass, New York, and Adele Astaire, former dancing star and a sister of Fred Astaire, film star, in Warrenton, Va., April 27.

GRAVES - GRAF — Glenn Jay Graves, son of Mrs. Judy Graves, of Sarasota, Fla., and Jean Kinsey Graf, daughter of Mr. and Mrs. Harry Graf (Madge Kinsey), of the Madge Kinsey Players, tent rep organization, April 27 at First Hope Lutheran Church, Fostoria, O.

HAYDEN - DENOON — Sterling Hayden, motion picture actor, and Betty Ann Denoon, nonpro, in Montecito, Calif., April 24.

JORDAN-HOUSTON—Thomas De Milt Jordan and Josephine Houston,

concert and radio artist under the name of Josephine Huston, in New York May 1.

MILLER-STANLEY—Stephan Miller, American representative in London for the Arthur Rank film group, and Phyllis Stanley, British stage and screen actress, in Maidenhead, Berkshire, Eng., April 19.

SMALL-KURKENDALL—Charles H. Small, former bingo operator with various carnivals, and Florine Kurkendall, of Seminole, Okla., recently.

Births

A daughter recently to Mr. and Mrs. John R. Burr, of Playtime Amusements.

A son, Joseph James Alfredo, to Mr. and Mrs. Maschino, recently in St. Petersburg, Fla. Parents are circus performers.

A daughter, Karen Sue, to Mr. and Mrs. H. V. Petersen in Joplin, Mo., recently. Father is manager of Tivoli Exposition Shows.

A daughter, Antoinette Lorraine, to Everett and Jane Lawson at St. Mary's Hospital, Knoxville, recently. Parents have a magic turn.

A son, Ronald Lee, recently in Tampa, to Mr. and Mrs. Jack Russell, of the Florida Amusement Company.

A daughter, Bonny Dee, April 2 in San Antonio to Mr. and Mrs. H. D. (Willie) Wilson.

A daughter, Pamela Lee, to Mr. and Mrs. Leo Sponski in Franklin Square Hospital, Baltimore, recently. Father is a booking agent and promoter, and mother the former Ginny Manley, is an entertainer.

A son to Mr. and Mrs. Brad Brockway recently in Toledo. Father is manager of the Concession Supply Company, Toledo.

A daughter, Jeanne, to Mr. and Mrs. Tom Muehlbauer in Milwaukee April 4. Father is pianist with Ted Wayne's orchestra.

A son, Patrick Clifford, to Mr. and Mrs. Pat O'Malley recently in Pacific Grove, Calif. Father is a former ride foreman with Wrightsman Amusement Company and the mother is a former ticket seller and concessionaire with the same organization.

A son, David Thomas, to Mr. and Mrs. Barnee Breeskin in Washington April 14. Father fronts the orchestra at the Shoreham Hotel, Washington. Mother is the former musical comedy actress, Dolores DuPont.

A son, Garry F., to Mr. and Mrs. Robert Carney in Detroit recently. Mother is professionally known as Madelon Baker.

A daughter to Mr. and Mrs. Fred Shimmins April 9 in Philadelphia. Father is pianist with Clarence Fihman's orchestra at Station KKY, Philadelphia.

A son, Terry Richard, to Mr. and Mrs. Bernard Brooks at Parkchester General Hospital, Bronx, N. Y., April 8. Father is manager of the Brandt brothers' Gotham Theater in New York.

A son to Mr. and Mrs. Rafael Druian April 16 in Philadelphia. Father is a violinist with Clarence Fuhrman's orchestra at Station KYW in that city.

A daughter, Maria Elisabeth Hedwiga, to Dr. and Mrs. Kurt Newmann at St. John's Hospital, Santa Monica, Calif., April 23. Mother is a ballerina.

A daughter to Mr. and Mrs. Howard Rosene April 15 in Chicago. Father is a personal manager and former booker for General Artists' Corporation, Chicago.

A daughter to Mr. and Mrs. Ralph Lynn recently in Miami Beach, Fla. Mother is the former Jane Thurston, daughter of the late Howard Thurston, magician.

Twin daughters to Mr. and Mrs. L. W. (Pat) Patterson April 25. Parents are concessionaires.

A son, Steven, to Mr. and Mrs. Sammy Cahn at Cedars of Lebanon Hospital, Hollywood, April 29. Mother is the former Gloria Delson, actress; father is a Hollywood songwriter.

In Loving Memory
Of Wife and Mother
MURIEL W. CORBETT
Who Passed Away April 30, 1946
JOHN M. CORBETT MARY L. CORBETT

CARRERE—Emilio, 66, Spanish author and playwright, in Madrid, Spain, April 30.

CHAMPION—Jerry H., 51, scenic artist and sign painter, formerly with Dodson's World Fair Shows and the Johnny J. Jones Exposition, April 13 in Lake Wales, Fla., of a heart attack. Survived by his widow, Helen; a daughter, Helen; his mother, a sister and two brothers.

CONNELL—W. E. (Bud) Jr., 51, city editor of *The Charleston (W. Va.) Gazette*, and well known to many show folk, April 18 in that city of a cerebral hemorrhage. Services and burial in Charleston April 21.

CROSSETT—Mrs. Nellie E., 67, wife of R. W. (Whitey) Crossett, of Smith's Greater Shows, April 26 at her home in Milford, Del., of a heart attack.



HARRY DECKER

MAY 4, 1945

STILL ONLY YESTERDAY
YOU SAID SO LONG. I MISS
YOU, BOY.

SIGNED

RALPH

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

Chicago Rodeo Scheduled for July by 40 & 8

CHICAGO, May 3.—First Chicago championship rodeo will be staged at Soldier Field here July 14-19.

Sponsored by Voiture 220, world's largest unit of the American Legion's 40 & 8 organization, the Chicago rodeo will be governed by RCC rules. Proceeds go to the Orland Park convalescent center for disabled veterans.

Five events, saddle bronk riding, Brahma steer riding, calf roping, bareback bronk riding and bulldogging, with purses of \$2,250 each, are scheduled. Entry fees of \$25 are added to all events except calf roping, where entry fees of \$40 will be added.

Feature will be Monogram Pictures' singing cowboy, Jimmy Wakely, who will be assisted by Wesley Tuttle and His Texas Stars.

Specialty acts include the trick riding and roping Buss Carson Family; Johnny Rivers, bull whips, and the Roscoe Armstrong Ford act.

B. L. Brune, of Sioux Falls, S. D., arena director, will be assisted by Joe Kirk, Onawa, Ia. Arena secretary will be Earl Armstrong, Montezuma, Ind., assisted by Mrs. V. Brune, Sioux Falls. Hobart Normand, El Paso, Tex., will be announcer.

Stock will be furnished by the Black Hills Rodeo Company, Sioux Falls. Midwest Amusement Enterprises is producer of the show, and Groseck-Chicago are handling publicity.

John S. Cusack is general chairman, assisted by Frank P. Prete, Andy Cress and Bill Schlupp.

Golden Gate Bridge Jump Gets Cushing Thrill Show Date

SACRAMENTO, May 3.—Frank H. Cushing, who became the second person to jump 270 feet off San Francisco's Golden Gate Bridge and live, was signed to stage his thrill circus in Sacramento's Memorial Stadium May 24 under sponsorship of a local veterans organization.

Featuring Cushing's motorcycle, auto and high pole stunts, the two-hour show will also include outside circus acts.

Cushing holds the U. S. Navy-Marine Corps Medal for heroism in World War II, and gained nationwide attention before the war by jumping off New York's Manhattan Bridge.

Florida May Trim Plates For Trailers to Flat \$10

TALLAHASSEE, Fla., May 3.—Showmen and other travelers visiting Florida next winter may find a new deal in the way of license plates for their trailers.

The State Senate has passed and sent to the House a bill introduced by Sen. Raymond Shelton, of Tampa, which would set a flat rate of \$10 for house-trailer tags.

Shelton said the Florida trailer license tags now cost from \$25 to \$65—"the highest in the union." He also explained that 30,000 trailer owners left the State yearly without a Florida trailer tag because they could get them cheaper in other States.

"Let's give them a souvenir to take home with them," Shelton pleaded.

How To Avoid Damage Suits

By Leo T. Parker

While the law is well settled that proprietors of amusements must exercise "ordinary care" to keep the premises in a reasonably safe condition, no patron may recover damages for injuries caused by hidden defects, or unforeseen dangers.

See *Ross v. Sterling*, 34 S. E. (2d) 64, where a person was seriously injured by a defective door. She sued for damages, and altho she proved a defective door check exerted great force, the higher court held the proprietor not liable because he proved he had no knowledge the door check was defective.

Also, see *Cris v. Sells-Floto Circus*, 159 N. E. 611. Here the testimony proved that a woman who occupied circus seats in the general admission section started to walk over unoccupied seats toward the front. She stepped onto a board seat which moved from its place and she fell thru the opening.

She sued the circus owner for damages and said:

"The plaintiff (patron) was bound to show by evidence a greater likelihood that the injury came from an act of negligence for which the defendant (proprietor) is responsible than from some other cause."

Seat Collapses

And in *Kerns v. Dykes*, 48 S. W. (2d) 183, a circus patron who occupied a seat was injured when the seat collapsed. He sued the proprietor for heavy damages, but the higher court refused to award damages because the circus proprietor proved that just before the seat collapsed some boys were swaying the seats. This court said:

"The defendant (proprietor) was not responsible for the conduct of the boys who caused the seats to sway. . . . It is clear there was substantial evidence offered to show that the seats fell as a result of the boys' actions."

Also, see for comparison *Bagdley*, 156 Fed. (2d) 569.

A witness testified the floor was wet "just like anything would be after a lot of people had passed over it with wet shoes and the drippings from umbrellas."

In holding the injured person en-

titled to recover damages, the higher court said:

"The deposit of water by the shoes and umbrellas of 'a lot of people' was a gradual process which took a considerable amount of time. The jury might fairly think due care required appellant (proprietor) during this time, to discover this gradual wetting process was going on and to make some effort to obviate it."

Therefore, it is quite apparent this proprietor could have avoided liability if he had proved an employee had occasionally mopped the floor, or if the officials had placed on the floor a suitable covering, as an ordinary mat.

Ordinary Care Needed

As above explained, ordinary care on the part of proprietors of amusements to keep the premises in a reasonably safe condition automatically relieves the proprietor from liability. (See *HOW TO AVOID* on page 63)

Roy Rogers Thrill Will Open in N. Y.

HOLLYWOOD, May 3.—Roy Rogers Thrill Circus is set for its world premiere at the Polo Grounds, New York, June 15-22, according to an announcement by show officials here. Rogers will then take Trigger, his famous horse, and other performers on a 35-day tour of six of the nation's major cities.

Following the New York date, show will play Columbus, O., Indianapolis, Louisville, Cincinnati and Pittsburgh. In Pittsburgh, show will be sponsored by the police department for benefit of the police widows' pension fund at Forbes Field.

In each stand the show will play in baseball parks and stadiums which will permit offering of high aerial acts. Among high acts signed are A. E. Selden, the Stratosphere Man, and The Mighty Milos, aerial gymnasts; Peejay Ringens Bicycle Dive, the Waldorfs, Skylarks and Four Queens.

Other feature acts will be Bob Nolan and the Sons of the Pioneers, Western singing group appearing in all Rogers-owned rodeos and in Republic Films starring Roy. Standard circus features will bolster the show and will include Terrell Jacobs and his wild animals, Robinson's elephants, the Sensational Kays, the Flying Zacchins and Flying Romas, La Tosca and Mark Smith's Riders.

Among the thrill acts will be Gil Woodworth, alligator man, who wrestles a 12-foot, 550-pound alligator, and Victoria Zacchini, Cannon Girl. Each performance will close with a fireworks display.

Thomas N. Packs, St. Louis, is producer-director of the Thrill Circus. Roy Rogers is listed as "owner" of the show which is described as "a real circus, not a personal appearance tour." Acts were booked by Ernie A. Young, of Chicago.

Circus Schumann Opens In Copenhagen This Month

COPENHAGEN, Denmark, May 3.—Circus Schumann will open its 26th indoor season in the local arena this week.

Oscar Schumann recently purchased eight Arabian stallions in Stockholm, Sweden. These were part of the group of animals seized by the Allied Control Commission and sold at auction April 1, which belonged to the Hagenbeck Circus of Stellingen, Germany, but had been farmed out to the Zoo Circus of Sweden during the war.

Deal for Purchase Of Cleveland Arena Still Hanging Fire

AKRON, May 3.—Deal for purchase of Cleveland's Arena, sports and amusement palace, still is hanging fire.

Al Sutphin, Arena president, still is in Cleveland, instead of at Fort Myers, Fla., for his usual spring sojourn, and this was considered evidence the deal is still hot.

Dave R. Jones, president of the Geometric Stamping Company, admitted he had been invited to participate in the project, thus indicating Cleveland capital might be represented.

Jones is one of the stockholders of the Cleveland Baseball Club. Other purchasers have been identified as "Canadian and Eastern interests," with only Oscar Johnson, of the *Ice Follies*, as the seeming sure thing in the syndicate.

Meanwhile, it was reported Bill Veeck Jr., president of the Cleveland Indians, is linked in the deal. Another report has William O'Neil, president of Station WJW, Cleveland, in the picture.

Romig & Rooney Set For Detroit Bow May 24

DETROIT, May 3.—Debut of the new Romig & Rooney Combined Circus will be Saturday, May 24, at Base Line, Northeastern suburb, where the show will open under auspices of the Ascension Parish Church. Following two weeks have been booked solid, chiefly on one-nighters, under auspices of veterans' organizations in other suburbs in the Detroit area.

Show will then hit in the Michigan-Ohio-Indiana territory formerly played by Webster Bros.' Circus. Latter title was taken out last season by Robert W. Couls, now with the Romig & Rooney organization.

Show will carry 20 head of horses, mules and ponies. A canopy arena, 100 by 200 feet, will be used. Callope and drums will furnish music. Show will play in one ring.

Highlight of the bill is slated to be a five-person riding act, aerial ballet, and several trained horse displays. Slim Girard will head the concert. Five trucks and semi-trailers, all show-owned, will be used.

St. John Raises Show License Fee From \$300 to \$750

ST. JOHN, N. B., May 3.—The return of circuses to the maritime provinces after an eight-year lapse will be to the tune of a higher license fee, the biggest increase probably being in St. John.

City council here has upped the circus showing fee from \$300 to \$750 per day. Explaining the more than 100 per cent increase, council said reduction in the dollar value and increased circulation of cash makes the action justified.

Sparks' Circus probably will be the first show to lock horns with the new fee. James Edgar's org is skedded here July 6. Originally the show applied for June 30 but this was refused, the council said, because it would clash with the opening of a stand by the Model Carnival Shows of Canada, which will play here under auspices of the Elks.

Elephants, Inc., Big Biz in California

SACRAMENTO, May 3.—Anyone who doubts that elephants are big business can get proof that they are in the State House here.

Edward Conroy, Hollywood attorney, has filed incorporation papers with Secretary of State Frank Jordan for a business firm to be known as Elephants, Inc.

It is the first corporation ever formed in the United States to deal exclusively in elephants. Its purpose is to "buy, sell, lease and train elephants."

Officers of the group are Frank Whitbeck, MGM studio official; Louis Goebel and George Emerson, wild animal trainers, all of Los Angeles. Headquarters are located at Thousand Oaks, Calif.

Present assets of Elephants, Inc., are the former movie pachyderms, Sally, Queeny and Happy, purchased recently from MGM by Whitbeck. The trio of bulls recently appeared in the film, *High Barbear*, and are now touring with Polack Bros.' Indoor Circus in the Midwest.

IT'S GOOD TIME FOR DUCKS

Royal Stands As a Majesty

Even incessant rains and chilly winds can't still 'Battle of Bucks' detonation

By a Staff Correspondent

ST. LOUIS, May 3.—Royal American Shows opened their 26th annual tour here Thursday night with rain falling incessantly, and a chill wind whipping the moisture into the eyes and clouding the spectacles, yet the lot was well populated with customers who viewed with awe the handiwork of the Carl J. Sedlmayrs, senior and junior.

From the neat hanky-pankys on the front end, thru the brilliantly lighted rides down to the colorful back end, it is as new as an Easter bonnet and as proud as a Sunday Fifth Avenue stroller.

Even a bird who dropped in to spend an odd buck or two in search of that elusive thing called entertainment should have to wonder at the myriad of lights, whirling thru the clouds, perched on poles everywhere, and banked before fronts. It is truly an accomplishment and a helluva gamble, because cash was spent during the winter to make it greater than ever without any apparent thought to who might be paying the piper.

The entire organization is framed so strong that the original Battle of Grosses has now been retitled the Battle of the Bucks, with Raynell's Girls and Leon Claxton's *Harlem in Havana* as the favorites and the Fat Show as an added starter. Cortes Lorow's Side Show and Bill Kemp's Motordrome were close on the morn- (See *Royal Starts Well* on page 102)

Down River Org To Open May 6

DETROIT, May 3.—Down River Amusement Company, owned by Severin Hilo of River Rouge, Mich., opens the season Tuesday (6), on the main street at Milan. It will be the first full season for the organization as a traveling carnival.

Unit was organized two years ago by Hilo, but only played a portion of the season, going off the road last year in midsummer in order to move the rides and other equipment into Pleasureland Park in suburban Ecorse, which Hilo had run for the past three years.

Shows will remain on the road until fall closing as the park will not be reopened, Hilo said. Route will be thru Michigan, playing both sponsored and still dates.

William Postelwaitte has joined as assistant manager.

Gooding Gets Midway At Lorain, O., Cele

LORAIN, O., May 3.—Contract to provide the entire midway at Lorain's 125th Anniversary Celebration, July 7-17 at Lakeview Park, has been awarded to the F. E. Gooding Amusement Company. Event is sponsored by the Chamber of Commerce.

Stand will be the only one by any show in Lorain or Elyria County this year, it was reported.



EMPLOYEES OF THE PARAMOUNT SHOWS were called upon April 25 to take charge of the transfer of a polio victim, in an iron lung, from De Paul Hospital, Norfolk, Va., to the railroad station at Newport News, Va. Lung was carried on one of the show's 30-foot trailers and manually operated en route by a crew of seven men from the Paramount Shows. Tom Staples is shown operating the lung, with nurses Barbara Ceiger and Della Rudiger looking after the patient.

Per Capita Spending Puts Al Wagner in Good Humor

NASHVILLE, May 3.—Al Wagner, still listed as vice-president and general manager of the Pacific Eastern Amusement Company but apparently the sole and complete head man around here, was in excellent humor when the second week of Cavalcade of Amusement's engagement drew near a close, and he was mystified about where the money was coming from that was rolling into his palatial wagon. Wagner's good humor might be charged partially to the fact that he swells with pride when he views his 1947 edition of Cavalcade, but because he is still the boss and the bucks are flowing into the wagon probably are more important reasons.

Cavalcade remained over in Nashville an extra week without the aid of top circus billing, and the business really has been better than expected, and even better than an optimistic expecter might expect. It rained here most of the day and night on Thursday and Friday, yet between the showers there were people on the lot being entertained, and they unleashed folding money in surprising amounts.

"This is the biggest spending season I've ever seen here and I can't understand why," Wagner said. "We have attractions framed to get it, but something or somebody put a shot in these folks to come up the way they have."

Interviewing the people on the back end or the folks on the front end verifies Wagner's report—the spending per capita has been amazing. If it stands up during the Cotton Carnival in Memphis, maybe this one can get off the nut for the year.

Polish Fisher Uses Circus As Golden West Free Show

SACRAMENTO, May 3.—Harry (Polish) Fisher, general manager of the Golden West Shows, announces that he has added the Glenn-Widaman One-Ring Circus as a free attraction for this season. Show includes trained elephant, dogs, ponies, monkeys featuring balancing and juggling acts.

Fisher, a former circus man, is using the elephant as an outside bally and April 13 treated the citizens of North Sacramento to their first circus street parade in years. New costumes and appropriate scenery is used in the midway presentation.

Goodman's Org In Bright Bow Despite Weather

LITTLE ROCK, May 3.—Max Goodman's Wonder Shows of America, which bases here, opened this week to success despite spotty weather. It was hot one day, cold and rainy the next, and there was event a hurricane.

Locals turned out to see what Goodman, who makes his home here, had dreamed up. They found plenty of paint and chrome had been added and the midway bright with light and flash.

Patsy Lee's Girl Show clicked. Performances indicated Patsy worked hard during the winter in Denver in readying a troupe of youngsters for the boards. The Minstrel Show also clicked, proving fast-moving and funny. Unit has an eight-piece band.

Red Rogers's Side Show unfolded with a full line-up. Francis Leslie and Mary Miller handle the blow-off. Prince Tiny, doing magic, keeps things moving. Jimmy Zaharee, rice writer, joined. Zeke Shumway is operating the Wild Life and Nudena shows.

Goodman tossed a going-away party. Mel Vaught made a short talk, Arky Bradford thanked personnel for help in getting shows under way and Goodman predicted a good year. He cautioned, however, it will take a lot of hard work, maintaining the lush war days are over. Sandwiches, prepared by Mrs. Bradford and Mrs. Goodman, followed.

Hennies Gets Damp Openin'

Response to Sally Rand's revue indicates it has chance to be an outstanding score

By Pat Purcell

TERRE HAUTE, Ind., May 3.—Hennies Bros.' Shows took off their winter wraps here last Monday and ducked right back into them as the man "upstairs" turned on the water faucets and ruined what promised to be a highly successful engagement.

Wednesday was the best day as far as weather was concerned, and that was the day the visiting firemen showed up for a look-see. The result was pleasing. Hennies' show is almost complete in every department, which proves that the lads did a lot in Birmingham winter quarters besides cutting up jackpots.

The org was jammed onto a small lot, so small in fact that two rides were not in the air, but it made rather a clubby layout and gave everyone in business an opportunity to work to those who showed up. Attendance Wednesday night was considered fair, just about enough showing up to give the noble experiment (See *Damp Opening* on page 103)

Fire Hits Prell's; Destroys 18 Stands, Damages Ride Top

ALEXANDRIA, Va., May 3.—Fire here Tuesday (29) swept concessions row of Prell's Broadway Shows, destroying 18 stands and damaging the Merry-Go-Round top. Those sustaining losses included Carl Lee, who lost three concessions; Joe Nicholochi, Paul Prell and Henry Tarbers, each of whom lost two, and Mrs. Sinclay and Joe Ross, one each.

Fire broke out about noon. All show personnel pitched in to fight the flames. Alexandria firemen, arriving shortly after the fire started, quickly gained control of the blaze.

Despite the fire, shows enjoyed brisk play Tuesday night. Bingo, which had been badly damaged, was in operation. A new bingo set-up will be in operation at the next stand. Manager Abe Prell said.

Org opened here April 21 in warm weather. The day after the fire, business was up and org's execs said gross was running 25 per cent ahead of last year.

Snyder Leaves La. Hospital; W. Hale Quits as Ward P. A.

MONROE, La., May 3.—Bill Snyder, business manager of John R. Ward's World's Fair Shows, has been released from St. Francis Hospital here following an operation and will resume his duties with Ward next week, he said.

Walter Hale, press agent, left Ward here to join the promotional staff of the North Louisiana Rodeo Association. Hale will continue to handle special promotions and national advertising for Ward. His successor has not been named. Materiale protetto da copyright



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MIDWAY CONFAB

Johnny Ivan, ex-G.I., has joined the Coleman Bros.' Shows as a human cannonball.

Joseph Budjack, silhouette worker, left Detroit recently to work Texas events.

Not routes; skies and casts are star-studded.

Jean Jeanette is the annex attraction with Professor Sanders on Peppers All State Shows. Robert (Slim) Curtis writes he is on the front of Sanders' unit.

ROBERT NORTH has returned to the carnival business, this time as general press representative of the Cetlin & Wilson Shows.



He was with Cole Bros.' Circus for several seasons and prior to that with the Mighty Sheesley Midway, handling p. a. duties.

George Phillips, returning to his Staten Island, N. Y., home, saw the Endy Bros.' Shows unload in Wilmington, Del., and also passed the James E. Strates Shows' train.

Concession policy: "Take a little and leave a little."

V. Buck and P. Sciortino are back with World of Mirth Shows. . . Bill Lewis, who has been on the sick list the last five years, will be back on the road again this season.

Mrs. Ed Roth, former owner of the Blue Ribbon Shows, visited Mr. and Mrs. Al Wagner during the Cavalcade of Amusements' stand in Nashville. She went to Nashville from Miami.

R. T. (Bob) Bullock, who opened the season as general agent of Pine State Shows, has resigned that post

to become business manager of the recently organized Bohn & Bolis United Shows.

General agents claim only a scrapping acquaintance with one another.

Edward L. Field recently forwarded several pictures of the carnival operated in Belgium Mynheern by Albert and Francois Sonnaert. All were interesting but not suitable for publication.

Slivers Johnson writes that while playing the Atlantic Fat Stock Show, Richmond, Va., with his comedy Austin, he enjoyed visits with personnel of the Polack Bros.' Circus and World of Mirth Shows.

Charley Trippi and Hazen (Kilki) Cuyler, of the Atlanta Baseball Club, visited Bill Naylor, of the Cavalcade of Amusements, in Nashville when the carnival and the ball club were in that city at the same time.

Routing carnivals is a great deal like playing fox and geese in the snow.

Muggsy Blair, the Great Wilma, and Martin D. Baker attended the Barnes Bros.' Circus in the Chicago Stadium and visited in the backyard. Recently, Muggsy, Irola Davis and Alfreda Bridgewater visited Buckeye Lake, O.

Francis Stone, ex-anatomical act, visited Billy Logdson when the Florida Amusement Company played Albertville, Ala. Together they made a trip to Lookout Mountain, Glazier Cave and Ruby Falls. Logdson gave a wiener roast for members of his Side Show and for Stone.

Line-up of James Thompson's Side Show on B. & V. Shows includes Scrubboard Wallace, one man hill-billy band; Kay Dunn, escapes; Monte and Diane, magic; George Ray, fire-eater; the Thompsons, mentalists;

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Bill Sylvan and Tex Conroy are talkers on Carl J. Lauther's Circus Side Show on the Gooding Greater Shows. Others include C. J. Lauther Jr., Ray Stevens and Frances Luther. Unit opened at Springfield, O., encountering rain and cold, but racked up a big day at Portsmouth, O., Saturday, April 26.

R. C. McCarter, general agent of the Cetlin & Wilson Shows, while in Cincinnati between planes last Friday (2), was a visitor at the new plant and offices of *The Billboard*. McCarter was en route from Pontiac, Mich., where he had just set C&W for July 4 for the Emvets Post, to Knoxville, where the show is playing this week.

Rex M. Ingham, Ruffin, N. C., animal dealer, and Harry Hicks recently visited the Lawrence Greater Shows at Danville, Va. Also playing Danville at the time were the Bright Lights Exposition Shows. Ingham and Hicks visited with John Gecoma, Luther Heck and Joe Gangler. Ingham and Heck trouped together 20 years ago on the Richard Bros.' Circus.

Frank and Hilda Bergen hosted a number of people at the opening of their World of Mirth Shows at the Atlantic Stock Show, Richmond, Va. Guests included Mr. and Mrs. W. T. (See *MIDWAY CONFAB* on page 54)

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BAGS—10¢ Johnny Boy, red and white stripe (3x2x9), 3000 to case	2.35M	10%	2.12M
BAGS—Kraft, 1/2-lb. size (3x1 3/4 x 6 1/2), 10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, 3/4-lb. size (3x2x7 3/4), 10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10¢ size (3 3/4 x 2 1/4 x 9), 6000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10¢ size, Johnny Boy red stripe, 6000 per bale	2.20M	10%	1.98M
BAGS—5¢ glassine, 12,000 to case (3x1 3/4 x 6 3/4)	1.98M	10%	1.79M
BAGS—10¢ glassine, 8000 to case (3 1/4-lb. (3x1 3/4 x 7 3/4))	2.88M	10%	2.60M
BAGS—1 lb. glassine (3 1/2 x 2 1/4 x 7 3/4)	2.79M	10%	2.52M
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 F. O. B. Chicago

Immediate Delivery

Distributors for	Prices
CRETORS	Subject to Change
Popcorn Machines	

- Peanut Oil
- Bags and Boxes
- Paper Cones
- Salt Seasoning

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

Betty Zane OHIO SUPER YELLOW POPCORN
 High Expansion—Excellent Quality

NEW

Now packed in 50 lb. moisture-proof bags. A new convenience for theaters and popcorn stands. Guaranteed to pop—crisp and fluffy.

Test sample free on request. Phone, wire or write for prices on popcorn, seasoning, cartons, bags and popcorn salt.

BETTY ZANE CORN PRODUCTS, INC.
 638 BELLEFONTAINE AVE. MARION, OHIO
 Growers and Processors of Selected Hybrid Popping Corn

50 Lb. Bag
 (No Extra Cost)

W. R. GEREN presents
MIGHTY HOOSIER STATE Shows
 Featuring the Flying La-Vals

WANTED! WANTED! WANTED! WANTED!
 FOR SPRINGFIELD, OHIO, MAY 12-17, AND FOR BALANCE OF SEASON: LEGITIMATE STOCK CONCESSIONS, SHOWS—Have Side Show and Snake. Any others, P.C., very reasonable. You must have your own equipment and transportation. RIDE FOREMAN for Spillman Merry-Go-Round. Lawrence Brown, answer. Salary \$60.00 every Wednesday. ACTS for Side Show. Salary from office. All replies, wire. Pay yours, I pay mine.
 W. R. GEREN, THIS WEEK, KENTON, OHIO

BIG MONEY MAKERS! YOU TOO CAN MAKE \$100 A DAY

★ **NEW MODEL #100 FLOSS MACHINE** ★ **8-QUART POPPER**

New Super Model #100 Candy Floss Machine is extremely easy to operate. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Other poppers to 35 qt. capacity.

CONCESSION SUPPLY CO., Box 133, Sta. B, Toledo 6, Ohio

LAWRENCE CARR SHOWS
 WANT

GIRL SHOW OPERATOR with Girls; have complete outfit. WORKING ACTS for Side Show.
 CONCESSIONS—Shooting Gallery, Diggers, Photo, Ballpon Dart, String Game, Buckets, High Striker, Basket Ball Game, Novelties, Coke Bottle, Cigarette Pitch.

LAWRENCE CARR SHOWS
 MEDFORD, MASS., May 5-10; Kittery, Maine, May 12-17.

PUFFY PETE PROFIT BUILDERS
 WRITE for PRICES

A COMPLETE LINE OF POPCORN SUPPLIES—NATIONWIDE SERVICE
INTERSTATE POPCORN COMPANY
 1243 SO. WABASH AVE. CHICAGO, ILLINOIS
 WAREHOUSES IN: CHICAGO — BOSTON — NEW YORK — SAN FRANCISCO

ONLY
\$79.50

For the New
EXCEL
POP CORN MACHINE
Cabinet Model

• Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

LET'S GET STARTED NOW

HERE IS OUR SPECIAL OFFER—
New Excel Electric Popper... \$79.50
#100 Baby Golden Hullless
Popcorn 10.00
1 Cs. 6 Gal. Popsif Seasoning 21.00
1 M. Glassine Bags (10c Size) 3.50
1 Cs. Salt (24 2# Boxes).... 2.40

TOTAL COST \$116.40
Gross Sales Approx. \$140.00

Write — Wire — Phone

INDIANA POP CORN CO.
MUNCIE, IND.

Excel and Korn King Pop Corn
Machines. Complete Supplies

MIDWAY CONFAB

(Continued from page 53)
Honburg, Mr. and Mrs. R. H. Keifer, Mr. and Mrs. E. Jaycocks, Police Chief and Mrs. Hutson Organ, Mr. and Mrs. Foster, Judge G. T. Haddon and members of the W. W. Workmen's Tent, Circus Saints and Sinners.

Lesson for Snake Show lecturers: "It doesn't matter where the snake came from if you don't know the specie and haven't the snake."

Mr. and Mrs. Al Wagner, of the Cavalcade of Amusements, visited Madam Zelda on Frank Zorda's Side Show, of the Mighty Page Shows. A dinner was held in the Side Show tent. Guests included, in addition to the Wagners and Madam Zelda, Slim Kelly, Dick Best, Walter Ali, Charles Leroy, Jack Baily, Rosa Lee Woods, Eddie Woods, Red Friend, Bertha Curtis and Frank Zorda.

Dolly Young, of the Royal Crown Show, in the Cincinnati area for a few days the past week to handle some important business details for the show, was a visitor at the new plant and offices of *The Billboard*. Mrs. Young had little to complain about of the show's business to date, and was still all raves of the shows' attractiveness. The help problem is still a serious one, Mrs. Young ex-

plained, not so much from the quantity as the quality standpoint.

When asked what he thought of his competitor, a showman answered, "He's as phoney as a sack of birdseed in a half-and-half's brassiere."

The *Johnstown (Pa.) Daily Tribune* recently broke a five-column spread on Merle A. Beam, manager of Beam's Attractions, before the opening of Beam's No. 1 Unit. Yarn dwelt on Beam's career as an educator and carnival owner. It was illustrated by three large pictures, one of which showed him teaching pupils in the Wiber (Pa.) junior high school and the other two showing him checking budding progress on his shows.

Mr. and Mrs. Barney Tassell, of Barney Tassell's Unit Shows, were honored at a surprise banquet in Kenbridge, Va., Sunday (13), the occasion being their 34th wedding anniversary. Dinner was held in the Broad Street restaurant and 150 guests were on hand, including shows' members and members of the fire companies, with their families, from Kenbridge and Victoria, Va. Rev. George Harris, pastor of the First Baptist Church, Kenbridge, and

SNOWBALL SUPPLIES COMPOUNDS

Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

ECHOLS SNOW MACHINES

FRUIT ADE CONCENTRATES

All flavors for making still drinks, good fruity flavor.

MULTIPLEX ROOT BEER BARRELS AND FOUNTAIN DRINK DISPENSING FIXTURES

AMICO TIN SPOONS

VORTEX CUPS

STRAWS

VEE CUPS

PAPER PLATES

DIXIE CUPS

NAPKINS

POWDER OR LIQUID

FRUIT ACID

COLORS

SOLUTIONS

SNOW CONE CARRIERS

Shipment made same day order received. Send for price list.

DERR BROS.

711 S. FIFTH ST. PHONE 12
BOONVILLE, INDIANA

POPCORN

If You Need Popcorn
Supplies We Have Them!!!

AT THE RIGHT PRICE

- 1—Machines, Electric and Gas
- 2—Super Hybrid Corn
- 3—Seasoning—Liquid and Solid
- 4—Boxes and Bags
- 5—Salt

WE
SHIP
ANYWHERE

FAST,
EFFICIENT
SERVICE

POPPERS SUPPLY CO.

WASHINGTON, D. C.

84 N ST., S. E.

PHONE ATLANTIC 3205

WANTED—PHONE MAN

Work program and tickets. Work entire State of Virginia.

Call **BOB ALLEN**

MONTICELLO HOTEL, NORFOLK, VIRGINIA

FOR SALE

BARGAIN—SMITH AND SMITH CHAIROPLANE

With Le Roi Power Unit. Can be seen in operation any time. Come and get it. \$1,800.00. WANT FERRIS WHEEL FOREMAN, \$70.00 a week. CHAIR-O-PLANE FOREMAN, \$60.00 a week. Both must be sober, good treatment.

MIKE PRUDENT

124 Cedar Ave., Patchogue, N. Y.

POWER GENERATING SETS

5-10-20-25-30 Kw. — Exceptionally Low Prices

OLDHAM AND SUTHERLAND

Rt. 2, Stanford, Ky.

"LIGHTS"

AT LOWER COST

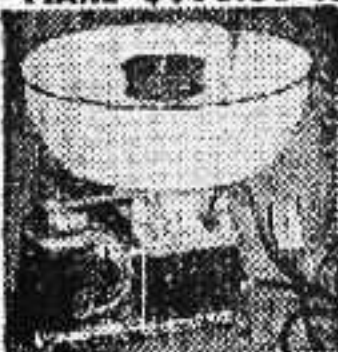
Generate your own electric current at less than city rates with a lightweight, compact reliable Universal Lighting Plant. Simple and safe to operate pays for itself in short time. Models to handle from 10 to 500 and more bulbs. For circuses, carnivals, road shows, etc. Write for free literature!

Universal
LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY

426 Universal Drive • Oshkosh, Wisconsin

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., 6th
Nashville 4, Tenn.

WANT BILLPOSTER

With transportation that gets paper up. Moberly, Mo., this week; Chillicothe, Mo., next.

K. H. GARMAN
SUNSET AMUSEMENT CO.

OPEN FOR BOOKINGS

I have complete Sound Truck and Equipment. Has Emergency Generator, Combination Ice Ball and Popcorn Trailer included with equipment. High Striker.

G. WESTFALL

350 Taylor Ave. BELLEVUE, KENTUCKY

SECOND-HAND SHOW PROPERTY FOR SALE

\$125.00 Arabian Tent, 9x12 feet, embroidered side wall and top. Great prop. Very flashy.
\$25.00 Tiger Rug with mounted head. Good cond.
\$8.50 Indian Rug, beautiful design, bargain.
\$3.50 Hand Klaxon Horn, new condition.

WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

OHIO VALLEY SHOWS WANT

Photo, Age, Weight and some Stock Concessions. Can place Girl Show, Glass House, Fun House, Geek, Mechanical and others of merit. Will book on percentage any of the following Rides: Tilt-a-Whirl, Spitfire or Octopus.

ROXIE HARRIS

General Delivery Marion, Ohio, this week.

EL BRENDAL JR.

or anyone knowing his whereabouts, contact me by collect wire at once.

DEE LANG

101 N. Broadway, St. Louis, Mo.

PINE STATE SHOWS WANT

Agent with car that can book spots and follow instructions, also a 24-Hour Man. Join on wire.

Lake City, Tennessee

FOR SALE

15 SKOOTER CARS

Reason for selling, have just received 30 new ones.

J. VICTOR SHAYEB

258 Boulevard ROVERE 51, Mass.

WANT

Two experienced Dealers for Mouse Game, also Man to handle Mico; prefer former employees.

Wire

JIMMY ANNIN

Mighty Hoosier State Shows, Kenton, Ohio

3 BIG WEEKS

In and Around Pittsburgh.

Will book Rides not conflicting. Dann Arnett, answer by wire. Bingo open. Charles Nichols, contact.

W. J. MURPHY

CARR HOTEL PITTSBURGH, PA.

WANT PARTNER

For Dramatic Show. Have complete outfit except Tent, Poles and Stakes. Partner to furnish Tent and have enough capital to go 50-50 on organizing show. Rod Branfield, if interested, write.

BUD HAWKINS

4364 Reading Road CINCINNATI 29, OHIO

New ELECTRIC CORN POPPER



**DOES WORK OF \$500 MACHINE!
TURNS OUT 100 BAGS AN HOUR**
POPS A BATCH IN 3 MINUTES

Simplicity is one thing you will like about the EXCEL. No trick mechanism whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 3 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 3 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

EXCEL MFG. CORP.

Dept. B-510 Muncie, Indiana

PROFITS GALORE!

\$5 to \$50 daily earnings!

Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!

Popcorn is low in price—easy to get—your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

SALESMEN Write for PROPOSITION

president of the Kenbridge Fire Company, emceed.

Axel Bendixsen and H. V. Peterson, owners of the Tivoli Exposition Shows, were hosts at a winter-quarters party recently, entertaining Mrs. Maude Womack, Mr. and Mrs. Bill Chalkis, Mr. and Mrs. Lutz, Mr. and Mrs. Winters, Earl and Hezzy Mathis, Skeeter and George McAllen, Calire and May Winters, Milt and Virginia Lauren, Mr. and Mrs. Plano, Mr. and Mrs. Ralph Curzan, Ray C. Herbers and Madaline Ragan Hebers. Visitors to the lot near Joplin, Mo., were John Hutchins, Mr. and Mrs. James Heron and Mrs. George Robertson.

Begging for applause is amateurish. We always think well of a Girl Show emcee that begs with "Give that little, talented bunch of loveliness a great big hand," when a yesterday's hasher does a crude grind, wiggle and a bump.

Irish Knight, who had the Girl, Snake and side shows with the Morris Hannum carnival last season, recently closed his winter dates. He plans to return to the carnival field this summer. . . . Following the Battle of Flowers celebration in San Antonio, the Great Dotty and line of girls were honored at a farewell party in the Gold Room of the Robert E. Lee Hotel tendered them by outdoor showfolk. Dutton's One-Man Band provided the music, and guests included Pappy Johnson, Dick and George Proctor, Paul West, Lena Smith, Teethy Brown, Gulliver White, Ed Breuer, Swede Plank, Mr. and Mrs. Henry Valentine and Rose Livenski. Scotty Hines provided the refreshments.

ATTENTION, SHOWMEN!

Have enough EMBRYOS to make several Shows. Great Money Makers. They haven't been shown in many years. Now is the time to show them and make money. Will sell at great sacrifice. Call BAGINAW 2659 or BAYPORT 1528. Write to MRS. SAM J. GORDON, 2441 E. 79th Street Chicago 49, Ill.

WANTED

Shows—10-in-1, Snake, Monkey or any Show capable of getting money. Concessions—Custard, Fish Pond, Pitch-Till-U-Win, Ball Games, Diggers, Seals, Will buy or book Tilt-a-Whirl, Caterpillar or Octopus. Ride Help on all Rides.

K. G. BARKOOT SHOWS

J. C. WEER, Mgr.
Dorr & Reynolds Sts., Toledo, Ohio.

WANTED TO RENT

Ferris Wheel, Merry-Go-Round and Operators, Chance Concessions for July 4 and 5.
JR. CHAMBER OF COMMERCE
Manhattan, Kansas

KIDDIE SWING RIDE

20 novel aluminum seats, 19' dia., 1/2 h.p., heavy duty construction throughout. \$750.00 F. O. B. Los Angeles. 50% down.
MOBILE MFG. CO.
3640 So. Crenshaw Los Angeles, Calif.

FOR SALE

Brand New
FROZEN CUSTARD MACHINES
Immediate delivery. Guaranteed.
Write or Wire for Details.
SAMUEL D. LIPMAN, Flag Park,
P. O. Box 596 Jacksonville Beach, Fla.

BINGO, DIGGERS, FLOSS, CONCESSIONS

Working for Stock
A and K Amusement Co.
Route: Barnsdall, Okla., till May 10th.

WANTED

A few good clean Rides and a small Carnival for County Fair. Dates, August 28-30-31. Nothing but Percentage Games. NO FLATS. Contact
CHAS. W. STEPHENS
Laramie County Fair Board, Pine Bluffs, Wyoming

POPCORN and CONCESSION HQ

A Season's Contract With Blevins Will Save You 10 Per Cent on All Popcorn, Seasoning and Supplies. Write Today for Contract.



• Jumbo South American, a price leader at: \$7.50

• BEE HIVE, the superior hybrid popcorn that popped out more than \$200.00 per bag (in regular 10¢ carnival boxes) before thousands at the N. A. A. P. B. convention: \$10.95

POPCORN MACHINES

Hand-Operated Portable Machine, Burns Gasoline \$135.00
Small Electric Hand-Operated Machine 79.50
Jumbo Giant Wholesale Popper 248.00
Super Star Floor Model 588.00
Silver Star Floor Model 485.00
Super Star Counter Model 518.00
Silver Star Counter Model 398.00
Corn Crib, All Steel, Holds 500 Lbs. Raw Corn 65.00

COLEMAN EQUIPMENT

20% Discount on Coleman Gas Plants and Burners, any quantity. We have the most complete stock of Coleman equipment in the U. S., priced competitively.

POPCORN SEASONING

In Stock—Liquid, Solid, or Coconut Oil Seasoning. Also famous Savorol Powdered Seasoning. Priced competitively.

FOR THE CONCESSION



Super Wizard Candy Floss Machine. The standard for half a century. 3,300 R.P.M., with no vibration. 5 cones a minute! Complete with double spinnerhead, \$295.

Echols Ice Ball Machine. Fast, lightweight. Cast aluminum. In stock for immediate shipment. With or without motor and stand. From \$34.50.



Bags • Boxes • Popcorn Color and Flavor • Kettle Cleaning Kits • Scoops • Paper Cups • Candy Floss Paper • Certified Food Colors • Duvan Orange Syrup • Candy Apple Paper • Salt • Flavor Concentrates • Straws • Soda Cups • Cup Holders • Sundae Dishes.

KING CONCESSION Trailers Now in Stock

NOTE: BEE-HIVE Seasoning and Salt stocked in these Public Warehouses:
Atlanta Service Wshs., 377 Whitehall, S. W., Atlanta.
Poston Warehouse, 671 S. Main St., Memphis.
Hiern Warehouse, 1053 Constance, New Orleans.
Terminal Warehouse, Delaware & Springarden, Philadelphia.
BEE-HIVE Popcorn in Quik Service Warehouse, Houston. For fast express service wire all orders direct to Nashville.

CATALOGUE ON REQUEST



NEW ENGLAND'S POPCORN HEADQUARTERS

Hybrid Popcorn . . \$9.50 per 100 lbs. Manley Poppers—New and Second-hand
1 oz. Cartons . . . 6.00 per M Page Commercial Poppers—Bottled and Natural Gas, Electric.
1 1/2 oz. Cartons . . 6.15 per M and \$7.75 per M
3/4 lb. Special bags 1.35 per M

SEASONING — POPSIT PLUS, SEAZO, FLAVONUT, ARMOLA.

THEATRE CANDY CO., INC.

215-219 STUART ST. BOSTON, MASS. HUBBARD 4632-33
IN THE MOTOR MART GARAGE BLDG.

CALL — CALL — CALL FISH PONDS—DUCK PONDS—WATER GAMES

Available Once Again — COLORED GLASSWARE
Write for Prices and Description

THE JOHN ROBBINS CO.

340 Third Ave. Court 5445 Pittsburgh 22, Pa.

COOK HOUSE FOR SALE

Must be sold this week to settle estate. Nothing like it on any midway in the world. Tailor made on 28-foot Semi by large trailer manufacturing company. 1941 Dodge 2-Ton Tractor to haul same. Seats 32, has 8x8 grab attached, all under one canvas, 20'x45', with sidewall. Half year Michigan plates on both tractor and semi. 1 H.P. refrigeration unit for 2 bottle boxes and 70 cubic foot reach-in storage box, propane stove, steam table and coffee urn. Cost over \$8500.00. To be sold less than half.

BILL HOCKER

14500 SUSSEX VERMONT 6-9356 DETROIT 27, MICH.

Wants—MID-WESTERN EXPOSITION—Wants

RIDES: Will book any Rides not conflicting. What have you?
SHOWS: Have complete Set-Up for Girl, Posing, Mimicry, Athletic, Snake, Five-in-One, Monkey, Glass and Fun House. Want Live Pony Ride.
CONCESSIONS: Seals, Guess-Your-Age, Ball Games, Lead Gallery, Fish Pond, Dart, Clothes Pin, String, Jewelry, Country Store. Will sell exclusive on Floss, Snow, Photos, Diggers, Frozen Custard, Arcade, Small Cookhouse or Sit-Down Grab. Will place Palmistry. Midway open: Want Swinger, Blower, P.B., Nail, Alley, Buckets, Six Cats, Spot-Spot and Coupon.
AGENT WHO WILL POST CARDS, ALSO LEGAL ADJUSTER.
FREE GATE. FREE ACT: "FLOATING FLOYDON." 120-Ft. Sway Pole Sensational Act.
Fairs and Celebrations start June 1 in Iowa, end November in Louisiana. Still growing.
Address: WALDRON, ARK., THIS WEEK; THEN PER ROUTE.

BRADY & LEEDY SHOWS

WANT

Freaks, etc., for Ten-in-One. Want Grind Shows. Marvelous opportunity for Frozen Custard. Chas. Golding, get in touch.

Want legitimate Concessions of all kinds. Bobby Cooper wants Agents for Scales and Age.

Address Bluefield, Va., this week; Vivian, W. Va., week May 12; Man, W. Va., May 19-24, followed by Parkersburg, W. Va. All first-in spots.

PLAYING DAY AND DATE WITH RINGLING BROS. BARNUM & BAILEY CIRCUS, MAY 19 TO MAY 31, 11TH AND ERIE AVE., PHILADELPHIA, PA.

All Locations on Streets

WANT

Rides, Concessions, Shows, Grab Outfits, Candy Apples, Candy Floss, Popcorn, Custard, Scales and Age. No games. Ferris Wheels, Merry-Go-Round, Kiddy Rides, Fun House. Wire or write

MAX GRUBER SHOWS

P. O. BOX 101, PHILADELPHIA 5, PA.

Showing this week at Broad and Bigler St., Philadelphia, Pa.

John R. WARD'S WORLD'S FAIR SHOWS AMERICA'S NEWEST and FINEST RAILROAD SHOW

WANTS

Good Special Agent that can lay out lot. Good Press Agent; Roy Jones, answer. First-class Posing Show Manager and Talker. Have nice frameup for Monkey Show. Talkers for Girl Revue and Motordrome. Ray Ramer wants good sober Half and Half for outstanding Side Show. Want capable Trainmaster, Train Help and Car Drivers. Blacksmith, Welder, Carpenter and Scenic Artist. Merry-Go-Round Foreman, Spitfire Foreman and good Ride Help. Bill Snyder can place Grind Store Agents, Ball Game Agents and Stock Concession. Jackson, Miss., this week; Peoria, Ill., next week.

WOLFE AMUSEMENT

All This Week Abbeville, S. C.

Ninety Six, S. C., May 12-17, Street Celebration

Can place a few Concessions, Heart Shape Pitch, Fishpond, Bowling Alley, Ball Games, Penny Arcade, any legitimate Concessions. We play all uptown locations. We have 7 bona fide Fairs. The following people get in touch with me: Charles Mille, Hank Stanko, Hankey Hewette. All mail and wire

BEN WOLFE, Owner

WANTED FOR

Southern States Shows

Opening Saturday, May 17th, in one of Florida's best market spots, where they are selling daily. Want Ride Help in all departments, preference given those who drive trucks. The following Concessions open: Small Cook House or first-class Crab, must be clean; Cat Rack, High Striker, Age and Scales, Cigarette Gallery, Clothes Pins, Center Hoop-La, French Fries, Floss Candy and a few other choice Stock Concessions. All must work strictly for Stock, positively no Percentage. Show will leave winter quarters Thursday, May 15th.

All Answers to

JOHN B. DAVID

Route 3, Box 868-H, Tampa, Florida, or Western Union, Tampa.

WANT FOR WANT AMERICAN LEGION BASEBALL CLUB

3 OR 4 RIDES, CONCESSIONS OR CARNIVAL IN JUNE OR JULY. WRITE:

JAMES RODGERS

OR PHONE 4863, POST 628, LILLY, PENNA.

Meyerhoff's Crescent Breaks in New Lots; Off to Good Business

VANCOUVER, B. C., May 3.—Henry Meyerhoff's Crescent Shows are making lot history here this season. Breaking in a new location south of the Burrard Bridge the week of April 21 they had a good gross. The weather was clear and warm and everything favored the set-up. On April 27 the show moved to another untried location, Powell Street grounds, Hastings East.

The third and last week, opening Monday (5), was skedded for Memorial Park South. The license was issued but several organizations who have shows booked to play the location under their auspices at later dates brought pressure upon the licensing committee of the city council, which now threatens to cancel Crescent's license for the spot.

The parks board, which objects to the stand taken by the licensing committee, maintains that if the license is revoked it will not allow any other carnival or show to play the spot. Looks like a battle royal in the making.

A. K. McMartin, publicity director for Crescent Shows, left Sunday (27) for Victoria, B. C.; Seattle and Spokane, as the org plans a few dates in Washington State later this season.

Vancouver Revival

Gets Latest Rides

VANCOUVER, B. C., May 3.—J. C. McCaffery, who has signed to supply the Pacific National Exhibition (PNE) with a midway when it preems August 25 after a lapse of five years, told the directors at a meeting here (17) "many new rides developed since the war will feature the fair's enlarged midway."

PNE directors decided at the meeting to spend \$15,000 on acts for grandstand entertainment. Twelve acts of vaude will be booked for a one-a-day on a 30 by 40-foot stage nights only. The stand during the day will be occupied by horse-race fans gandering at the galloping quads as a daily program of seven events is run off.

Henry Meyerhoff's Crescent Shows will be on the midway with 16 rides, 9 shows and 24 concessions. McCaffery will round out the midway with independent concessions.

BUFF HOTTLE'S SHOW WANTS IMMEDIATELY

Well-framed Sit-Down Grab or Cook House, privilege reasonable. Also Stock Concessions. Book Shows for Committee and Lights. Pouchatoula Strawberry Festival, next week. All replies to

BOX 1025, New Orleans, La.

GEORGE EVITTS

WANTS AGENTS

Skillos, Rolldowns, Razzles, Wheels, Dixie Howell, Harry Ettles, all others, come on.

JIMMIE DAVIDSON

Business Manager, Morris Hannum Shows Lancaster, Pa., this week.

ROLL-O-PLANE

FOR SALE

In good running condition, reasonable. New 7½ horse-power motor on top. Address

JACK PUGAL

Jackson, Miss.

FOR SALE

Practically new walk-in type Bingo Top and Frame, complete, size 16 by 24. First-class Frame and Top, \$300. Come and get it.

Address:

JACOB PRYOR

Pryor Amusements, Oak Hill, West Virginia

FOR SALE

Chair-o-Plane and set of Venetian Swings, in excellent condition. Can be seen in operation. Contact:

EDDIE JONES

11 E. 4 St.

Wilmington, Del.

Phone: Wilmington 3-2952

WANTED

Cowboy and Cowgirl Musicians and Singers to double in Dramatic Show to open May 23. No drinkers. This is a clean show. Must work common wealth. Western wardrobe or ear owners preferred. Clean personality and intellect necessary.

CHAS. LONG

HORNELL, N. Y.

KELLIE GRADY SHOWS

WANT

Rides. Ride Help that drive Semis. Good proposition to capable Man to operate Fun House. Shows—Will book Wild Life, Illusion, Monkey Show, Snake Show with own transportation. Concessions—Will book Guess Your Age, Guess Your Weight, Mug Outfit. C. A. Kirkland, wire. Phil Rocco wants two Roll Down Agents; Joe Carroll, answer. Address all replies:

KELLIE GRADY SHOWS

Florence, Alabama, this week; next week, Courtland, Ala.

WANTED

Two Foreman for any two of the following Rides: Roll-o-Plane, Eli Ferris Wheel, Spitfire, Tilt-a-Whirl, Fly-o-Plane, Octopus. These are all new Rides, the Foremen that we now have can be changed to suit. Clean Concessions that will meet Wisconsin regulations. One more Show. Opening Shawano, Wisconsin, May 22.

BODART SHOWS

SHAWANO, WISCONSIN

BEAM'S ATTRACTIONS

WANT

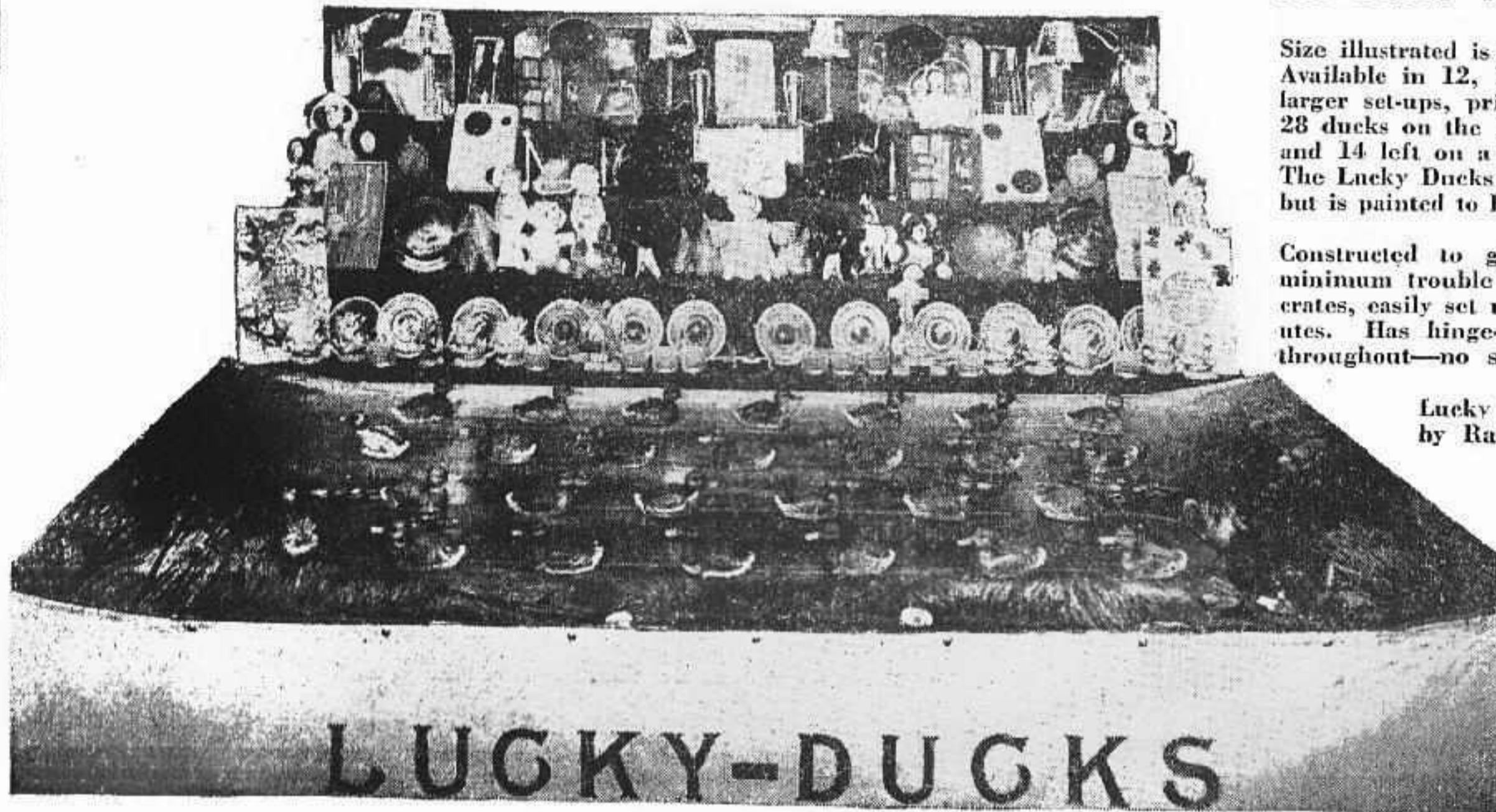
Second Man for Wheel, Kiddie Ride Help (must drive). Concession Agents for new Stores. Age open. Front Man, top wages. Will book American Palmistry. Want Monkey Show; Wallace Miller, wire. Will book 10-in-1. Write or wire

M. A. BEAM

Windber, Pa.

"LUCKY DUCKS" HOOPLA

AT LEADING PARKS AS WELL AS CARNIVALS - ORDERS NOW BEING TAKEN!



Size illustrated is 12 ft. wide and 4 ft. deep. Available in 12, 14, 16 and 18 ft. sizes for larger set-ups, prices on request. There are 28 ducks on the 12 ft. size, 14 moving right and 14 left on a motor-driven endless chain. The Lucky Ducks Hoopla is not a Fish Pond, but is painted to look like water.

Constructed to give maximum returns and minimum trouble to operator. Packs in two crates, easily set up or torn down in 15 minutes. Has hinge-pin "pull-out" construction throughout—no screws or inaccessible parts.

Lucky Ducks invented and built by Ralph Johnstone. Deposit of \$100 or order for delivery in May and June. Orders filled in order received, and subject to production schedules.

12 FT. LUCKY DUCKS

\$425.00

F.O.B. Milwaukee

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- ★ SALES BOARDS ★ GAMES ★ PLASTER (manufactured by us). Will have new items to offer as they hit the market. Also items not shown which are still on allotment basis.

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50 Watt - Inside Frosted - 120 Volt
Packed 120 to case

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1902 NORTH THIRD STREET

MILWAUKEE 12, WISCONSIN

Morris Hannum Shows
A tradition at Veterans' Conventions

CAN PLACE

Stock Concessions. Want capable People and Manager for our Side Show outfit.

Will buy a modern Rolloplane.

Jimmy Haines wants capable Ride Help.

Lancaster, Pa., now; Frankville, Pa., next week.

WALLACE BROS. SHOWS
"America's Most Spectacular Midway"

WANT

Illusion and Mechanical City Shows, also Penny Arcade, Kiddie Airplane, Pony Ride and Chair-o-Plane. Stock Concessions of all kinds. Truck Drivers, Ticket Sellers, Help on Spitfire. Talker and Acts to feature in Side Show. Girls for Girl Show. Motorhome Help, Straight and Trick Riders, Front Man. Talker for Minstrel Show, also two Chorus Girls, Saxophone Player and one good Comedian. Will send tickets, salary out of office. Address:

E. E. FARROW, Mgr.

DANVILLE, ILL., THIS WEEK; STREATOR, ILL., TO FOLLOW.

WANT

REGENT SHOWS

Postponed Tuskegee, Ala., Date This Week To Play Falkville, Ala., American Legion Annual Festival

And I mean it is a money spot. Can use a few more Hanky Panks.

Address

BOB OVERSTREET, Mgr.
FALKVILLE, ALABAMA

BRIGHT LIGHTS EXPOSITION
SHOWS
World's Brightest Midway

World's Brightest Midway

FEATURING GANGLER BROS.' CIRCUS AS FREE ACT

Can place one more Flat Ride. Place a few more Shows not conflicting. Place a few more Concessions. Bowling Alley, String Game, Basket Ball Game, Coca-Cola, Novelty, High Striker, Penny Arcade, Roll-a-ies. Book or buy Fun House and Motorhome or any Concessions not conflicting. Place Minstrel Show People and Musicians. Daniel Donini wants Agents and Bingo Counter Men. Write or wire **JOHN GECOMA, Gen. Mgr., or L. C. HECK, Asst. Mgr.,** Woodstock, Va., this week; Charles Town, Jefferson County, West Virginia, week May 12th.

WALLACE & MURRAY SHOWS

WANT TO BUY COMPLETE SET SIDE SHOW BANNERS, NEW OR USED

Want to book Penny Arcade, Frozen Custard, Exclusive. Want Dancing Girls for Revue. Will book any Flat Ride not conflicting. Stock Concessions of all kinds, no Excludes, all other cold. Can place any Show with own equipment and transportation not conflicting with Girl Revue, Wild Animal, Side Show, Athletic and Snake Show. (Clyde Stewart, contact Jimmy Wilson at once.) Want Counter Men for brand new Cookhouse. Want Porter to handle Rest Rooms. Can use two more Novelty Acts for Side Show, also want good Talker. Want good Middleweight Wrestler. Contact Bill Martin. Address

CLARKSBURG, W. VA., THIS WEEK.

WANTED

ALABAMA BILL STORY
ON ACCOUNT OF DISAPPOINTMENT

Man for head of Bucket Store with two Agents. Floyd Smith needs Swinger Agent, first-class Griddle Man. Dick Coleman needs Ride Help that can drive semi trailers.

ALABAMA BILL STORY
Coleman Bros.' Shows

WILLIMANTIC, CONN., This Week

RICHMAN-CARPENTER Presents

SILVER STATES SHOWS

WANT FOR BEST ROUTE OF FAIRS AND CELEBRATIONS IN COLORADO, WYOMING AND NEBRASKA.

Good proposition for Cook House or Sit-Down Grab and Bingo. (Chambers or Stacey, wire.) Will buy or book Merry-Go-Round and one other major Ride. Have two Girl Show Frame-Ups; if you're capable, answer. Want Concessions of all kinds. What have you? Second Men for Wheel and Octopus, First Men for Kid Rides. Man to handle Front and Towers, must drive. Can always place capable Agents and Ride Help. Come on.

PORTALES, NEW MEXICO, This Week.

PARRIS & McINTYRE SHOWS

Want for Roxboro, N. C., and Balance of Long Season

Legitimate Concessions of all kind. No ex., but will not overload midway. Good opening for any type Shooting Gallery and Pitch-Til-You-Win, one more Ball Game. Place Shows with own outfit with or without transportation. Can place one more major Ride, Tilt preferred; book, buy or lease. Show has five office-owned Rides. Playing best route in the Carolinas and Virginia. All address:

CLYDE PARRIS or J. M. McINTYRE, Owners, Siler City, N. C., this week; then Roxboro, N. C.

WANTED

Brainerd, Minn., 8 Days
District American Legion & State Firemen's Conventions

JUNE 8-9-10-11-12-13-14-15, INCLUSIVE

Shows and Concessions — Grab and Cook Houses.

Rides Already Booked.

Wire or Write **PAT HERVEY**

PEPPERS ALL STATES SHOWS

WANT A-1 TILT-A-WHIRL FOREMAN

For new Tilt. Must be thoroughly experienced, sober and reliable. Top salary and bonus at end of season. Join on wire:

TUPELO, MISS., THIS WEEK; MEMPHIS, TENN., NEXT WEEK.

WANT

GIRLS FOR POSING SHOW

DANCING GIRLS FOR GIRL SHOW. CANDY BUTCHERS WHO CAN MAKE OPENINGS. Top salaries. Good treatment. Join at once. Address:

JACK NORMAN, Cavalcade of Amusements
c/o COTTON CARNIVAL, MEMPHIS, TENN.

WANT

PEARL CITY RIDES AND SHOWS

REGER BROS.

WANT ADVANCE AGENT knowing this territory—Iowa, Illinois, Missouri. Wire salary expected. Want good, clean Concessions. Opening for 2 Shows, 2 Flat Rides, Octopus, Roll-o-Plane or Tilt with own transportation.

ADDRESS PER ROUTE: FAIRFIELD, IOWA, MAY 5 TO 10.

10 RIDES — AVAILABLE FOR JULY 4TH — 10 SHOWS
HARRY CRAIG'S HEART OF TEXAS SHOWS
FEW OTHER OPEN DATES

Committees in Oklahoma, Kansas, New Mexico and Texas, communicate as per route. We carry ten Rides, including 1918 Spitfire; ten Shows, including Jimmie Savage and company of 22 entertainers, with Band and Orchestra; average 10 Concessions. Pay gate and High Free Act. We played Woodward, Oklahoma, four straight 4ths.

BORGER, TEXAS, WEEK MAY 5TH; THEN ROUTE.

HARRY CRAIG, Owner

CONCESSIONS WANTED

String Concession, Bumper, Hoop-La, Glass Pitch, Fish Pond, Candy Floss, Jewelry, Lead Gallery, Coca-Cola, Blower and Diggers. Can use two Side Shows. Will book one Major Ride. Make your own deal. Long season and all celebrations.

OLSON'S GREATER SHOWS

1115 W. 28TH STREET

PHONE: KENWOOD 4957

MINNEAPOLIS, MINN.

Eddie  **Young's**

Crown Royal Shows

WANT Concessions—Will sell exclusive on following: Pop Corn and Candy Apples. Must be in attractive trailer. Will have front location at all times. Photos, American Palmistry (positively no gypsies), Custard, Penny Arcade, legitimate Concessions of all kinds.

WANT Concession Agents—P. C. Dealers, Pin Store, Bowling Alley and Wheel Agents.

WANT Showmen, notice. Have finest framed Girl Show front mounted on Semi. Complete in every detail. Will turn over to responsible showman with girls and wardrobe. Must be a high-class Girl Revue in every respect. People who corresponded with me before, get in touch with me. Positively no drunks or big-shot producers. Want People that will work and want to make money. Can have Candy Concession.

WANT for Side Show—Feature Annex Attraction.

WANT Talkers, Ticket Sellers, high-class Talker for Minstrel Show, Boss Canvasman and Man to take care of front.

WANT Ride Help for Wheels, First and Second Men. Must drive Semis. No drunks tolerated.

All Answers:
E. L. YOUNG, Mgr.
Elizabethtown, Kentucky, this week; Covington, Kentucky, following week.

Blue Ribbon Shows

WANT TALKER FOR OFFICE-OWNED MINSTREL SHOW. MANAGER AND WIFE FOR POSING SHOW. COOKHOUSE WITH OWN TRANSPORTATION.

SHOWS—Fun House, Glass House, Penny Arcade, Wild Life, any Attraction that doesn't conflict. Frank Tezzana wants Girls for Girl Show and Posing Show; experience not necessary. Major O'Satyrdae wants for Side Show: Ticket Sellers that can Grind, Freaks and Attractions, Half and Half. Sadie Anderson, have good proposition for you.

RIDES—Want Merry-Go-Round and Chair-o-Plane Foreman. Sober and reliable Help on all Rides. When to sell Tickets. Men that drive Semis. Good proposition.

CONCESSIONS—Will book Exclusive: Photo Gallery. Want Agents for Coupon Stores. All Slum Concessions open. Good territory. Concession Help for all Stores.

CLARKSVILLE, TENN., THIS WEEK; THEN HOPKINSVILLE, KY.
ALL REPLIES TO BLUE RIBBON SHOWS

LAST CALL **WILLIAM T. COLLINS SHOWS** **LAST CALL**

(The Show of Unsurpassed Beauty)
OPENING MAY 12TH, ALEXANDRIA, MINNESOTA

WANT Foremen for Tilt, Merry-Go-Round; Second Men for all Rides. Also other useful Ride Help. No time to write, come on. **WANT** Girl Show—will furnish top and beautiful 75 ft. panel front. Must have at least four Girls and furnish own transportation. Don't write, wire.

WM. T. COLLINS, Mgr., Alexandria, Minnesota.

WANTED **WANTED** **WANTED**

Harry Craig's Heart of Texas Shows

10 RIDES Place one more Wheel Foreman and good Merry-Go-Round Foreman. Also several Second Men, preference Semi Drivers. Wives on Tickets or Concessions. Need Capable Bull Game and Pan Agents. Can use Guess Your Weight and Age, High Striker, Balloon Dart Agent, Novelty, Cane Rack. Others contact. Place first class Griddle Man on office owned Cookhouse.

10 SHOWS Jimmie Savage needs Tuba, Trombone and Trumpet for Bronze Revue Minstrels. Jimmie Eberhart and Natchez Red, get in touch with him.

40 CONCESSIONS Hedy Jo Starr can place more Girls for elaborate Girl Shows, also outstanding Freak for Side Show. Would like to book good Monkey Show. We have a nice Bill Car for a capable, sober man who will get it up. All address:

HARRY CRAIG, BORGER, TEXAS, WEEK MAY 5TH; THEN ROUTE.

GULF COAST SHOWS

WANT Sock Concessions and Ball Games. Independent Shows. 2 or 3 Independent Rides, prefer Roll-o-Plane, Octopus and Fun House. For 3 Big Celebrations in Missouri: Fulton, May 12-17; Moberly, May 19-24; Mexico, May 26-31. Will be in Missouri playing Celebrations and Fairs all season. Get with a Show that knows where to go. Address:

F. M. SUTTON SR., Mgr.
UNION, MO., THIS WEEK.

SWEENEY'S UNITED SHOWS

CEDAR GROVE, W. VA., WEEK OF MAY 5

WANT Cookhouse, Photo Gallery, Grind Stores, Ball Games. Can use two small Grind Shows, low percentage. Ride Help on all Rides. Playing the Coal Fields of West Virginia. Have the best Fourth of July in the State. Wire me Cedar Grove, W. Va., or come on.

FRANK J. SWEENEY, Mgr.

READ WHAT ZACK TERRELL SAYS:

"TOPS" in BIG TOPS

COLE BROTHERS CIRCUS
(INCORPORATED)
GENERAL OFFICES AND WINTER QUARTERS
STATE FAIR GROUNDS
LOUISVILLE 11, KENTUCKY
April 17, 1947

Mr. B. A. Wendelson,
O. Henry Tent & Awning Co.,
4862 North Clark Street,
Chicago 40, Illinois.

Dear Bernie:

In all the years of my circus experience I have never seen as fine a big top as you furnished for Cole Bros. Circus this season.

The color scheme of green with orange trim is the nicest combination of colors we have ever had, and I have never seen a top that set so perfectly the first time in the air. There has never been a top as well reinforced and trimmed. The manufacturing detail is perfect in every respect.

Congratulations,
Zack Terrell
Zack Terrell

WE DON'T MAKE THEM ALL, BUT YOU, TOO, CAN HAVE THE BEST!

CIRCUS, CARNIVAL AND CONCESSION TENTS

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

GROVES GREATER SHOWS

Hammond, La., May 12-17—Big Strawberry Festival
DOWNTOWN

COMMITTEE EXPECTS 100,000 ATTENDANCE

Can place Lead Gallery, Long or Short Range; Bruce, answer. Can place any Ten-Cent Stock Concession, Scales, Guess Your Age, Dart Game, String Game, Cane Rack, Watch-La; Mrs. Ester Davis, answer. Can place for balance of season, Shows with own outfits, Mechanical, Illusion, Fun House, Wild Life, Midgets or Fat Show. Want Foreman and Second Man for Wheel. N. K. Allen, come on; I need you. Need Griddle Man and Counter Help for Cook House. All replies to

ED GROVES Hammond, La.

WADE W.G. SHOWS

Battle Creek, Mich., May 12 to 17

Can place one or two more Independent Shows and a few more legitimate Concessions. Exceptional Opportunity for Animal or Wild Life Show. Can use Pony Ride with neat frame-up. Also Kiddie Auto Ride. Kalamazoo and Lansing to follow Battle Creek. Our long circuit of fairs begin in July. Address W. G. WADE SHOWS, Pontiac, Mich., this week.

HARRISON GREATER SHOWS

a clean modern midway

WANT For Petersburg Pike, South Richmond, Va., May 5-10.

Want Ride Help—Foreman for Merry-Go-Round, Ferris Wheel, Caterpillar, Chairplane and Eight-Car Whip that can drive Semis. Good opening for Roll-o-Plane or Spit Fire. Few choice Slum Concessions open. Due to disappointment can place Frozen Custard for balance of season to join on wire. Want A-1 Mechanic with own tools; top salary to one that can produce. Can place any worth-while Grind Shows. All mail and wires to

FRANK HARRISON, Manager—WILLIAM OOWAN, Business Manager
South Richmond, Va.; Then as Per Route.

P.S.: Have Single Loop-o-Plane, in A-1 condition, for sale. Materiale protetto da copyright

LAST CALL W. B. J. SHOWS

4 MILES EAST OF SWANTON, O., ON #2
WANT EXTRA RIDE HELP

Concessions that do not conflict. High Striker, Lead Gallery, Fish Pond, P.P., P.C. Wheels, Bumper, Scales, Floss, Custard, any legitimate Store. Shows—5-in-1, Girl, Athletic, Animal, Freak, Monkey Speedway, Motor Drome wanted. John Weisnet, write. Must be set up May 15th, open 17th to 25th, inclusive, on Chicago Pike. American Legion co-operating. Guarantee 20 weeks' booking with Sundays. Mail address and winterquarters:

Wm. B. Jacobs, gen. mgr.
Cor. Eber Rd. and Chicago Pike
SWANTON, O.

GIRLS GIRLS

FOR GIRL SHOW AND POSING SHOW

Hula, Hawaiian, Oriental, Strip and Fan Dancers. Top salary. Also Man Grinder and Ticket Seller. Can place good Candy Pitchman. Toby Lee Cochran, wire, come on. All Answers to

F. W. MILLER
c/o WADE SHOWS

Pontiac, Mich., week May 5th; Battle Creek, Mich., week May 14th.

HAL ROBERTS WANTS

Experienced Agents to operate Skill Ball, Roll Down and other Concessions.

Care TRIANGLE SHOWS
Washington, Pa., this week; then
Brownsville, Pa.

WANT

Wheel Foreman, new Spitfire Help, Advance Man with car. Book or buy Chairplane. Will place any neatly Framed Shows. Want Fish Pond, Bumper, Clothes Plus, Scales, Bingo, Hoop-La, Coke Bottles.
Have Best Juneteenth and Fourth Celebration in Texas.

BREWER'S UNITED SHOW
ROUTE, DAINGERFIELD, TEX.

WANT

CAPABLE BLACKSMITH

On account of death of our Blacksmith, Tobe Finn. Year round position to right party. Address:

AL WAGNER

CAVALCADE OF AMUSEMENTS
Memphis, Tenn., May 10-17; Evansville, Ind.,
May 19-24.

H. B. ROSEN AMUSEMENT WANT GENERAL AGENT

That has own car. Must be able to produce. If not, do not answer. Salary no object. Join on wire.

Address:
SYLVA, N. C., THIS WEEK.

Nelson Bros.' Shows WANT

All kinds of Concessions that work for stock. Man to handle P.C. Shows with own transportation. Will book Wheel, Octopus, Tilt, Wagon.

Mound, N. Mex., week May 5th; Springer, N. Mex., week May 12th.

Good Spot—Good Crowds MINING COMMUNITY

Shows, Percentage Wheel, Long Range Shooting, Gallers, High Striker, Ball Games, Cane Racks, Glassware. Wanted for Old Soldiers' Reunion, June 20-27-28. Sponsored by American Legion Post 208.

WILLARD MOORE, Hymers, Indiana.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, May 3.—Regular weekly meetings have been discontinued. They will resume October 2. During the summer special meetings of the board of governors will be held as occasion demands.

Dick Dillon is playing the food show here with his Mechanical City. L. (Fuzzy) Nelson is with him. Silent O'Brien has returned from a southern trip.

Al Kaufman and Al Rossman left to join the Royal American Shows. Pat Purcell, Ed Kornumpf, Mike Wright and Ed Wall have moved to their Lake Delavan, Wis., summer homes. Secretary Joe Streibich expects to move there shortly.

Stuffy Braham and Jake Alterman, of San Antonio, were recent callers. Members were guests at the April 28 performance of the Barnes Bros.' Circus.

W. W. Davies reports he has regained his health following an operation. Barney Lamb has entered Martha Gaston Hospital, Lebanon, Tenn., for an operation. No late report received on Marshall L. Green, now in Holmes Hospital, Cincinnati.

Max Brantman, Jeff Becker, Oliver Barnes, Frank Berry, Ozy Breger and Al Seipher are working local lots. Al Sternberger, of Cleveland, visited.

Members delinquent on '47 dues are reminded to remit.

Ladies' Auxiliary

Letters have been received from President Viola Fairly, Josephine Quinn and Grace Goss. Membership application of Sylvia Thomas has been received.

Social, conducted by Maud Geiler, netted a nice sum for the club. Mrs. Henry Belden, past president, will be hostess at a social Thursday (8).

Attending the April 24 meeting were Mattie Crosby, Cora Yeldham, Nellie Byrnes, Alice Hill, Carmen Horan, Viola Blake, Claire Sopenar, Lillian Lawrence and Edith Streibich.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., May 3.—Past President Chester I. Levin, accompanied by Al C. Wilson, Ruth Ann Levin, Leo Leyin, Edward (Slim) Johnson and Harry Altshuler, visited Tony Martone's Heart of America Rides April 23 and found the show doing a nice business despite the rain and cold weather. Met L. K. Carter, Captain Hugo, Frank Sullivan, the Clausen Brothers and was extended the glad hand of welcome by Owner Martone. Show moved to Armourdale for the week of April 28.

On April 26 the same party visited H. K. Garman's Sunset Amusement Company on its opening night at Excelsior Springs, Mo. Garman had left about 10 minutes before the party arrived to go to Chicago to visit his mother, who is seriously ill. The Sunset Amusement Shows present a beautiful sight. A new front of neon adorns the entrance and every ride and show front is exceptionally well lighted. Show is carrying three Ferris Wheels, Tilt-a-Whirl, Spit Fire, Swing, Roll-o-Plane, two kiddie rides, Miniature Train, Octopus, Dodger and 30 concessions.

Vinc McCabe has three stock wheels with Garman, and Woody Gaither has beat the banker.

Frear's United Shows opened at Independence, Mo., April 26 and on the outfit are Bill and Anna Myler, Eddie and Dorothy Gyer and son, Billie.

National Showmen's Association

1564 Broadway, New York

NEW YORK, May 3.—Walter K. Sibley, executive secretary, visited James E. Strates, chairman of the monument fund, in Trenton, N. J. He was accompanied by Clem Schmitz and Arthur Campfield, vice-chairmen of the fund. Stretch Rice, Endy Bros.' Shows, was a visitor at the same time.

Sibley also visited Coleman Bros.' Shows in Middletown, Conn., where he met Dick Coleman and Tom Williams. From there he went to Lowell, Mass., to visit with John F. Carney and Henry Finneral Sr. Weather prevented them visiting the Joseph J. Kirkwood Shows in Poughkeepsie, N. Y. Also stymied were Mr. and Mrs. Jack Lichter, chairman of the veteran's committee, and Mr. and Mrs. Sam Rothstein. A scheduled bingo benefit for the association was postponed by Owners Decker and Carson, of the Kirkwood Shows, because of the weather.

Louis Candy, Louis Light, Harry Meyers and Sol Wahnish recently returned from Miami. President Irving J. Polack, of the Showmen's League of America, called at the rooms.

Horace (Ray) Hawkins died recently. He was buried in Evergreen Cemetery, Brooklyn. Billy Giroud is convalescing. Eugene Gutman, formerly with Frank Miller, is at Altavista Lodge, Saranac, N. Y. Irving Gold is still in Morrisania Hospital. Jack Carr is still confined to his home. John J. Glynn's mother died recently.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, May 3.—Nell Robideaux, first vice-president, presided at the April 24 meeting. Invited to the rostrum were Sammy Corenson, Mush Ellison and Martha Levine.

Called on for short talks were Sam and Lucille Dolman, recently returned from Texas, who reported Toots Epple will re-enter a hospital for an operation; Moxie and Babe Miller, recently returned from Las Vegas, Nev.; Sammy Corenson, Thomas and Leta Johnson, M. H. and Maxine Ellison, Jack Vinnick and Lee and Ethel Smith. Mr. and Mrs. Beasley were guests at the meeting.

Beginning May 1, there will be one guest night at the first meeting of each month. It was voted to start the summer schedule of meetings May 1.

Communications were read from President Jimmy Lynch, Helen O'Brien, Virginia Kline and Estelle and Elmer Hanscom.

Lill Eisenmen, bazaar chairman, designated the May 1 meeting as towel night. Donations were received from Madam Delma, Jack and Martha Kenyon, Emily Bailey and Moe and Lill Eisenmen.

Door prize went to Jimmy Dunn.

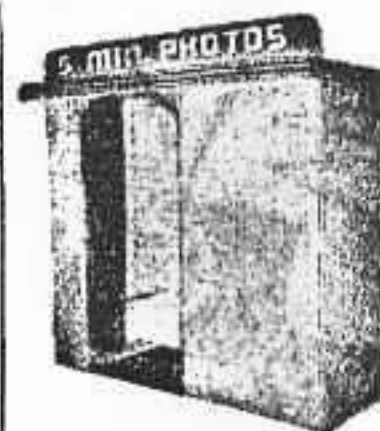
Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, May 3.—Mr. Mossman presided at the North Side Boosters' Club's Open House to which members were invited. Rev. Marcel La Voy spoke on juvenile delinquency. President Edna O'Shea Stenson, Past President Jeanette Wall, Clara Polich and Bessie Mossman also spoke. A buffet supper followed.

Emily Bailey, of Los Angeles, sent a large box of articles and a cash donation for the rummage sale Friday (9) at 1919 West Van Buren Street.

April 26 social was a success. Pearl McGinn and Betty Broderick were hostesses.



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Machines
(all types)
Original**

Amso means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mf. Co., Dept. 510, 1132 N.W. 2, Oklahoma City 4, Okla.

Name
Address

BALL GUM

Best grade 5/8" (Avg. 149 to lb.) Min. Per Case
2700 pcs. to 25¢ net case \$18.75
Regular grade 5/8" (Avg. 140-145) Min.
3500 pcs. to 25¢ net case 17.50

BUBBLE GUM

Best grade 5/8" (140-175) 25¢ net \$24.00
Best grade 1/2" (170-175) 25¢ net 24.00
INDIVIDUALLY WRAPPED 1¢ seller,
120 pcs. to box, 38 boxes to case 33.06
Boston Baked Beans (32¢ net to case) 10.50
Rainbow Peanuts RED (32¢ net to case) 10.50
#1 Spanish Peanuts (30¢ net to case) 7.35
Full line of EPPY Charms Write
Write for OPERATORS' Prices on Advance, Victor,
Columbus, Master and Silver King Vendors,
ARISTO Penny Scales.

Via Express, 1/3 deposit, bal. C. O. D.
Via Freight, full remittance with order.

RUSS THOMAS CO.
VENDING MACHINES & SUPPLIES
3285 Overland Pl. Memphis 11, Tenn.
Tel.: 4-7187

GOLD MEDAL SHOWS

Playing Paducah, Ky., all this week because lot at Owensboro under water; Vincennes, Ind., week of May 12.

All Concessions come on as per route. Independent Shows open.

All reply
OSCAR BLOOM

STEBLAR GREATER SHOWS

Lebanon, Va., May 5 to 10; Honaker, Va.,
May 12 to 17.

Want Merry-Go-Round, Roll-o-Plane, Octopus for proven money spots in West Virginia. Want Custard, Bowling Alley, Lead Gallery, Ball Games or any Stock Stores. Can place Snake Show, Girl Show. Also have top and banner line for 5-in-1 or Hillbilly Show. Linda Lopez, come on. Have Leaping Lena for sale. Address all mail to

J. G. STEBLAR, Gen. Mgr.
LEBANON, VA.

WANTED TO BOOK

Two modern, flashy, well lighted Kid Rides; a Ten-Car Kiddie Auto Ride, a Sunshine Electric Train. Have own transportation. Want to book with Carnival with route and fairs. State terms. Address:

J. R. STRAYER
3412 W. Washington St., Indianapolis, Ind.

IMPERIAL SHOWS

WANT RIDE FOREMEN

WANT SOBER RIDE FOREMEN FOR TILT-A-WHIRL, OCTOPUS AND ROLL-O-PLANE. MUST BE SEMI DRIVERS.
REASON FOR THIS AD—LUSH.

Address:
SHELBYVILLE, ILL., THIS WEEK.

WANTED LEGIT CONCESSIONS FOR

**STEBENVILLE SESQUICENTENNIAL AND
VETERANS' HOMECOMING
JULY 2ND THRU 6TH.**

No gyps or gambling permitted. Contact RAY BOOTH, Promotional Director, Sesqui-Centennial Headquarters, 162 N. 4th St., Steubenville, Ohio.

FOR SALE

One new 20 Kw. Caterpillar Diesel Light Plant, Trucks, six new Toys (used one week), one Aeroplane, Kiddie Ride and Grab and Popcorn Trailer, like new. If sold at once, cheap. Write or wire

MABEL SHARPE
Cartersville, Ga.

Pacific Coast Showmen's Association

1106 South Broadway, Los Angeles

LOS ANGELES, May 3.—President Bill Hobday conducted the April 28 meeting, with Vice-President Harry Suker and Secretary Ed Mann also on the rostrum. Harry Hargrave, chairman of the building finding committee, reported progress.

A membership drive will get under way June 1.

Four past presidents, Harry Hargrave, S. L. (Buster) Cronin, Ed Walsh and J. Ed Brown, gave short talks. Frank Zambrino is ill in Long Beach. Barney Tully, on the sick list for some time, is up and around.

Present after absences were Larry Coe, Sammy Dolman and Frank Odom.

Secretary reported the club has received the ashes of the late Arthur Windecker and preparations are underway to have them interred in Showmen's Rest within a few weeks.

Drawing was won by Bill Hobday.

Show Folks of America
San Francisco

SAN FRANCISCO, May 3.—Regular meeting was held April 21 with President Harry Seber presiding. Charles Albright, Tex Cordell and Al Lindenberg were invited to the rostrum. President Seber announced selection of Al Lindenberg as second vice-president pro-tem.

Correspondence came in from Arthur Hockwald, Earl Shepard family, Past President Sammy Corenson; Red Kearns, Hennies Shows; Lawrence LaLonde, Crafts 20 Big Shows; Marie Bailey, secretary, Regular Associated Troupers; C. E. Vollendroff, Myrtle Sanford, Buddy Cohen, and Mrs. Yvonne Broome.

New members are Charles and Fay Prosser, Loel Sackson, Webb Milroy, Michael H. and Thomas E. Brady, Jerry E. Wilson and Sol Waxman.

These members and guests were presented: Tex Cordell; Maxine Ellison, past president, Ladies' Auxiliary, Pacific Coast Showman's Association; Elmer and Estelle Hanscom, the latter past president of the Regular Associated Troupers; Mr. and Mrs. Charles H. Prosser, guests of the Hanscoms; Charles and Jane Albright, Al and Mollie Lindenberg, Mr. and Mrs. Ivan Gilligan, Mr. Glass, of Minneapolis; Billy and May Stone and Mr. and Mrs. O. H. Matley.

Frank Cushing, who recently gained national publicity with his jump from the Golden Gate Bridge, addressed the meeting. As a result of the publicity, he informed that his thrill circus has been booked by the Japanese-American Battalion for an engagement in Honolulu.

President Seber reported the burial of two members, Earl Shepard, Golden West Shows, and Leonard (Tiny) Kistler, Crafts 20 Big Shows, in Show Folks Rest, Mt. Olivet Cemetery.

A donation of \$10 from the estate of Eddie Gluck was received for the cemetery fund. Mr. and Mrs. Elmer Hanscom donated \$10, and Earl Leonard \$1 to the cemetery fund.

Billie Hodges, sick and relief committee chairman, who has been on the sick list, attended the meeting. Also present were Jeannette Young, Lonny Vail and Estelle Rosenthal. Harry Reynolds, a patient in Hassler Health Home, is getting along okay.

Show Folks of America
1839 W. Monroe St., Chicago

CHICAGO, May 3.—Darrel Lyall presided at the regular monthly meeting of the board of directors Thursday (1).

Herman Stoike, chairman of the cemetery committee, reported that stone markers bearing the name "Show Folks Rest" will be ready for the dedication ceremonies May 18, at 3 p.m. Rev. Marcel La Voy, chaplain, will preside. All showfolk are invited.

President May Stoker proposed that the fire escape leading from the third floor of the home be repaired, and a committee consisting of Dr. Robert Hallie, Isaac Chapple and Al Geiler was appointed.

Mother's Day will be observed at the home, Bergie Bergman, chairman of the entertainment committee, reporting five acts will be presented. Open house that day will begin at 1 p.m. Feature of the observance will be a special event honoring the club's oldest mother, Christine Snow, 94. Mother Snow was with the Chicago Opera Company for many years, starting as a dancer with the ballet and later serving in the wardrobe department.

Arrangements for the annual picnic are completed. Event will be held in Caldwell Woods, Cook County forest preserve, July 20. Theresa Clark and Marian Boyer will be hostesses for the social on May 17 and Chet Center and Herman Stoike will have a party June 21.

Keep 'em Hot

with a

Coleman

Instant Lighting Handy Gas Plant



You can use this portable complete gas plant anywhere—for cooking, heating water, steaming, in repair shop. Gives clean, odorless, speedy gas heat adjustable to any volume. Makes and burns its own gas from gasoline. Costs only a few cents a day to operate. 8½-inch grate, instant lighting. 5 and 7-inch burner models.

FREE! Write for illustrated book; tells about these and other Coleman Appliances. Address nearest office.

Other Coleman Helpers for Showmen



Coleman Floodlight Lantern makes every outdoor night job easier, faster, safer. Floodlights 100-foot area. Storm-proof. Safe.



Coleman Pocket Stove—The handiest little stove for cooking light meals in a jiffy... indoors or out. Instant lighting. Burns any kind of gasoline... white or leaded.



Coleman Burner for any quick, clean heating need. 5 and 7-in. burner models.

THE COLEMAN COMPANY, Inc., Dept. 25-B, Chicago 11, Ill.; Wichita 1, Kans.
401 N. Broad St., Philadelphia 8, Pa.; Los Angeles 64, Calif.; Honolulu, T. H.; Toronto, Can.

KIDDIE FERRIS WHEEL

24 passenger, 6 cages, 19½ feet high.
Finest designed WHEEL on the market.

FOR CARNIVALS AND PARKS
Immediate Delivery
New Low Price

For Information and Pictures **WRITE**

H. E. EWART CO.
4300 LONG BEACH BLVD.
LONG BEACH 7, CALIF.

PLASTER USERS

HERE IT IS

Here is your chance to have a Pin-Up Girl Concession, 5 different modern girls.

1. September Morn
2. Lady Lou
3. Telephone Girl
4. Baby Blimp
5. Red Headed Model

All 5 different girls are 12 inches long. Come all fancy painted, special wrapped. We ship express only. 100 in a box.

Something new and different—Never been shown on any Midway in U. S.

\$25.00 PER HUNDRED

Money Order or Check With Order.
We pay all express charges.

HOWERTON NOVELTY PLASTER CO.
BOX 25 EUREKA, MISSOURI

WANTED

Couple good Grind Store Agents that drive trucks; can place small Bingo for the season.

B & H Amusement Co.
Walhalla, S. C.

Midway of Mirth Shows

WANT

Ferris Wheel Foreman, Stock Concessions, Erie Diggers, Man to Post Paper. Address: ASSUMPTION, ILL., THIS WEEK.

WANTED

Merry-Go-Round Foreman, Ride Foreman, Second Men on all Rides. Also Athletic Show Manager.

FREARS UNITED SHOWS
Kansas City, Kans.

PROMPT DELIVERY COLEMAN EQUIPMENT

HANDY GAS PLANTS, BURNERS AND REPAIR PARTS

BLEVINS POPCORN CO., NASHVILLE, TENN.

PEERLESS CELEBRATION

Amusements

High-class Attractions for Fairs and Celebrations

Bramwell, W. Va., May 5th to May 10th; then the big V. F. W. Celebration, Roncverto, W. Va., May 12th to May 17th.

LOOK: Parsons, W. Va., Firemen's Celebration, May 26th to 31st. Others just as good to follow.

WANT the following Concessions: French Fries, Custard, Candy Floss, Photos and other legitimate Concessions not conflicting. BINGO CALLER—GOOD SALARY AND PERCENTAGE.

WANT Shows with own transportation. Have tops and transportation for Shows. Can use Peoples for 10-in-1. Also Girl Show. WANT Truck and Motor Mechanic, Ride Help that drive Semis and other useful Show Help. Free Acts, contact. All address:

PEERLESS CELEBRATION AMUSEMENTS
WM. J. MESPELT or FRED HEDRICK as above or Billboard route.

D. S. DUDLEY SHOWS

WANT

Octopus Foreman and Ferris Wheel Foreman; must be reliable, first class and drive semi. Need man for Snake Show that can handle big snakes. Need Agents for Blewer and other Grind Stores. Need Ball Game Agents and other Stock Stores.

This Show works six days a week. Carries 9 Rides, 5 Shows and 40 Concessions. Shows Texas, Oklahoma, New Mexico and Colorado.

Amarillo, Texas, May 5 to 10; then per route.

DON FRANKLIN SHOWS

WANT CONCESSIONS—Have openings for Floss, Novelty, Jewelry, Hit and Miss Bottles and Milk Bottle Ball Games, Basket Ball, Darts, Duck Ponds, Huckleby Buck, Bowling Alley, Slum Blower, Country Store, Hoop-La. Positively no Grill. Only one of a kind on Concessions. Privilege—\$20.50.

WANT TALKER—Brand new Minstrel Show, also Ticket Sellers, Second Men on all Rides, Concession Agents.

WILL BOOK—Shows of merit. 20%. Have Fun House, new Jig Show. Have new 16x24 Top. What have you? No Girl Shows wanted.

WANT—Streamline Train and Kiddie Rides.

Now Showing Mexia; Corsicana, next week; Rusk to follow, all Texas.
Address: DON FRANKLIN, Owner-Mgr.

How To Avoid Damage Suits

By Leo T. Parker

(Continued from page 50)

In order that readers may have first-hand information of the kind of defects which result in injured patrons being entitled to recover damages, we shall briefly review several cases. Obviously proprietors should eliminate similar conditions, as follows: Central Amusement Company v. Van Nostran, 85 Ind. App. 476 (step three inches high from aisle to seat); Magruder v. Columbia Amusement Company, 218 Ky. 761 (seats four or five inches above aisle); Branch v. Klatt, 165 Mich. 666 (insufficiently lighted aisle); Richards, 275 Mo. 266; New Company v. Hartlove, 123 Md. 78 (three and one-half-inch drop in floor); Dondero (stairway not sufficiently lighted); Haugh v. Harris

Bros.' Amusement Company, 315 Pa. 90 (dimly lighted stairs); Emery v. Midwest Amusement Company, 125 Neb. 54 (patron fell in an unlighted walkway); Birmingham Amusement Company v. Norris, 216 Ala. 138 (collapse of seat); Maxfield v. Kansas Theater Company, 152 Kan. 716 (caught heel in hole in mat); Purdy v. St. Louis Realty & Amusement Corporation, 220 Mo. App. 854 (step-off in alley exit); Bavosi v. Interstate, 307 Mass. 124 (foot struck tarry substance); Henry v. Publix Corporation, Tex. Civ. App., 25 S. W. (2d) 695 (patron injured another patron by falling from balcony because of low railing); Griffin v. Cascade, 10 Wash. (2d) 574 (person stumbled over display sign); Trame, 60 Ohio App. 323 (person in going to the rest room fell over a six and one-half-inch raise in the floor).

Must Prove Negligence

The court will not assume that a proprietor was negligent. The injured person must prove his negligence, otherwise the higher court will not award damages to the injured patron.

For illustration, in Work v. Coliseum Company, 207 N. W. 679, it was disclosed that the proprietor of a circus leased from its owner a large building. One day a patron of the circus fell thru a trap door and sustained severe injuries. He sued the circus proprietor for damages. However, the injured patron could not prove who opened the trap door, or how long it had remained open. Therefore, the higher court refused to hold the proprietor liable. The court said:

"It would be the merest speculation to undertake to say who opened the trap door, or who permitted it to remain open or how long it had been open or that the employees of the defendant (proprietor) knew that it was left open."

FOR SALE COMPLETE GIRL SHOW

Everything new and well flashed. Also two very good dancers that will stay with show. Can book here on very low percentage. Selling because I have too much other responsibility. Address:

SAILOR KATZY
c/o THOMAS JOYLAND SHOWS
Nelsonville, Ohio, this week.

FOR SALE

Manufacturer of children's playground equipment. Portable Ferris Wheel, six round closed cages, beautifully designed. Easy to hook to your car for transportation. Two for immediate delivery. Aeroplane Ride, electrically controlled, three speeds. Electric brake stops ride smoothly in ten seconds. Three for immediate delivery.

BOULEVARD MACHINE WORKS
10926 Burbank Blvd. North Hollywood, Calif.

WANTED

FOR
MEMPHIS COLORED COTTON JUBILEE
Cookhouse and Long Range Shooting Gallery.
Address:
FRANK W. PEPPERS
PEPPERS ALL STATES SHOWS
Tupelo, Miss., this week.

JONES GREATER SHOWS

WANT FOR HUNTINGTON, W. VA.

2 Big Weeks—2 Locations, First In—Starting Week May 12

Want Motordrome and good Show to feature. Rides—Want Tilt with own transportation. Will book or buy Concessions. Want Arcade, Custard, Age and Weight, American Palmistry and others that don't conflict. For Sale—Smith & Smith Chairplane. Address

JONES GREATER SHOWS, Morehead, Ky.

NEW KIDDIE RIDES

10-Car Jeep Style Kiddie Auto, 6 or 8-Plane Kiddie Airplane. Both Rides complete, ready to operate. 30-day delivery. Latest Jeep Style Kiddie Autos. Built to last, any amount. Individual Planes. Convert Chairplane to Airplane. Flashy Ticket Booths. Quick delivery. 10"x1.175" Pneumatic Ball Bearing Wheels for Kiddie Auto. Replace Worn Wheels, \$3.95 each F. O. B. Write or wire

IMPERIAL KIDDIE RIDES

211 W. 13TH STREET PH.: AMHERST 6531 LORAIN, OHIO

FIDLER UNITED SHOWS

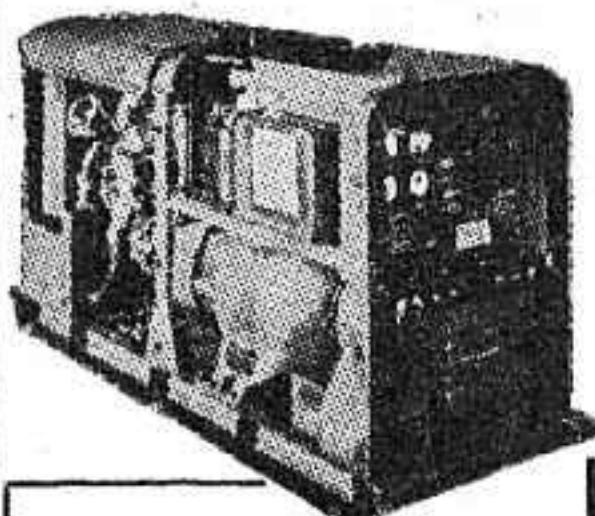
WANT WANT WANT
Legitimate Stock Concessions of all kinds. Shows with or without own transportation. Ride Help and Help in all Departments.
Address: SAM FIDLER, Oglesby, Ill., this week; Belvidere, Ill., next week.

FOOD CITY SHOWS WANT

RIDES—Merry-Go-Round, Wheel, Tilt or any Ride that doesn't conflict. CONCESSIONS—Bingo, Seals, Age, Pop Corn, Novelties, Ice Cream sold. All 10-Cent Grind open. No Concession booked without D.P. Show has all P.C. No Flat Stores or Milt Camps. RIDE HELP—Foremen for Loop and new Chair Plane. Show opens last week in May near Battle Creek, Mich.

HARRY ALLEN, Mgr.

43 PICKFORD AVENUE BATTLE CREEK, MICHIGAN



\$850 Each

F. O. B. New York. (Boxed for Export.) 25% Dep., Bal. C. O. D.

Willy's Gasoline Power Units With Power Take-Off, 1 to 1, Including Spare Parts and Tools—\$285.00.

Smaller and Larger Units, Gas or Diesel, Available. What Are Your Requirements?

10 KW.—120/240 Volts—60 Cycle-Single Phase NEW JEEP GAS ENGINE GENERATOR SETS

IMMEDIATE DELIVERY!
(Subject to Prior Sale)

Engine 4 cylinder, 4 cycle L-head, water cooled, rated 35 horsepower at 1800 RPM.

Generator: 120 or 240 volts, single phase 60 cycle AC; rated power 10 kw. at power factor of 1.0; 12.5 kva. at 80% power factor. (Voltage change is accomplished by changing jumper connection on terminal strip.)

THESE PLANTS ARE COMPLETELY EQUIPPED
AND READY FOR IMMEDIATE USE

HARRY HAYKIN

290 EMPIRE BLVD. BROOKLYN 25, N. Y.

BIS TANY Inc

GREATER SHOWS

for Fairs and Celebrations

WE ARE WORKING AROUND THE SMOKE STACKS

Want Ride Help that do not drink, semi drivers given preference. Good proposition to capable showmen with or without outfits. Ida Groner wants to hear from Mickey, Dickie and Tex. Want Dancers and will pay salaries. Want Agents for Concessions. Will book Stock Stores, \$25 week. Want Advance Agent and Legal Adjuster. Address Hopewell, Va., this week.

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

Now Showing the Cream of Baltimore Lots
WILL BOOK

All types of Grind Stores, especially String Game, Slum Bumper, Country Store, Pitch-Till-U-Win and Ball Games. Any Grind Shows with own outfits (will frame shows for capable people). Want High Sensational Free Act for season. New Ride Help, Foreman and Second Men; will place Wives in Ticket Boxes or Concessions. All reply

ROX GATTO

SOUTHERN HOTEL

BALTIMORE, MD.

★ Endy Bros. Shows ★

AMERICA'S FINEST RAILROAD SHOW

CAN PLACE CUSTARD DIPPER—(TOP SALARY).
WANT CAPABLE OFFICE ASSISTANT—FOR SECRETARIAL WORK.
WANT BOSS CANVASMAN AND GENERAL SHOW HELP. SECOND MAN FOR HEY-DEY, MERRY-GO-ROUND.
CAN PLACE GRIND STORE AND BALL GAME AGENTS. APPLY JACK GILBERT.
OPPORTUNITY FOR GOOD LOT MAN. ALL ANSWER:

ENDY BROS.' SHOWS

HAZLETON, PA., THIS WEEK.

HELP WANTED

WANTED—2 Wheel Foremen, \$50.00 per week to \$75.00 per Ride according to ability. 1 Small Merry-Go-Round, \$45.00 to \$55.00; 2 Chairplane Foremen, \$45.00 to \$55.00 per Ride; Auto Kiddie Ride, \$30.00 per week. Help wanted in all departments. Only reliable and sober help apply. Prefer licensed semi drivers. Can also place Help in Amusement Park.

D. VAN BILLIARD, Exmore, Va., May 12-17

FROM THE LOTS

Bohn & Bolis United

HOXIE, Ark., May 3.—Closed at Covington, Tenn., April 26 with no complaint on business thruout the week, considering inclement weather Friday and Saturday nights. This was our second week and everyone was satisfied.

Johnnie Corley arrived April 25 to take over the foremanship of one of the major rides, rooting out Co-Owner Carl Bohn, who had previously been assuming duties as ride operator.

Co-Owner Fred (Fritz) Bolis, made a rush trip to Missouri to purchase two more show tops, fronts, banners, etc. New equipment is being added daily.

Mr. and Mrs. Lucky Maynard arrived to take over one of the shows, and Sunday was spent planning a show to be housed in the 30 by 80 top, it probably will be a 10-in-1.

Other arrivals were Mr. and Mrs. Edward A. Johnson and their two daughters. Mrs. Johnson will handle their newly built candy floss con- (See BOHN & BOLIS on page 101)

Veterans United

CENTERVILLE, Ia., May 3.—Org moved in here from Des Moines, where it had played for three weeks, ending May 1. New Octopus went into action for the first time here.

Des Moines spot was aimed for organizational purposes, and much painting and repairs were done. Play was hurt by rain and cold the first two weeks, but the final week the weather was better and all rides enjoyed a brisk play the last Saturday and Sunday.

Partner Jack McDonald has returned from a booking trip. Partner Charles Carroll expects to close a deal next week for several new trucks. Wally Thompson, electrician, is installing new switches in the transformer wagon.

Recent visitors to the show were Rube Liebman, George Crable, Mr. and Mrs. Jack Kelly and F. N. Shortridge. The writer handles *The Billboard* and mail.—WALLY THOMPSON.

Exposition at Home

BALTIMORE, May 3.—Long jump here from Danville, Va., where shows enjoyed one of the best weeks of the winter, was made without mishap and everything was ready for the opening Wednesday (23). Opening crowd was big and business continued good thruout the rest of the week.

Concessionaires include Paul and Mae Boda, 3; Ted Dunlop, floss and scales; Dave Fishman, candy apples and popcorn; Mrs. Gatto, two penny pitches; Mrs. Jack Renfro, bucket pitch; Mr. Renfro, percentage and stores.

Rides and foremen are: Merry-Go-Round, Jack Hogan; Ferris Wheel, Bob Bailey; Swings, Clarence Davis; Loop-o-Plane, Guy Souther; Tilt-a-Whirl, Walter Smith.

Members of the executive staff are Mrs. Roxie Gatto, secretary-treasurer; Roxie Gatto, general manager; Carl Jones, concession manager; M. C. McCary, lot superintendent; W. T. (Bill) Carter, chief electrician, mailman and *The Billboard* sales agent.—W. T. CARTER.

Page Bros.

WAVERLY, Tenn., May 3.—Week ending April 26 netted good business despite cold weather. The Ferris Wheel led all rides, with Doc Thomas's jig show pacing the shows. Tex Allen and Kitty Kettleman's free act held late crowds.

Bob Overstreet resigned as assistant manager to become manager of the Regent Shows. Lewis (Blacky) Blanton has completed his glass joint. Eddie Prokop and Mrs. Frank McDonnell joined with their concessions; Mr. and Mrs. J. B. Kirby with jewelry, and Mr. and Mrs. Al Stringer with two concessions.

Doug Daurthy made a brief business trip to Nashville. His brother, Red, visited here.

Don Franklin

TAYLOR, Tex., May 3.—Last week's stand at Austin was successful at the East First Street lot, which had not been shown by a carnival in several years. Ringling-Barnum circus used this lot last year, but carnivals had been barred for some time.

Move here was made in good time and show opened Monday night, but rain set in and the night was lost.

George Trotter joined with his Fly-o-Plane. The office is framing a new minstrel show and will open it Friday (9) night. Alex Talliner's minstrel troupe is on hand.

Siebrand Bros.

MIAMI, Ariz., May 3.—Org moved in here from Glendale, Ariz., where biz was fair. Tucson, Ariz., was really the red one. Midway drew big crowds and the circus jammed 'em in tight in front of the bally and piled 'em in for two shows at night. Weather was hot, and one day there was a windstorm.

Norma Prather bought a trailer and Mrs. Prather is busy making drapes. Ruby Freeman, accompanied by Judy and Lolla, went to Montana to visit her mother who is ill. Blackie Jackson, first man on the Ferris Wheel, sustained a broken nose when a bar swung and hit him.

Mrs. Inga Siebrand went to Minnesota to visit her 90-year-old father, who is ill.—TONI MADISON.

Harrison Greater

RICHMOND, Va., May 3.—This is org's second week here. First week, in the face of rain, cold weather and plenty of opposition, was way under last year. But the early part of the second week brought nice weather and enough people.

On the move to the city playground April 27, the Minstrel Show truck went over an embankment. No one was hurt, but the truck and the show front was damaged.

Maxie (Mother) Glynn joined with his trailer-diner and is doing okay. Charles Powell, who had been back on the shows, left after a huddle with Manager Harrison. Stanley (Stan) Reed joined and will take care of press, radio and special matinees.

Org has one more week here before heading north.—REX GILHEAD.

Letter from owner of Sunshine Electric Choo Choo Train. Sunshine Mfg. Co.

Dear Mr. Holman:
Well, we are in for the winter and thought I would drop you a friendly line or two. Couldn't book the train at Birmingham, Ala., as they had one booked. The first week was the Fair with Hennes Brothers. We grossed on the week \$1200.00. The train performed OK.
FRANK C. DAVIS, 524 Broadway.

SUNSHINE MFG. CO.
1307 GRAND CENTRAL AVE., TAMPA, FLA.,
Makes delivery like the Sun—on time.
Order now. Send \$1.00 for large Photo and complete description.

FOR SALE
ANTI-CRIME SHOW
(Walk Thru)
COST \$710.00. PRICED AT \$350.00
G. W. WATSON
17 Grand Ave. Norwalk, Ohio

WANT
Ferris Wheel, Tilt-a-Whirl or Octopus.
Have complete outfit for Hawaiian Show.
Wire
J. GEORGE LOOS
GREATER UNITED SHOWS
Vernon, Texas

WANTED
Ferris Wheel Foreman to join at once. Top salary to capable man. Can also use Second Man. Address:
W. G. WADE SHOWS
Pontiac, Mich., this week; Battle Creek, week of May 12.

WANT
Electrician, Ride Help who can drive. Shows, Stock Stores, Arcade, Cook House.
Red River Valley Shows
McRae, Ark.

AGENTS WANTED
For Ball Games, Fish Pond and Watch-La that can produce. Contact
SPLINTER ROYAL
Royal Exposition Shows
CARROLLTON, GA., THIS WEEK.

WE HAVE Daisy Pump Action
Cork Guns, Ea. \$8.00
Corks for Same, Per M 3.00
Coin Holders for Cork Galleries, Ea. 1.00
Write for Catalogue
RAY OAKES & SONS
BOX 106 BROOKFIELD, ILLINOIS

LUKE TURNER WANTS
Stock Concession, Ball Game and P. C. Agents. Want Mix-Up and Kiddle Ride Help. Shows with own transportation, twenty per cent. Will book Stock Concessions. What have you?
AL'S SOONER STATE SHOWS
Yukon, Okla., May 5-10.

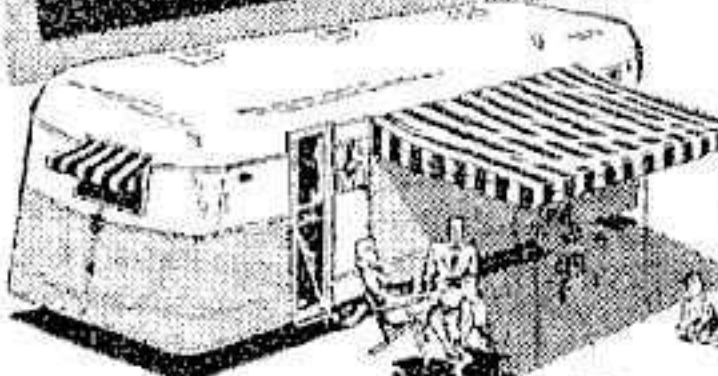
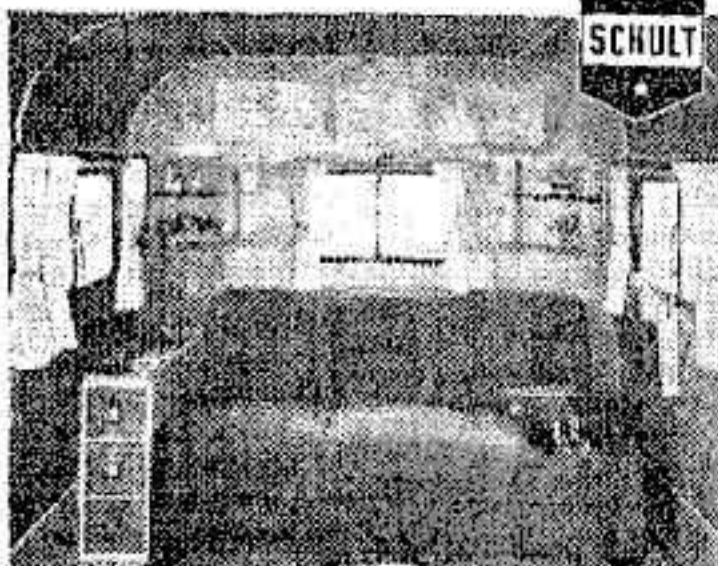
HELP WANTED
Merry-Go-Round, Tilt, Wheel and Chair Plane Operators. Top salary during season. \$50 week guaranteed in off season.
REFERENCES NECESSARY.
McDermott Amusement
5877 Archer Ave. CHICAGO, ILL.
Phone: PROspect 8046

CARNIVAL AND FREE ACTS WANTED
For JUNE JUBILEE, June 13-14 or 20-21. Sponsored by Commercial Club. Contact
C. E. STATES, Secretary
Traer Commercial Club Traer, Iowa

PEARLENE SHOWS
Rides—Will book Chairplane or any major ride that doesn't conflict, 20%. Shows—Any Show of merit. Concessions—Ball Games, Milk Bottle, Coke, Scales, Mitt Camp, Fish Pond, Cork Gallery, Hoop-La or any Concession not conflicting. P. C. open. Small Bingo open. In the heart of spinach harvest. Coweta, Okla., May 5 to 10.
E. F. UNDERWOOD.

FOR SALE
SUPER ROLL-O-PLANE
Rebuilt. A-1 condition, now in operation. Must make room for new Rides. Will sell cheap. Phone 458W after 6 p.m.
GRIFFIN AMUSEMENT COMPANY
Jacksonville Beach, Florida

Luxury Living ANYWHERE IN A SCHULT

...AND SO ECONOMICAL!
Here's every facility of a well-insulated furnished home that you can take where you need it. . . . A QUALITY product that offers full value in years of satisfying service for a modest investment. Two sizes to suit purse and purpose. Write today for catalog.

26-FT. 3-ROOM LUXURY The famous Luxury Liner, "tops" in living comfort. Three separate rooms, including living room shown above. Designed for maximum comfort on long stays.

21-FT. TRAVEL LUXURY The Deluxe Commodore, a lighter yet amazingly spacious travel coach. Every real utility of "big" coaches. Accommodates four adults in comfort on extended trips.

SCHULT CORP., Dept. 205ELKHART, IND.
In Canada: John Inglis Co., Ltd., Toronto

SCHULT Trailer Coaches

MAGNOLIA EXPO SHOWS
WANT
Concessions of all kinds. Would like to book small Corn Game, privilege reasonable, good territory. Have Ball Game and Fish Pond would like to turn over to reliable couple. Agents for Percentage. Will sell X on Mitt Camp. Hubert Clark, have good proposition for you. Join or contact. All replies, **MORTON GAP, KY.**
P.S.: C. W. Hondrix wants Girls for Girl Show.

GENERAL AGENT AT LIBERTY
Carnival; Ball or Truck Show. Several years' experience contracting in Middle States, South, or Eastern States. Wire—write:
BOX D-492,
c/o **THE BILLBOARD, CINCINNATI 22, O.**

WANTED
A good Carnival, Trick Riders and any entertainment that can be used in connection with a good three-day Rodeo. We want to put on a good show, so we want a good Carnival and Acts. Our prize money will be around \$2,000, plus entrance fees.
SANISH RODEO ASSOCIATION
E. A. McLAUGHLIN, Sec.
Sanish, N. D.

GOVERNMENT TENTS
ALL SIZES.
CANVAS, 5 and 10c Foot
N. Y. SALVAGE CO.
144 CHAMBERS ST. N. Y. CITY.

BILL McINTYRE WANTS
GHI for Bally and Illusion, Working Acts and Feature for Amuse, also Agents. Slim Dearburg, Martin has proposition for you, answer or come on. **J. J. PAGE SHOWS, Newport, Tenn., this week.**

FOR SALE
50' Roundtop, mineral dyed, Khaki Tent, complete with ropes, poles, stakes, one set of Tent Blocks used 8 weeks—\$350.00 F. O. B.
CLOUD CERAMICS
CONCORDIA, KANSAS

Royal Crown

BOWLING GREEN, Ky., May 3.—Shows' opening on the downtown recreation grounds Monday (28), under auspices of the Shrine Club's Crippled Children's Fund, brought out the biggest Monday night crowd in our three years of making this spot.

Tuesday night was designated as Shrine's Night, with Shriners and their families from this territory comfortably filling the midway to make for good business. A special booth on the grounds for the Crippled Children's Fund brought the desired results.

Clarksville, Tenn., the week before, saw many visitors from the Hennies Shows, en route to that org's opening stand. Among those on hand was Charley Sheesley, who spent several days with our secretary, E. H. (Tex) Smith. Latter recently returned to the show after an extended serious illness at his home in Jacksonville, Fla.

H. R. Walsh has joined as assistant secretary, and Mr. and Mrs. Harry Rubin have brightened the midway with five excellently flashed concessions. Johnny Cousins continues to do a good job on advertising, with Bob Fisher's Five Fearless Flyers, the free act, netting good press comment all along the line.

Biz has been good since the opening, whenever the weather permitted. Our Children's Day Matinee on Saturdays, with a bicycle going to the winner, has been proving a profitable feature.

Next week Elizabethtown, Ky., under auspices of the American Legion, with Covington, Ky., to follow the week of the 12th.—DOLLY YOUNG.

DROME RIDERS—NO TEARDOWNS

Can use Male and Female, Straight Riders. For 17 weeks in World's Largest Amusement Park. Opening May 14th. M. Lease, contact me. Write

WILLIAM CALAMARI

Riverview Park Chicago, Ill.

20th Century

OTTAWA, Kan., May 3. — Org moved here from Emporia, Kan., in record time, but tractor had to be used to pull trucks onto a bad lot. Despite bad weather, the show has chalked up good biz.

Ray and Florence Martin are getting their share of it with their lead gallery and Octopus. New front has been completed.

Olonzo and Fatima Carrigo have a new Frazier car. Mildred and Sailor Oliphant have a new National trailer, purchased just before the show opened.

Bill Dusin has joined with his pony ride. Mrs. Ed McCrary, Mrs. Mildred Oliphant, Mrs. Kathryn Coon, Mrs. Gale Zatum and Mrs. Whitie Owens made a business trip to Kansas City, Mo. Members of the show attended a skating party last week.

Recent visitors included Reed and Vivian Harder, Ray and Ruby Brown Sr., Bud and Earlene Brown Jr. and son, Mickey; Raymond and Irene Warner, Patsy and Bonnie Brown, and Mr. and Mrs. Cliff Martin.—DON FOLTZ.

Bright Lights

DANVILLE, Va., May 3.—Show did fair business here despite the fact it was pre-dated by three other carnivals, all of which appeared during the two preceding weeks. Auspices was the Negro American Legion.

James Davis joined with his candy floss and Doris Morgan rejoined the Side Show after attending her uncle's funeral in New York.

Gangler Brothers' free act is well received. Mary Salesberg added two new concessions. Danny Donnini and Lou Lange report good business with bingo and 10 other concessions. Joe Gangler is framing a Snake Show to add to his Jungleland.—MRS. H. C. KETCHUM.



FOR SALE FOR SALE

The Following Equipment

One Light Plant, makes sure light; two 50 Kw. Generators mounted on 24 Ft. Fruehauf Van Trailer, with '40 Model Tractor, cab-over-engine to pull same. In A-1 condition, operated only 6 weeks. Price \$5,000.00. One 12-Car Ridee-O, newly painted and overhauled, in A-1 condition, now operating on Show, \$6,000.00; with transportation, \$10,000.00. One 24-Seat Caterpillar with White Tractor, one 28 Ft. Van, one 28 Ft. Stake Body, all in A-1 condition. \$11,000.00 if you will book on Show for season only. One 42 Ft. Parker Merry-Go-Round, in A-1 condition, needs new top, \$3,800.00. One Smith & Smith Swing, complete with Fence, Front Arch, Ticket Booth and Motor. This ride practically new, \$1,800.00. One Kiddie Stratorocket with fence and ticket booth, practically new and newly painted, in A-1 condition and ready to operate, \$700.00. All replies to

TROY E. WILLIAMS

WILLIAMS SOUTHERN SHOWS

Burlington, N. C., this week; Durham, N. C., week following.



was hit by a storm May 1, but will fill all contracts for the season. All equipment has been replaced and another Ferris Wheel added.

WANT A-1 Ferris Wheel Foreman capable of handling Twin Wheels. Also want other Ride Help. Want Working Acts for Circus Side Show. Want Lot Man. Will book legitimate Concessions of all kinds except Bingo, Cookhouse, Pop Corn and Photos. Billie Clark wants Percentage Agents. John Lowellyan wants Hanky Pank Agents. Address:

J. J. PAGE SHOWS

GREENEVILLE, TENN., MAY 5-10.

P.S.: Will give good proposition to Tilt-a-Whirl and Kid Rides. Especially want Kiddie Train.



LAST CALL

ROCHESTER, N. Y.

MAY 5

ALL RIDE HELP AND CONCESSIONAIRES CONTRACTED, COME ON. HELP—Ridemen on all Rides, Agents for Office Concessions. Help in office, Man to handle Snakes, 10-in-1 Help. Duke Dougherty and Harry Johnson want Help for Cookhouse, also General Help. H. Barker, contact. Agent for SCALES. CONCESSIONS OPEN. What have you? SHOWS—Motor or Monkey Drome, Fun House, Grind Shows. WANT 10-in-1, Monkey and Hillbilly Banners. FOR SALE—28x100 Top for sale or will trade. What have you?

All answers to Western Union, Rochester, N. Y.

LAST CALL

ROCHESTER, N. Y.

MAY 5

D AND P ATTRACTIONS

WANT WANT WANT WANT WANT WANT WANT For 25 weeks of Celebrations and Homecomings in Pennsylvania and Maryland.

CONCESSIONS—Photos, Lead Gallery, Balloon Pitch, Huckley Buck, Groceries, High Striker, Bowling Alley or any other legitimate Concessions not conflicting with what we have.

SHOWS—Will give a good proposition to any shows with their own outfit. FLOYD SHEAKS can place Agents for Bingo, Slum Stores, Pea Pool and Beat the Dealers. Huckley Buck Blackie, get in touch.

D AND P ATTRACTIONS, Berwick, Pa., week May 5

FLORENTINE ART STATUARY CO. CARNIVAL PLASTER

All plaster highly lacquered and tinsed. Now using a new and improving mold material. We were forced to move again due to fire in shop, but are again in full production with plenty of stock to fill the showman's needs.

NEW LOCATION—904-906 East 12th St., Kansas City, Mo.

LAST CALL LAST CALL LAST CALL CUMBERLAND VALLEY SHOWS

Opening South Pittsburg, Tenn., May 12th.

SHOWS—Want Wild Life, Pat or Midget Show, Mechanical City or any other Show that doesn't conflict with own outfit. Talker for 10-in-1 Show, new outfit. CONCESSIONS—Frozen Custard, Penny Pitcher and a few more Stock Stores, RIDE HELP—Need 2 good Wheel Men, sober and reliable. Earl Putney, come on; sent you tickets to Erwin. COOKHOUSE—Davis wants Man to manage 12 by 24 Cookhouse. Salary or percentage. Via, answer. Address all mail to

ELLIS WINTON, 108 E. McLEAN ST., MANCHESTER, TENN.

WORLD OF PLEASURE SHOWS

FLINT, MICH., MAY 13-20

SHOWS—Monkey, Snake, Motordrome, Animal, Fat, Mechanical City, Glass House, Posing, Dancing and other shows of merit. Gene Padgett, wire.

RIDES—Flying Scooter, Spitfire, Fly-o-Plane and Pony Track.

CONCESSIONS—Merchandise Stands of all kinds, especially want Penny Arcade.

RIDE HELP that drive semis; top wages and bonus. Workingmen in all departments. C. F. Mellen wants Waiters for modern Cookhouse; salary secondary if you can cut it.

JOHN QUINN, Mgr.

Lansing, Mich., until May 11; Muskegon follows Flint.

CARAVELLA AMUSEMENTS CAN PLACE

Talker for Unborn Show and Fun House. Want Ride Help on all Rides, Octopus, Rolloplane, Ferris Wheel, Merry-Go-Round. Top wages. Must be reliable. No lusers need answer. Others come on to New Castle, Pa., this week.

WANTS—BROWNIE AMUSEMENT—WANTS

Foreman and Second Man for Merry-Go-Round, Second Men on All Rides. Can place 2 more Grind Shows. Can make good proposition to man and wife for Bingo. Can place a few Concessions that work for Stock, Duck Pond, High Striker, Photos, Darts, Glass Pitch, Coke Bottles, or what have you? Agents for office-owned Concessions.

KREBS, OKLA., MAY 5 TO 10; THEN BROKEN ARROW—OKLAHOMA'S BIGGEST SPRING CELEBRATION, MAY 12 TO 17.

We have 5 Office-Owned Rides, 2 Shows, 25 Concessions. Address:

C. W. ADKINS, Mgr.

PER ROUTE ABOVE.

GOVERNMENT PAID \$15,000
FOR COMPLETE UNIT

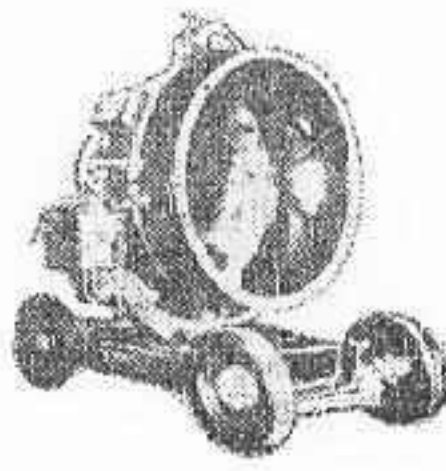
Portable Power Plant
BRAND NEW! AND ONLY

- Standard JXD Hercules Gas Engine 4-in. Bore
- G. E. Generator GT-1500-B1 100 to 115 Volt D. C. Up to 300 Amp.
- Individual 2-Wheel Brakes
- Standard Ford Axles
- Mobile Unit is Adaptable for Trailer Hitch



Complete with FOUR 600x16 Tires
\$895
EACH
Lots of 3 \$850 Each

Completely Enclosed Self Contained Unit



880 Million Candle Power
SEARCH-LIGHTS

Complete with Remote Control
\$349 ea.
\$300 Each in Lots of Three

Ideal for carnivals, outdoor games, advertising purposes, circus, mobile, and has FOUR 600 x 16 tires. Performs perfectly with power plant.

Hundreds of uses for this efficient power plant which you can haul to the spot needed. Now at a fraction of the cost the government paid. Ideal for welders and industrial uses. Quantities limited. Hurry! Order now!

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THE MOTOR TRUCK BROKER
4545 W. Madison St., Chicago 24, Ill.

Astrological JEWELS
A SCIENTIFIC PHENOMENON

A STRANGE MYSTIC RAY projected from the SUN produces a peculiar energy within these new ASTROLOGICAL JEWELS, which causes them to light up in daylight in many beautiful colors, and may well be the "STELLAR FORCE" that INFLUENCES THE DAILY PATTERN OF YOUR LIFE.

The premier release of these ASTROLOGICAL JEWELS that are so mysteriously dominated from STELLAR SPACE will be made through the outstanding amusement parks, resorts, and pools in conjunction with an "INVISIBLE" ASTROLOGICAL "READING" for the day, which the purchasers develop by simply wetting a piece of magic paper and rubbing it over the invisible back of the card to see what the STARS hold for them.

A special counter display lights them at night precisely as they appear in daylight.

These beautiful hand carved Jewels are priced to sell over the counter at **\$1.00** and under.

Write for full particulars if you are a concessionaire in any of America's amusement places, advising name of concession you hold and in what park.

SPORTSWEAR DISTRIBUTORS COMPANY
20 North Wacker Drive Chicago, Illinois

From the Lots

Silver States

CARRIZOZO, N. M., May 3.—Week ended April 27. Business, good when weather permitted. Auspices, Carrizozo Fire Department.

Due to a Sunday closing in Hot Springs and the great mountain hills, shows did not open here until April 23. Opening-day crowd was the best of the engagement and weather was ideal. Thursday business dropped, as did the temperature, and Friday was lost to cold weather, which continued thru Saturday. Sunday afternoon and night business was good.

Eyster's Freak Show proved popular here as did Jackie Whallon's girl revue. Rogers' Monkey Circus enjoyed good business. Octopus led the rides.

James Carpenter, co-owner, is away on business. Evelyn Suess, daughter of A. A. Suess, owner of the photo gallery, joined. Tommy Wentworth, org's secretary, left for his home in St. Louis where he will enter a hospital.—FRANK GASKINS.

Gold Bond

BATESVILLE, Ark., May 3.—Org did well here the week ending April 26. Despite almost freezing weather the early part of the stand, crowds were good. With mild weather prevailing the last three days, biz was excellent.

County-wide school ticket tie-up netted a big closing day kids' matinee. Crowds on the final night stayed late, making it the second best Saturday of the season.

The Batesville Evening Guard and The Batesville Morning News gave strong support. Carrier boys of both papers were shows' guests opening night.

W. E. Weller opened his new show, What Is It? Whitey Nolte joined with his Mechanical Show. Bill Pagel and Jimmy Nolan opened with a new pan game.

Jerome Rich, secretary of the Independence County Fair, Batesville, was a nightly visitor. Other visitors included Harry Mallory, Mr. and Mrs. Fred Cunningham, Harold Sweeney, Thomas McRae and Theodore Fredericks. — HOWARD W. WELLINGTON.

Bee's Old Reliable

OAK RIDGE, Tenn., May 3.—Shows made the short move from Lake City, Tenn., in time to have everything ready for Sunday's opening. Business at Lake City was off from last year because of cold and rainy weather and the fact that miners were on strike.

Business here was fair all week, and Opal Havens, ticket seller, was kept busy Friday and Saturday turning patrons thru the gates. H. E. Barker reported good results for his Hollywood Revue the final three days here, and Jim Duncan's Funhouse did fair business.

Shows left here for Kentucky, with Williamsburg the first stop.—RAYMOND C. HULS.

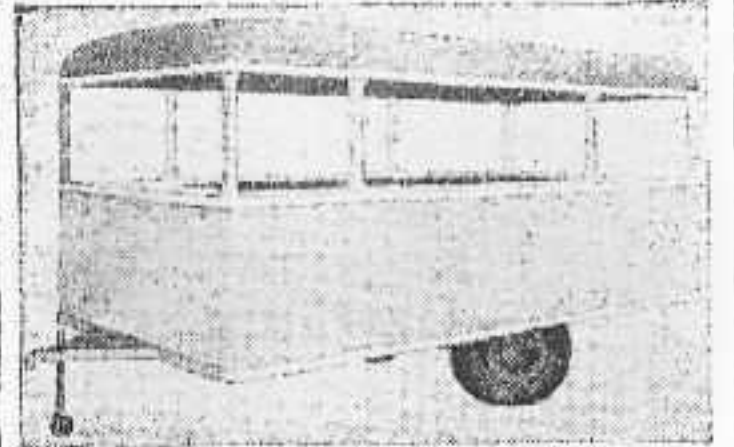
Douglas Greater

BELLINGHAM, Wash., May 3. — Stand here was in the heart of town. Days were sunny, nights chilly. Business was good.

High Striker and Happy Jackson's cookhouse were busy all week.

Mr. and Mrs. Roy Schlenberg celebrated their fourth wedding anniversary. Bob and Jenny Perry arrived with their Motordrome. Clara Trotter joined the Girl Show.—TOM HENRY.

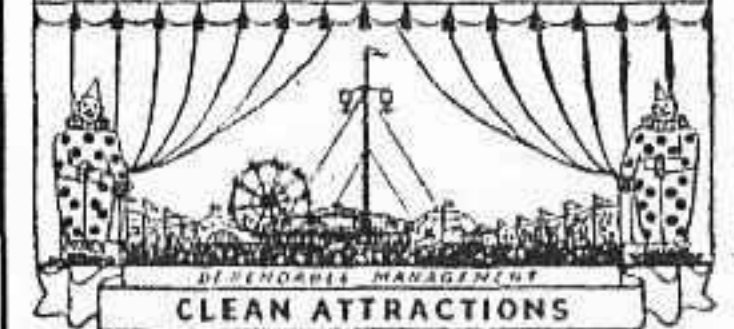
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★ Deluxe Popcorn Models.
★ Special Built Custard Trailers.
Also Standard Models for Grab, Floss, Photos, Jewelry, etc.
We feature low Working Counters and Drop Center Axle.
A real Concession Trailer built by experienced trailer craftsmen and designed by experienced concessionaire.
For Photos and Price Lists write or wire K. MAX SMITH, Sales Mgr.
CUSTOM-BUILT TRAILER SALES
RUSSELLS POINT, OHIO

LLOYD'S RELIABLE RIDES



CLEAN ATTRACTIONS
WANT CONCESSIONS: Coko, Striper, Bumper, Pitch-Till-You-Win, Basket Ball, Custard, Novelty, Hoop-La, Jewelry, Cane Rack, Cigarette Gallery or what have you? RIDES: Kiddie Rides, SHOWS: Walk Through, Illusion or any Show of Merit.
Will sell late model Seven-Car Tilt-A-Whirl, positively A-1 condition, \$6,500.00. Stored at South Bend, Indiana.
Greenfield, Ind., this week; Greensburg, Ind., next week.

WANT CAPABLE NEON OPERATOR
FOR HIGH CLASS NEON DEPARTMENT.
We own our own equipment and have everything to work with. Must understand all forms Glass Blowing, and this is a year-round position if you are capable. This is a Railroad Show.
Address:
BOX 510
c/o BILLBOARD,
390 Arcade Bldg., St. Louis 1, Mo.

WHEEL MAN WANTED
Full season, \$60.00 per week. No boozers, drifters wanted. We move each two weeks. No collect wires accepted.
Lachman Amusement Co.
2931 12th St., N. E. Washington, D. C.

CONCESSIONS WANTED
Duck or Fish Pond, Bowling Alley, Photo, String Game. Not one Slum Store booked as yet.
MIKE ZIEGLER
Hotel Milner, Philadelphia, Pa., or Beverly, N. J., week of May 5 to May 10.

WANTED FERRIS WHEEL AND ROLL-O-PLANE OPERATOR
PLAYING PITTSBURGH DISTRICT ALL SUMMER. GOOD PAY TO RIGHT PARTY.
AL BLUMENTHAL
226 FIRST AVE. PITTSBURGH 22, PA.

RIDE MEN
WANTED—Capable man to handle new Tilt; must drive semi.
R. C. LEE, Inc.
Brevard, N. C.

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NONE BETTER

IMMEDIATE DELIVERY.

Highest Quality • Best Flavor.

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IMMEDIATE DELIVERY.

PURE COCOANUT OIL \$14.43

Five Gallon Containers

PURE PEANUT OIL \$20.32

Six One Gal. Tins to Carton .

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Box 343, Celoron Park,
Celoron, N. Y.
OPENS MAY 15TH

WANTED

For twenty weeks in heart of best industrial territory in U. S., hold contracts with committees with it and for it, including best Fourth of July date. Autos given away, also outstanding fireworks display.

Will buy, lease or book Rides. Good proposition. Want to hear from small Circus or Rodeo. Also High Act. Will buy 40x40 Top, also Big Wheel or Mutual. Wire or phone

RUSS GREEN

Phone: Morristown 4-3311
MORRISTOWN, N. J.

SAM LIEB WANTS

Experienced
COUNTER MEN FOR BINGO.
\$40.00 for Still Dates.
\$60.00 for Fairs.

Address: SAM LIEB
c/o WORLD OF TODAY SHOWS
Ponca City, Okla., this week;
Joplin, Mo., May 11-17.

MINIATURE TRAIN

(Addison)

BRAND NEW
Price \$3,350.00

Come and get it. Will not ship.

Ray Oakes & Sons
Box 106 BROOKFIELD, ILL.
Phone: Brookfield 7824

SCHULT SPECIAL BUILT POPCORN AND CANDY APPLE CONCESSION TRAILER

Newly Redecorated, 2 Poppers, Bottle Gas, Neon Lights, lots of Cupboards, complete living quarters for 2, may also be used as Rolling Grab; also 1 1/2 ton Chevrolet Truck. Both in A-1 condition.
LESTER MICHAEL, Trailer Inn Court,
210 West Waters Tampa, Fla.

International

JUNCTION CITY, Kan., May 3.—Org moved in here Sunday, April 13, from Ponca City, Okla. The Ponca City lot was under three feet of water. After looking over several other lots, org was spotted, but didn't open until Thursday night, April 17.

First two weeks out have netted good business. Opening stand, which started March 29 in Okmulgee, Okla., was good the entire week. Seminole, which followed, accounted for good grosses despite inclement weather.

Staff includes Coleman Lee, manager; W. J. Lindsay, business manager; S. W. F. Scott, secretary; Clara Lee, treasurer; Robert G. Murray, lot superintendent; Mac Findley, electrician; R. L. (Bob) Smith, mechanic, and Ed Elam, carpenter.

Concession line-up: Charlie Elder, bingo and 7; Mr. and Mrs. Mac Findley, 4; Mr. and Mrs. Marion Thompson, 2; Nelson Lee, diggers; Joyce Lee, ball game; Helen Scott, pan game; Mrs. Nelson Wells, palmistry and office-owned concessions; Mr. and Mrs. Bill Childers, cookhouse; Phylis Pearce, cork gallery; Eddie Tubbs, razzle-dazzle; Ed Elam, watch-la; Roy Meyers, roll-down; R. E. Pollock, pin store; Bob Murray, ham and bacon store; Pearl Miller, beat the dealer; Jim Ivy, over and under, and Doc Yeater, string game.

Bob Martin has the *Parisian Follies*; Red Brunk, *American Beauties of '47*; Ma and Pa Potter, Side Show; Pa Powell, Monkey Show; Ray Older, Snake Show, and Sonny Boy Cotton, *Cotton Pickers Revue*. Ted Pool is featured with the Great Dane.

S. Van Atton has the Funhouse; Shorty Freeman, kiddie cars and airplanes; Hank Farrar, Tilt; Jack Shannon, two wheels; Leroy Heskett, Mix-Up, and Jack Noel, Merry-Go-Round. Jack Shannon will take over the Spitfire upon its arrival. Front is in charge of George Gunesch.

Majestic

ANNAPOLIS, Md., May 3.—Business was good here when weather permitted. Saturday (26) was the biggest day of the season. Bubble gum matinees, improvised by the writer, are proving bigger each week and resulted here in a gross double that of any previous afternoon showing by this org. The American Legion committee was co-operative. Tony J. Sterago, Station WASL, contributed air time, including a 15-minute interview on which Happy Jack, Queen Midge, Oloa, Daisy Hartwell and the writer appeared. Youngsters crowded the studio for the program and were gifted with bubble gum.

Owner Sam Goldstein and Leonard Gould made several trips to Washington to purchase new equipment. Mickey, the builder, joined. Mrs. Nathan Roth is convalescing following hospitalization. The George Bradleys are blessed eventing. B. M. Charles has replaced Philip Jones. Tom Gossitt left for his home because of sickness. Phil Cook rejoined. Jim Rapple is handling advance publicity. Walter Gawle, boss painter, has the show shining. Ride foremen and second men have been doing a good job.—HARRY E. WILSON.

Alamo Exposition

KERRVILLE, Tex., May 3.—Org ran into rain and a soft lot here after an uneventful move from San Antonio, where it played the annual Battle of Flowers. Execs claim business at San Antonio topped any previous year. Even in cold weather one-day rides and shows did excellent business. On Saturday afternoon it rained until 3 p.m., but it cleared and org did capacity night business. Manager Jack Ruback and Albert Wright, assisted by Hymie and Chink Ruback, handled the details of the engagement.—TED CUSTER.

Seazo

COCONUT OIL



POPCORN SEASONING

... has that rich, golden color that makes 'em buy!

- ★ Uniform Quality always — in color, in flavor, in consistency.
- ★ Colored at the refinery by expert chemists*
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- ★ Backed by 70 years of "know how".

* For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.

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SEASONING SPECIALISTS TO THE NATION

BOOMERANG

Unlimited Capacity — Repeater — Thriller
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FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



SNOW CONE — POP CORN

Our new catalog was mailed last week to everyone on our mailing list. If you did not receive your copy, we shall be glad to send one on request.

FOR TOP QUALITY, LOWEST PRICES AND FASTEST SERVICE

Be sure you line up with GOLD MEDAL this year.

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KIDDLE STREET CARS

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for

MICHIGAN

WANT

20 WEEKS OF PROVEN TERRITORY. Can place a few more legitimate Concessions. Cookhouse, Popcorn and Bingo sold. Also 1 or 2 RIDES not conflicting. Open in Milan, Mich., on Main Street, May 6. Strictly no Racket or Gypsies. Permanent address:

DOWN RIVER AMUSEMENT CO.

10138 W. JEFFERSON, RIVER ROUGE, MICH.
P.S.: Can also use a couple of SMALL SHOWS.

Double YOUR POPCORN "PROFITS"

With This Auxiliary

CRETORS
since 1885

**MODEL 41 POPCORN
MACHINE**

- Insures Large Production
- Weight Equalizing Device—
Makes Pan Easy To Dump

A fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pan easily dumped . . . enclosed transmission . . . gears run in oil . . . keeps heat where needed . . . no pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left hand operation. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.



Capacity

Pops two pounds of raw corn each popping. With good grade corn, pops approximately 50 lbs. raw corn per hour, giving about 13 bushels of popped corn per hour.

Specifications

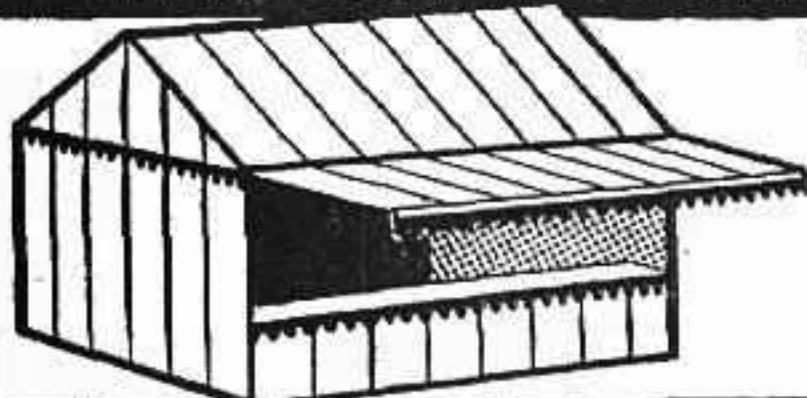
Inside pan diameter, 16 inches. Over-all height to top of pan, 26 inches. Base dimensions, 11 1/4" x 17 1/2".

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CHICAGO 16, ILL.

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CONCESSION — TRAVELERS — BINGO —
CIRCUS — BALL GAME — MERRY-GO-
ROUND — GREEN — BLUE — KHAKI —
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CAN PLACE CATERPILLAR

25 per cent to office. We play in and around Washington, D. C., all summer. All small jumps, the largest seventy-two miles. In fall we play Tobacco Festival in South Virginia, then on down to Florida. We close on or about Armistice week and open again about the middle of January. Wire or write to my Summer Permanent Address:
4501 MADISON ST., RIVERDALE, MD.

BARNEY TASSELL UNIT SHOW

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

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Wanted—MODEL SHOWS, INC.—Wanted

SHOWS: Mechanical, Fun House, Glass House, Side Show, Arcade, with own outfits. We have Monkey, Animal and Snake Shows.
WANT Concession Agents for Dart, Bumper and Hoop-La. Man and wife to handle Snake Show. Man with car to do Billposting and detail work.
Our route is booked for Iowa early Fairs, Missouri, Arkansas and Louisiana Fall Fairs.
Address:

RAY SWANNER, Mgr.

NEOSHO, MO., THIS WEEK; CHANUTE, KANS., NEXT WEEK.

From the Lots

Paramount

SOUTH NORFOLK, Va., May 3.—Bad weather has dogged the shows since opening. The showing schedule for the new Agricade Driving Park, Norfolk, commencing Monday (14) was rained out. Ralph P. Flannagan, general manager, had eight trucks hauling cinders to offset three days of rain before deciding to tear down. It was impossible to get a satisfactory walking surface on any part of the lot. Personnel with lengthy service in the open proclaimed it the worst lot they had ever been on.

Shows opened here Friday (18) to fair business. Joe Brown and His Radio Gang from WRVA attended Saturday (19) and were gifted with a pony by Flannagan. Lack of time for proper promotion resulted in only a fair matinee.

Flannagan has ordered 20 new trailers. Joe Darpel joined with his new Side Show. He is constructing a 150-foot pipe front to display double deck banners. He plans to add a Life Show.

Robert (Red) Marcus and Harry Langford have the *Sepia Scandals*. Posing Show and *Girl Revue*, all of which have done business when weather was favorable. Tom Marshall and Herb Sneek have the cook-house. Jimmy Jamison, high diver, has been interviewed on Stations WSAP and WLOW besides rating a lot of mention in the press.

Art Courtney, former trainmaster for Hennies Bros.' Shows, has been a frequent visitor, as has Frank West. Other visitors were Frank (Doc) Shean and family, Dr. Dudley Cooper, Charlie Lewis and Jack Green-spoon, all of Ocean View Park, Virginia Beach.—BEN BRAUNSTEIN.

John H. Marks

RICHMOND, Va., May 3.—Show moved from the West Broad Street location to Petersburg Pike Sunday (20) and most units were set up for business that day. Official opening Monday night (21) was marred by bad weather and attendance was light.

Rain and cold weather marred the first half of the West Broad Street date, but the weather warmed the last half and business picked up. Saturday (19) matinee and night gross was one of the largest for a single day in the history of the show in Richmond.

Org came up with some fine publicity breaks, the top one being a 30-minute broadcast over WMBG. It was a recording made by Lew Hamilton, org's press agent, and Allen Whitlock, WMBG announcer, of a tour of the midway.

Henry Halder has taken over as assistant secretary; Pearl Wiggins is now in the ticket box on the Ferris Wheels, and Art (Troubles) Spencer Jr. is in charge of transportation on the Lion Drome. Willie (Curly) Smith is starting his 18th season with the Marks Shows in the electrical department.—LEW HAMILTON.

Playland United

DETROIT, May 3.—Owners C. J. (Joe) Bennett and Jack Gallagher recently received delivery on three tractor and trailer units. Booking is being handled by Joe Bennett.

Org opened early in April on Michigan Avenue and Brooklyn here, moving to Fifth and Grand avenues April 12, where it remained until shifting May 2 to suburban Detroit. Org enjoyed good business in first two stands whenever weather permitted.

During kids matinee at Fifth and Grand River avenues, Mrs. C. J. Bennett and Mrs. Ken Moyer demonstrated the use of bubble gum to kids.

Org has ordered a new office trailer.—DON MOYER.

A G. M. DIESEL-DRIVEN
ELECTRIC POWER PLANT
TAILORED TO SUIT YOUR NEEDS



Available in sizes of
from 5 K.W. to 300
K.W. Designed around the famous
General Motors Diesel Engine. Com-
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coupled generators, large type instru-
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FOR WORLD'S LARGEST MIDGET SHOW
Offer salary and extra good percentage to capable,
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NATE EAGLE

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Bridgeton Fair, N. J., this week

and then as per route.

6	29	43	60	65
15	21	42	57	64
4	30	49	63	
12	18	39	48	72
3	26	35	55	73

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Giant Automatic Cages
Bingo Specials 1500 & 3000
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WILL PAY CASH FOR

USED RIDES ALL OR
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60'x120' 40'x100' 40'x80'
30'x90' 30'x60' 20'x60'
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20'x20' 14'x21' 14'x14'

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MANY SIZES IN STOCK.

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38" high, 39" long, 15" wide.
IDEAL FOR NOVELTIES and CONCESSIONS.
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PRICE \$350.00 F. O. B.
Write or wire W. C. SHAFFER
28 N. E. 64th St. Miami 38, Fla.

Triangle

UNIONTOWN, Pa., May 3.—Org moved in from Hagerstown, Md., where a satisfactory week's business was registered despite the distance from downtown Hagerstown. James M. Cole played the regular Hagerstown show lot Tuesday (22).

For Triangle, this was one of those quickly booked stands, due to the cancellation of Winchester, Va. Manager Ralph Rothrock and his aids of the advertising car did a good job of billing on short notice and heavy newspaper exploitation, plus plenty of radio plugs, helped. Friday night (25) was lost by rain.

Charles Wolfe, Hagerstown attorney and official of the Hagerstown Fair, was instrumental in getting shows to play here and it was thru his efforts we were able to get the lot. Wolfe was host at a dinner to several of the org's personnel.

Trudy Russell joined here to take charge of the show's revue, bringing with her members of her cast used during the winter in her revue, *Leave It to the Girls*, which closed at Gastonia, N. C. Mrs. Russell plans to have a cast of 20, including the De-Long Sisters, Don Ricordo's seven-piece band; Slew Foot Williams, comic; Lawrence Kemp, emcee; a line of 10 girls; DeMarlo and Fra-zenda, adagio and acrobatic dancers, and Dolores Escanabia, Mexican specialty dancer.

J. Mastusa, of Garfield, N. J., joined with his long-range lead gallery. This marks his second successive season with the Triangle org. Al C. Bradley is with the shows as assistant director general.

Henry (Fats) and Mae McCaulley visited after a tour of the West Coast. Fats for many years was ride superintendent on Dodson World's Fair Shows and last season was with the John R. Ward's World's Fair Shows as Diesel engineer.

Everyone is wondering why the tape on Billy Hatcher's wrist. Mickey Vogel, custard operator, is always listening to the weather forecasts over the radio. Dickie Keller, son of the general superintendent, has his cigar store located in his mother's popcorn stand, where Dickie is on duty 12 hours a day.

Dorris Walker, Ferris Wheel foreman, now guides the show's spacious office trailer from stand to stand in addition to his ride duties. Mr. and Mrs. Lawrence Alter left for their ranch in Arizona. Roy Chaney went to Detroit to take delivery on a new car and Clyde Butler purchased a new Packard here.

Danny Danko is building two new concessions. George Spears Jr. is flashing a new wardrobe. Cleo Anderson, of the Girl Show, suffered a sprained ankle. Sam Padrone is the new front man on the Jeannie Show. Billy Jewell is the mailman and The Billboard agent.—RUSSELL MARRS.

Crescent

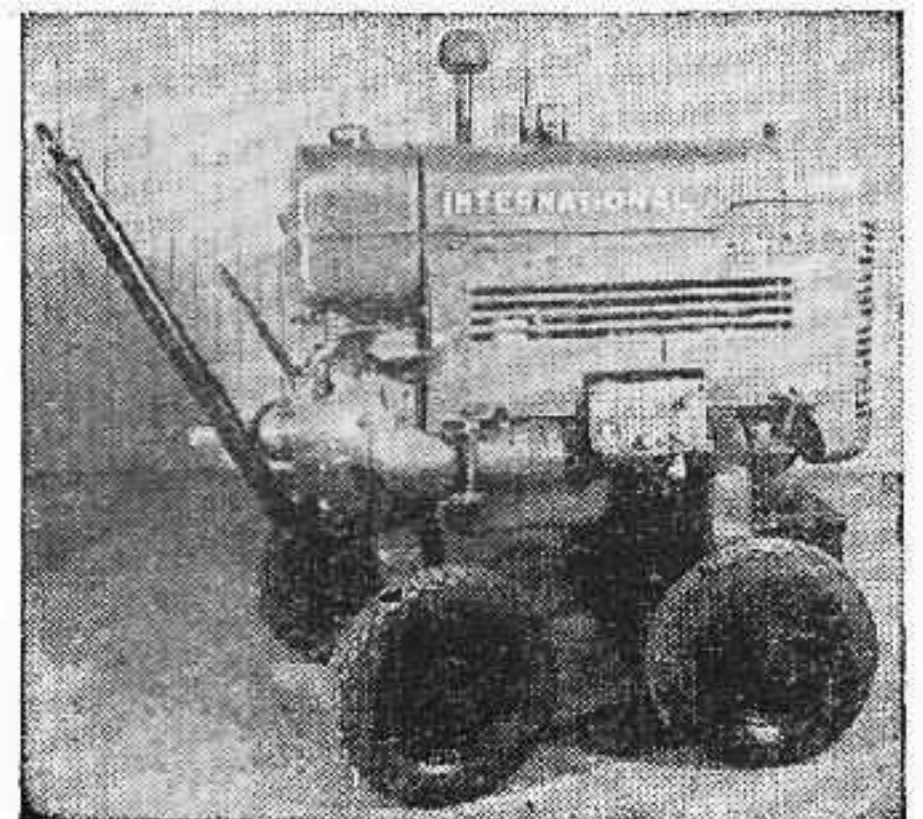
KANNAPOLIS, N. C., May 3.—Owner L. C. McHenry said he had his most successful date here in six years. Show moved in from Albermarle, N. C., which was also a good stand. Ideal weather plus perfect co-operation locally helped to make the date a success.

Brownie the Clown has helped to make the kiddie matinees good. He works schools and the streets daily, distributing special tickets.

New Fly-o-Plane took top money, with the Caterpillar a close second. Twin Ferris Wheels and all other rides did well, the former doing capacity business on closing night. Concessionaires chalked up a red one, several running out of stock. Shows reported some of the best business to date. W. E. West joined here with his photo trailer. Paul Rein has added two more concessions. Visitors were the Fearless Gregg Family, Mrs. Nora Boswell and Mr. and Mrs. Jim Hodges.—LOUIS BRIGHT.

POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL
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JEEP SPECIAL
WISCONSIN



FOR:
Merry-Go-Round
Ferris Wheels
Chair-o-Plane
Tilt-a-Whirl
Silver Streak
Octopus
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Etc.

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8'x100' ... \$71.52

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All Colors, 36" to 54" wide.

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Stock up with a supply of these covers while they are still available at substantial savings.

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Other sizes made to order in our shop at 8¢ a square foot.

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in less than 30 days in ammunition savings alone. No change
necessary in your gallery set-up. Ammunition and parts guaranteed.
Positive check on location receipts.

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342 West Pike, Long Beach, Calif.
3122 Ocean Front, Ocean Park, Calif.
Whitneys at the Beach, San Francisco, Calif.

637 Liberty Avenue, Pittsburgh, Pa.
1628 Market St., Philadelphia, Pa.
1656 Broadway, New York City.
526 South State St., Chicago, Ill.
462 South State St., Chicago, Ill.

MacGLASHAN

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ROYCRAFT COACH, Aluminum or Masonite

An Old Name—Always Dependable

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6441 Calumet Ave.
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ALL FORMERLY WITH IT. WE UNDERSTAND YOUR PROBLEMS. EDDIE COMSTOCK

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HOWARD BROS.' RIDE UNITS

WANT FOR PENNSYLVANIA FIREMEN'S CELEBRATIONS

Photo Gallery, Cigarette Gallery, Lead Gallery, Pitch-Till-You-Wins.
Want Ride Help for Wheels, Octopus, Merry-Go-Rounds, Tilt-a-Whirls,
Chairplane. Those driving semi given preference.

C. D. HOWARD, Millfield, Ohio

PIONEER SHOWS

TOWANDA, PA., MAY 12-17

24 BONA FIDE CELEBRATIONS — ALL TOP MONEY SPOTS
WANT — Second Men on Wheel, Whip, Chairplane, Merry-Go-Round.
Come on, best wages.

Concessions not conflicting, Shows of all kinds. Counter Men for Bingo,
also P. C., Slum Store and Ball Game Agents. All address

MICKEY PERCELL

WAVERLY, N. Y., Until May 10th

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JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NOW PLAYING JASPER, TENN.

Opening for Spitfire or Octopus. Excellent opportunity for a good Bingo, Grab, Hoop-La, High Striker,
Oustard, French Fries, Bowling Alley, Cole Bottle, Novelties, Jewelry and Candy Apples.
Will Book Snake Show, Fun House, Wild Life, Ten-in-One, or Fat Show.
No Grift. No P.C. No Gypsies. No Duplicates. All replies to JOHN PORTEMONT, Jasper, Tenn.

From the Lots

Barney Tassell

CREWE, Va., May 3.—Org opened here April 28, after playing Victoria and Appomattox, to fair business. Shows have 7 rides and 25 concessions.

Staff: Barney Tassell, owner; Hazel Mae Tassell, treasurer; Martin M. Weiss, manager; Nina Scott, general agent; Malcolm McRae, ride superintendent; Tommy Walls, electrician; Robert Blackburn, sound system; W. A. Bates, carpenter, and Martin Black, lot man.

Side Show: Sam Golden, owner, featuring Kitty Kelly.

Rides: Spitfire, Tenn Philpot, foreman; Merry-Go-Round and Roll-o-Plane, Pete Joseph, assisted by H. Chase; Ferris Wheel, Malcolm McRae, foreman, with H. A. Lemlyn, second man; Kiddie Ride, Arthur Daist; pony ride, Mrs. R. Gamer.

Concessionaires: Bob Blackburn, bingo; Mr. and Mrs. Giger, frozen custard; Tommy Rice, cookhouse; Mr. and Mrs. L. E. Locke, French fries; Sam Serlan, string game; Mrs. Helen Serlan, pitch-til-you-win; Martin Black, blower; Peggie Martin, fish pond; W. A. Bates, shooting gallery; Mrs. Leona Bates, penny pitch; Earl Williams, cigarette shooting gallery; Tiny Stephens, mitt camp; Pete Stephens, cigarette shooting gallery; George Joseph, hi-striker; Dian Joseph, bowling alley; Mrs. Dian Joseph, mitt camp; Bob Lukins, pitch-til-you-win; Martin Weiss, popcorn, cat rack, penny pitch, ball game; Jack Perry, snow balls; George Rector, doll wheel; N. W. Dunn and Tony LaPierta, huckley buck and buckets. Office owns all percentage stands.—NINA SCOTT.

W. G. Wade

HIGHLAND PARK, Mich., May 3.—Shows closed their stand here April 26. Location was ideal and business was satisfactory when the weather behaved.

Rides included Merry-Go-Round, Ferris Wheels, Tilt-a-Whirl, Roll-o-Plane, all office-owned; Harry Beache's, Scooter Cars and Fun-in-the-Dark, Bert Britt's Fly-o-Plane, the Twin Octopus, Jerry Rupp's Kiddie Autos and Findlay's Kiddieland rides.

Concessions were limited to direct sales and included Charles Phillips' photos, Smitty Frazer's novelties, King Amusement Company's long range gallery, Mildred Beach, popcorn and automatic guns; MacGinnes's scales and Louie Burr's candy apples and candy floss.

Sam Hansen kept the three army searchlights going every night.—WALTER A. SCHAFER.

D. W.

JACKSONVILLE, N. C., May 3.—Shows registered a strong start here after playing a red one in Roseboro, N. C., and fair engagements at Bladenboro and Elizabethtown. Org is carrying 3 rides, a side show and 27 concessions, and Co-Owners Lewis Williams and Tex Dabney report that business thus far has been satisfactory.

They are anxiously awaiting delivery of a new Ferris Wheel.—RUTH GOLDEN.

Dyer's Greater

BLYTHEVILLE, Ark., May 3.—Despite some cool weather, business here, which was the opening stand of the season, was fair. Shows had 8 rides, 20 concessions and several shows.

Red and Joanie Harrington arrived with their grab bag and novelties. Kenneth Curtis and Marietta Lowman had their concession trailer on the midway, with popcorn, peanuts, candy apples, snow cone and grab joint.



Insist on OAK-HYTEX See your jobber now Ask him for your Oak Change Apron, free with your first purchase of OAK-HYTEX Balloons. Get your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he's supplied.

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Gentlemen:

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My Name.....

Jobber.....

Address.....

OAK-HYTEX BALLOONS

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3 Ball Games, complete, practically new. 6-35 International Truck, enough Stock to pay for Ball Games. With 5 gross of Balls.

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Counter Man and Truck Driver for Bingo.
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P.S.: Now Playing 18th and Ann.

WANT

To hire a Merry-Go-Round and Ferris Wheel for one week this season. Will accept either Ride separately. Please state terms and time.

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Any Circus or Carnival not too big for a City Block, Close In. Contact

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Want Slum Concessions of all kinds. Musicians for Jit Snow; salary out of office.
Humboldt, Tenn., this week; Henderson next week
Strawberry Festival, Alamo, next

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea. . . .50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . 2.00
3000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M . . . 1.50
3000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads. M . . . 1.75
Adv. Display Posters, Size 24x36, Each .10
Cardboard Strip Markers, 10 M for .75
Nickel Wire Cage, with Chute, Wood Ball Markers, Master board; 3 pieces layout for . . . 15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M . . . 2.50
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Blue Ribbon

BESSEMER, Ala., May 3.—Considering the bad weather the first part of the week, business was good. Weather and business were excellent, the latter part.

Visitors included Mr. and Mrs. Harry W. Hennies, Clint Shuford, William Morgan, Chester May, Mr. and Mrs. Dutch Wilson, Mr. and Mrs. Ray Miller, Mr. and Mrs. Leo Bergman, William Ives, Paul Olson, Joe Kissel, Mr. and Mrs. Lew Barber, Harry Wagner, Mr. and Mrs. Eddie Yeager, all from Hennies Bros.' Shows and Mr. and Mrs. Freddie Reed.

Staff: R. W. Whiteside, general manager; Fitzie Brown, business manager; Whitey Miller, assistant manager; Arthur Atherton, secretary-treasurer William Johnson, billposter; A. A. Green, mechanic; R. C. Roach, assistant mechanic; Ernest Leving, electrician; E. King, assistant agent, and Foster Taylor, main gate and towers.

Concessionaires: Lou Archer, roll-down; Maxie Sharp, razzle dazzle; Leo Lussion, bingo; Whitey and Vivian Miller, blower; Joe Lewis, skillo; Frank Lambert, pan joint; Morris Myers, beat the dealer; Curly Wolf, dice game; Louis Myers, rat game; Mrs. Dixon, penny pitch; Sonny Brothel, swinger; Barbara Brothel, over and under; Mrs. Corie, coke bottles; Mrs. Logdon, pea pool; Mr. Logdon, nail store; Mrs. Benore and A. Gunn, frozen custard; Mrs. Meyers, cookhouse; A. Carter, photo gallery; Bill Williams, ball game; Mrs. Mae Chumas, ball game; Johnnie O'Connor, bowling alley; Art Murphy, candy floss and novelties; Abe Stiene, short range gallery; Bob Ayers, wheel; Mrs. Florence Ayers, mitt camp, with Edith Brunt and Mrs. Lou Aurhu, readers.

Rides include Merry-Go-Round, two Ferris Wheels, Roll-o-Plane, Chairplane, Tilt, Ride-eo, electric train, pony ride and three kiddie rides. Shows are Posing and Girl Shows, Frank Tezzano, manager; Minstrel Show, Sweetie Walker, manager, and Snake Show, I. Terry, manager.—HARRY A. VAN.

Veterans' United

DES MOINES, May 3.—Org has been getting a little week-end play here, which was all officials expected. Main reason for setting up was to work on the rides.

Mr. and Mrs. Bob Hill has purchased a new house trailer. Ross L. Sinderson, who has three rides and two concessions on the show, arrived, and Mrs. Sinderson is busy holding open house in their new Vagabond trailer.

Recent visitors included John Scott, Whitney & Scott Shows; V. C. Faaborg, bingo operator; Earl Gabel, cookhouse operator; Mr. Wells, co-owner of Twin City Shows; Paul Price, co-owner of Twin River Shows, and Frank H. Pittenger, former trouper now located in Des Moines, where he operates a jewelry store.—FRANK M. SHORTRIDGE.

Snapp Greater

JOPLIN, Mo., May 3.—Org, owned by William R. Snapp, has 5 major rides, Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus and Dodgem; 2 kid rides, 5 shows and 30 concessions.

Personnel includes Manager Ray L. Swanner, who also has three concessions and two shows; Mrs. Jack Roberson, secretary-treasurer; Jack Roberson, ride superintendent; Joe Green, general agent; Robert Bowen, electrician; Mr. and Mrs. Harold Futch, 15 concessions; Mr. and Mrs. W. H. Harry, popcorn and custard, and Virgil Boone, photos.

Org is routed thru the North on a circuit of Iowa fairs, then South thru Missouri, Arkansas and Louisiana for fall fairs.

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The LIQUID Popcorn Seasoning with that Better FLAVOR

Fresh POP CORN

STILL the most economical because . . .

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Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15%—This brings the cost of POPSIT PLUS close to the price level of solid seasonings at a very opportune moment, since the new outdoor season is with us.

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WRITE FOR FOLDER, PRICES AND DELIVERY DATE.

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Want to book any Riding Devices that don't conflict.
Will book Shows with own outfits. Play long season of Fairs and Celebrations.

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RIDES WANTED ON P. C. TO BOOK OR LEASE

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For all or part of season in permanent Amusement Park. Park has many industrial picnics booked for week days and a big general picnic trade every week-end. This is an old established park with practically every attraction desired except Rides.

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PURE COCONUT OIL \$14.43
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Six One Gal. Tins to Carton

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**Cincy Zoo's Food
Show Exhib Space
Sale in New High**

CINCINNATI, May 3.—Sale of 78 per cent of the exhibit space, a new record, for the Zoo's 30th Annual Cincinnati Food and Health Exposition, August 19 thru September 1, was announced this week by A. E. (Toney) Scheffer, managing director. Event, sponsored annually by the Cincinnati Retail Grocers and Meat Dealers' Association, will feature its usual list of free acts and various other talent groups.

Scheffer said that to satisfy increased demand for exhibit space two new sections of booths will be opened, with displays accenting improvements for the entire home instead of merely the food phase. Event this year will be celebrating its pearl anniversary, it having been launched at the former Chester Park in 1917 during World War I.

Scheffer said that he and August Meyer Jr., food exhibits director and secretary of the grocers' association, will visit at least two other similar shows to sign up more exhibitors of nationally advertised products for the local exposition.

Karl Yochum, Cincinnati grocers' president, also is chairman of the local show committee, which includes John Ziepfel, co-chairman; Clarence Meyer, Charles Deilerman, William H. King, George Gander, C. R. King, Francis J. Scherer, Theodore Nicola, Frank Von Lehmden and George Kamerdiener.

**St. Paul Winter Show
Names New Officers**

ST. PAUL, May 3.—New officers of Saintpaulites, Inc., sponsors of the St. Paul Winter Carnival, are John F. Scott, former carnival president; W. J. Hickey, retiring president; Charles W. Moore, Arthur E. Eggert and B. H. Ridder, directors. Retiring directors who automatically became life members of the organization are L. C. Seamer, Harry Kern, Robert J. Fitzsimmons and Ernest R. Reiff.

Saintpaulites, Inc., set January 31-February 8, 1948, as the date for the annual winter carnival. Other dates sponsored by the organization are the St. Paul Home Show at St. Paul Auditorium October 3-11, and Ice-Capades, February 25-March 2.

**Maritime Province Doings
Are Swinging Into Action**

ST. JOHN, N. B., May 3.—With the elimination of ice in indoor rinks thruout the Maritime Provinces, promoters of indoor fairs, expositions, bazaars etc., are swinging into action and indications are the period from early May until early November will be a busy one. Promoters have been handicapped during the winter because of the shortage of suitable locations.

Rodeo for Saskatoon

SASKATOON, Sask., May 3. — Optimist Club will sponsor a three-day rodeo at the fair grounds here this month under direction of Cliff Clagett. Proceeds will go to boys' work. A chuckwagon race for a \$1,000 purse will be a feature.

Fireworks at Wellsville

WELLSVILLE, O., May 3.—A fireworks display will be among the features at the Wellsville Homecoming Celebration next month, sponsored by the volunteer firemen, M. L. Clendenning, chairman, announces. A pet and bicycle parade also is on tap.

**Mpls. Aquatennial
Adds 4 New Events**

MINNEAPOLIS, May 3.—Four new events for the 1947 Aquatennial, July 18-27, are announced by Donald R. McReavy, general chairman. The new enterprises include a boxing show, with Charles Johnson, *The Minneapolis Star-Tribune* executive sports editor, chairman; Auditorium Teen-Age Party, Al Jordan and Ray Lemke, co-chairmen; Coronation of Queen of the Lakes, Henry Rutledge, chairman, and River Show on the Mississippi, James Baker and A. D. Strong, co-chairmen.

Other committee chairmen named are Harold Anderson, Paul Bunyan canoe derby; Fred Anderson and Sally Delaney, queen of lakes contest; Walter P. Quist, sunrise religious service; Alice Dietz, children's wonderland trip; Al Brunner Chester Roan, Charlotte Fosburg and Russell Johnson, junior olympics program; Earle De Laittre, aqua follies; Judge Theodore Knudson, legislative luncheon; William Benson, music festival, and Eldon Rempfer and Tom Gallagher, Minnesota mayors' party.

**Ottawa Sportsmen's
Show Draws 68,000**

OTTAWA, May 3.—Approximately 68,000 persons attended the first National Sportmen's Show of Canada, which closed its six-day run in the Coliseum here April 26. In the six days there were 12 matinee and evening performances and a continuous showing of feature exhibitions.

Highest daily attendance, 15,800, was registered the final day. While no official figures were given, Alderman L. L. Coulter, chairman of the civic sponsored enterprise, said business exceeded "by \$10,000 all expenses." The price range was 25 cents to \$1.25.

Stage and water tank show featured Texas Lynch, trick and fancy archery; Russell Dotson and His Collegians, comic high divers; Corby Kellam, billed as the human fish; the Skating Earles, Beebe's Hollywood Bears, Viola Paul, daredevil ball spinning; Archie Dobbel, axe throwing; canoe tilting with Fraser Whyntott and Ronald Grimm and Charlie Frank's U. S. Army retrieving dogs. Barry C. Kaye was emcee.

Exhibits included fish and game, natural resources of several nations, Indian and Eskimo material, movies and a commercial showing of equipment.

**Ohio Valley Shows Signed
For Boswell, Ind., Cele**

BOSWELL, Ind., May 3.—Ohio Valley Shows have been signed for the midway for the annual Boswell, Ind., July 4 celebration at the fairgrounds, Bill Harris, Ohio Valley general agent, announces.

Features planned for the four-day event include drawings, high pole and platform; fireworks and free dancing. Edgar Burnett is chairman.

Urge Rose Fiesta Revival

SAN JOSE, Calif., May 3.—Board of Directors of San Jose Chamber of Commerce went on record as favoring revival of the Fiesta De Las Rosas, held here annually from 1927-1932. Directors recommended the fiesta be revived in 1948 to supplement the California Centennial Celebration and then to be held annually.

**Pontiac Amvets Sign
C&W for 4th Cele**

PONTIAC, Mich., May 3.—Cetlin & Wilson Shows have been engaged to supply the midway features for the First Annual Fourth of July Celebration staged by the local Amvets Post July 4 week. Event will be held on State property at Telegraph Road and Elizabeth Avenue. R. C. McCarter, of the C&W org, was here early this week to sign the contract for the shows' appearance.

The celebration will feature fireworks, parades and several free acts. Another feature will be the giving away of a Pontiac automobile donated to the Amvets by the Pontiac Motor Car Company.

Tom Carson, of Station WCAR here, heads the celebration committee.

Simsbury Carnival Set

SIMSBURY, Conn., May 3.—Annual carnival of Tomalonis-Hall Post, American Legion, will be held here in June. Richard E. Curtiss is chairman.

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INDOOR SHOWS RACK UP BIG \$

St. Louis Cops Shatter Old Crowd Marks

208,381 People in 13 Days

ST. LOUIS, May 3. — Annual St. Louis Police Circus, which began a 15-day run at the Arena here April 20, is a lead-pipe cinch to crack all previous money and attendance marks. Up to and including last night's performance, the coppers' show played to 208,381 people, which sends the annual event into its last four performances 18,000 ahead of the best previous total attendance mark. Show winds up Sunday night (4).

Last night's performance attracted 16,783 payees and again brought out the S.R.O. sign, with vast throngs turned away from the box offices. The only possible way to make it into the vast Arena for the final performances today and tomorrow is to bump into some friendly cop on the beat who might have a few ducats stashed away for his friends.

Larry Griswold, comedy trampoline, who was forced out of the show with an arm injury after working the first two performances, has undergone an operation to mend the ailing wing and is now recuperating at his home in Cedar Rapids, Ia.

The veteran Charles Siegrist, of the Flying Siegrists, fell Tuesday night (29), sustaining a dislocated shoulder.

Lucy Waldorf, of the Waldorfs, who do their stuff on motorcycles atop a pedestal, sustained a broken ankle Wednesday night (30) when their rigging geed up causing her to fall.

Bell, Braden Join Big Show Flackery

NEW YORK, May 3.—C. Foster Bell and Frank Braden joined Ringling Bros. and Barnum & Bailey press department here this week, according to an announcement by F. Beverly Kelley, publicity director. They will replace Bernie Head, who is in Bellevue Hospital here, and Bill Fields, who will remain in town to continue handling several legitimate shows. Fields will finish up with the circus next Saturday (10), the day before it closes at Madison Square Garden.

Bell was formerly a contracting press agent for Cole Bros.' Circus and more recently fronted for a road company of the play *Dear Ruth*. Braden is a veteran of the Big Show press department. Other members are Allen Lester, Frank Mofrissey and Sam Stratton.

Eight members of the circus personnel donated blood this week for Head, who was scheduled to undergo an operation. They were Eddie Callahan, show photographer; Dick Miller and Tex Copeland, of the front door; Jule Gurlick, of the menagerie; Earl Arseneau, train porter, and Sandy Sanderson, Mac McDonald and Howard Patnode, of the wardrobe department.

King Scores at Glasgow

GLASGOW, Ky., May 3.—King Bros.' Circus chalked up a red one here Saturday, April 26, getting a full house at the matinee and an overflow crowd at night. Weather was ideal.

Gainesville Community Show Registers New Gross Record

GAINESVILLE, Tex., May 3.—Gainesville Community Circus set a new gross receipts record when it inaugurated its 18th season here during a four-day period beginning Wednesday, April 23.

Performances were scheduled Wednesday, Thursday and Friday, but rain Thursday night caused cancellation of a performance for the third time in the show's history, and the postponed showing was given Saturday night.

Opening night saw a well-filled tent on hand to greet Gen. Jonathan Wainwright, hero of Bataan, who acted as honorary ringmaster. The Friday night crowd was a turnaway after the overflow crowd had been placed on the straw, while the postponed showing drew less than half a house Saturday night.

Wainwright Leads Parade

With General Wainwright leading the parade opening day, there were 10 bands and several hundred mounted riders, and scores of decorated floats in the procession, as 18 B-29's from Roswell, N. M., Army Air Field flew overhead.

The general was presented a gold engraved whistle by President Roy Stamps of the circus, and a blast from the whistle opened the initial performance.

The opening spec, employing 92 people, three small tableau wagons and 33 head of stock, was costumed by Lanquay, of Chicago.

Members of clown alley were Tom Buchanan, Clyde and Ralph Gilliland, Wilbur Jackson, Bud McCann, Harry May, Pat O'Brien, James O'Neal, Jay Wimberly, J. B. Saylor, Howard Simmons, Harry Simpson; Dan, Jerry and Louise Smith; Roy Stamps Jr., Jimmy Smooth, A. W. Wells, Frasher Westbrook, Cad Winger and Dr. S. M. Yarbrough.

Visitors Listed

Visitors during the opening included Howard Suesz, Clyde Bros.' Circus; Mr. and Mrs. Brace Helfrich, CFA's of Wichita, Kan.; Robert Frost, associated producer of Marshall Grant Productions, Hollywood; Beverly Lloyd and Neila Hart, motion picture actresses, who will appear

Business Picks Up For Duggan's Show

ABILENE, Tex., May 3.—Now in its sixth week, William F. Duggan's World Wide Animal Exhibit is playing to good business now. First two weeks out business was spotty and the nine-day stand in San Antonio was poor. Since then, however, things have been better. Top business was enjoyed at Fredericksburg, Ballinger, and now here.

William Treadwell, the new agent, is getting the show plenty of space in newspapers. Professor Coggzo received a shipment of ringtails. The org's South American pet, the llama, strayed off the lot at Coleman, Tex., on getaway night and was gone for a week. Once Duggan raised the reward ante, it was returned.

Jim Stutz has the midway flashed with two concessions and a novelty stand. Recent visitors have been Polly Jenkins and Her Pals, with Texas Rose, Uncle Dan, Floyd Maine and C. R. Montgomery, of the circus bearing his name.

in the production, Gainesville, U. S. A., based on the history of the Gainesville Circus; George Duvall, and Manager Frank King and four of his staff from the Associated Press Office in Dallas.

Show garnered some great publicity, including a Sunday feature sent out by the Associated Press Feature Service from New York, a State feature written by Jack Rutledge, of the Dallas office, an illustrated feature in the AP mail service from New York and a feature on Kate Smith's radio program.

Following the spec, there were 21 displays as follows:

No. 2—Principal riding acts, Billy Rob Alexander and Lawrence Davis. No. 3—Trampoline, Joe Henry Wilson, Roddy Osborne. (See Gainesville Sets on page 76)

Sparks and Mills Day and Date In Columbus, O.

COLUMBUS, O., May 3.—Circus fans in Ohio have seen the Sparks Circus and Mills Bros.' org in rapid fire order recently, and in one instance, here in Columbus, April 26, the shows day and dated.

In Mansfield, O., April 29, the Sparks org played here a day ahead of Mills. Rain and cold weather held the crowd down and as a result, less than a half house was on hand for the matinee and about one-third of a house was on tap for the night show. Mansfield, incidentally, was host to the Ohio Valley Shows the same time Sparks was here and Cole Bros.' Circus is billed there May 28.

Newark, O., saw the Sparks show April 28 and the next day Mills Bros. moved in for a one-day stand. Weather for Sparks was cold and attendance at both shows was very light.

In Columbus, Mills Bros. played a new lot, Sparks having the customary lot on West Mount Street, adjacent to the ball park.

Mills' spot was at Olentangy Boulevard and Third Avenue. Business Friday, April 25, was light because of rain. Saturday's attendance at both matinee and night shows was fair.

Sparks drew a strong house at its matinee and a full house at night.

Press, for both shows, was good, but the public got mixed up aplenty on lots and dates.

At Marion, O., April 24, Mills Bros. did big business despite rain. Show drew a full house at the matinee and a fair night house.

Bailey Does Okay In Fairmont, W. Va.

FAIRMONT, W. Va., May 3.—Bailey Bros.' Circus overcame the breaking of a new lot and anything but desirable weather here April 30 to register two strong houses.

The show arrived here early and had the big top up by 9 a.m. A strong wind came up shortly after that blew the top down. It was up again by 1 p.m., but the matinee did not start until 3 p.m.

At Ashland, Ky., April 22, the show scored with two full houses. Weather was ideal.

Barnes Ahead Of 1946 Chi Stadium Date

Spring Vacation Helps

CHICAGO, May 3.—Barnes Bros.' Circus, with another week still to go in the Chicago Stadium, today was running slightly ahead of last year's attendance.

Turnout Friday (2) night was the best of any week night this week. Despite weather—it was snowing lightly just before show time—folks turned out in such numbers that gates were clogged and the start of the performance was delayed until they could get in.

Attendance had fallen off in the early part of the week, but towards the latter part it picked up. A heavy attendance appeared certain for the two performances today and tomorrow. Coming week looks promising, too.

Circus's stand spans 24 days, with 23 matinees and 24 night shows. Staged later this year, the circus did not conflict with Easter Sunday, and benefitted thereby. This week public schools were closed for the spring vacation.

Show came in for some strong publicity this week. Biggest splash was a page pic layout Thursday (1) in *The Chicago Herald-American*. Spread featured three page-length pictures of the Antaleks, La Tosca and Elly Ardely.

Cole Wallops Everything But Ol' Man Weather

CHICAGO, May 3.—If there is anything to general business reports that something of a recession is setting in about the nation it hasn't caught up with Cole Bros.' Circus as yet as the red wagon bales up plenty of lucre every time the elements do not interfere.

April 24 a terrific rain caught the org at Decatur, Ill., but a packed matinee was in before it started. Night house was hit and it took all night to get the show off the lot which meant that the matinee the next day in Springfield, Ill., did not start until 5:30 p.m. that hurt, but the night was capacity and then four week-end performances in Peoria gave two excellent days' business despite the cold, damp atmosphere.

Bloomington, Ill., was good for two capacity houses, but a downpour belted Champaign. Danville popped thru with two capacity tips, the night being a turnaway.

Thru the seven-day period the over-all results were more than satisfactory, according to Zack Terrell.

Art Mix's Buffalo Ranch Circus Bow Postponed Day

SOUTH BEND, Ind., May 3.—Art Mix's Buffalo Ranch and Real Wild West Show and Thrill Circus, was scheduled to bow for the season here Thursday night (1).

Opening, however, was postponed one day because some equipment failed to arrive on time.

Cole Bros.

Our second week out was like every spring, cold and rain. I notice plenty of long handles and overcoats. Decatur, Ill., was a dandy! It rained from the time we arrived on the lot until we left.

John Smith and Alabama Campbell started off the season, as usual, with a feud. We all are anxious to see the pictures Ruth Nelson has taken. As soon as our cars are parked near a cinder or wood pile, Harold Voise is going to let Otto and the writer look thru the window and see the inside of his stateroom. They say it's the last word. I wonder what Georgia Sweet is building in her berth. It could be a stall for Dapples!

James McElwee gave a swell show dinner in his penthouse, atop the Pere Marquette Hotel in Peoria. Guests included Lucio, Pete, Belmonte, June, Corky and Hortense Cristiani, Don Beall, Hubert Castle, (See COLE BROS. on page 101)

Mills Bros.

We are rolling merrily along. While in Columbus, O., 15 members of the show put on performances at the State penitentiary and at the Crippled Children's Hospital. Incidentally, Jack Hoxie, our cowboy star, had to check his guns at the gate when he visited the penitentiary. Imagine a cowboy without guns!

Members, in addition to Hoxie, who gave their time for the performances, were Bonnie Baker, Chief White Eagle, Princess Red Wing, Princess White Cloud, Buffalo Ben, Chief Black Wolf, Brownie Silverlake, Jimmy O'Neill, Alec Brock, Tommy Whiteside, Bill Nippo, Doc Waddell, Annie Collins and Jack (See MILLS BROS. on page 100)

Yankee-Patterson

Seventh week and still business has not improved. Manager Jimmy Wood was taken ill on the set of *Nightmare Alley* at 20th Century-Fox Studios and was confined to his home in Venice, Calif., for four days. Thomas John carried on at the studio for him.

General Agent Harvey Walters and wife, Jo, spent a day visiting us at Dinuba, Calif., and then started on their tour of the Northwest. Mrs. Robert Galbraith arrived to visit her (See Yankee-Patterson on page 81)

DRESSING ROOM GOSSIP

Ringling-Barnum

Spring weather finally arrived in New York and our Florida wardrobes can now be used.

Emmett Kelly guested on *It Pays To Be Ignorant* radio program. Bernie Head, veteran press agent, is on the sick list, as is Martha Henderson.

Visitors the past week were Eddie and Bobbie Mader, Mrs. Ritchie Mader, the Kimris and Lee Wallenda; Truzzi; Mrs. Ira Millette and daughter, Penny; members of the Repensky family, Jack Shaw, Mr. and Mrs. Blank, Mrs. Sam Katz, Dolly Gargan, Mickey Behee's mother, Janice Mooney and son, Mr. and Mrs. Dippy Diers, Mrs. Katherine O'Donnell and Big Roxy, Mike Dare and Jack Leach, up from Miami.

Back door scenes: Flash! The Merle Evans Free-Roll Club is under way, reports Vice-President Arthur Springer. . . . Julius (Blocks) Gerlick has taken over the promotion of picture sales of cowboy, the usher, who will work with the rodeo in the Garden this fall.

It isn't true department: Lovie Nagy knocked that piece of concrete out of the wall in getting away from the bear last week.

Jimmy (Step Ladder) Armstrong haunting the New York camera stores on the lookout for a Rollicflex camera. So far no luck. . . . Harry (Gopher) Dutton, the tipster, was giving out Derby winner two weeks in advance of the race. Henry Bedow and George Campbell, with the help of Step Ladder Armstrong, are knocking 'em dead with their Chinese laundry gag. . . . Dusty, the shine boy, has a new chair now. Business must be good. —DICK MILLER.

Dailey Bros.

We couldn't get away from Mount Pleasant, Tex., without the usual storm. Lightning knocked four persons off their feet and shocked a half dozen others. The lot was under water 10 minutes after the rain started. This all happened after 9 p.m.

Richard Dowd garners plenty of laughs as a predatory female, in the come-in. Johnny, pinto horse, ridden by Marguerite O'Brien, is a favorite with the customers when he does La Conga. The favorite pastime in the backyard is trying to count the silver dollars decorating the saddle and bridle on Lipstick, Palomino stallion ridden by Freddie Fredericks (See DAILEY BROS. on page 100)

King Bros.

We have had all kinds of weather lately, mud, rain and sunshine. Some of the weather has been so tough even the veterans are amazed. All of the trailerites are asking for bigger and better lots. In the hills and mountains of Kentucky, however, you can't be choosy.

Big crowds greeted us in Glasgow, Ky. Relatives of Mrs. Aubrey Ringling Haley visited there.

Matt Lawrish, equestrian director, left the show in Franklin, Ky., to enter a government hospital for a few weeks. Frankfort, Ky., proved a big surprise. It was raining when we arrived shortly after daylight and it continued until 2 p.m. Matinee attendance was fair and the night crowd was capacity. Harry Anderson and family of Cincinnati visited, as did M. J. Durham.

Chester Gregory, manager of the Side Show, has a show of which to be proud. Acts include Capt. Frank Phillips, untameable lion; the Pierces, impalement; Robert Burns, armless boy; Bobby Avern Jr., fire eater; Tom Arenez, Punch and magic; Lucy, (See KING BROS. on page 100)

Siebrand Bros.

Ed Patrick is teaching his mule the teeterboard and breaking Jenny, the donkey, to balance the other end. The writer is teaching two dogs to walk the wire in the canine act.

A photographer was on hand recently and took color pictures of the fronts and the circus bally. He also took pictures of the dog act and some of the Quackenbushes in action. Incidentally, Ma and Pa Quackenbush are still hunting lakes and swim pools.

Don Rey bought a seven-passenger rubber life boat for his fishing expeditions. Peanuts Freeman and Pa Quackenbush went on an all-night fishing jaunt. It was pretty cold, they reported, and they spent most of their time warming themselves by a fire on the shore.

Ivan Henry is the early riser on the show, being up around 7 a.m. Nobody else stirs until around 10 a.m.—TONI MADISON.

Polack Eastern Unit

Unit opened with a bang in Richmond, Va., where Ernie Wiswell joined with his Funny Ford. Other recent additions include Bobo Barnes, Harold Barnes and the Felix Morales family. Ray Wilbert, hoop manipulator, suffered an attack of la grippe, but has recovered.

With Jo Madison boasting a new line of costumes, the Sidney dressing room has been the center of attraction lately. Almost every member of the shows caught the Big One in New York before opening in Wilmington, Del. Recent visitors include Irish Horan and Jolie Chitwood. Richmond business was good despite the fact that show encountered opposition from four carnivals and the spring fair.—ELLEN AMES.

Garden Bros.

The warm wave the weatherman promised hasn't arrived. However, business continues above expectations. Late matinees for the school children are always packed.

Woodstock Arena still has a two-inch layer of ice in it. Modoc, Em— (See GARDEN BROS. on page 101)

Sparks

There was real circus weather in Kentucky and the crowds responded. Both Covington and Lexington gave with good houses. In Covington, we entertained a gang from the *Billboard's* Cincinnati office.

Two of the busiest men on the lot are Ray Schuts, who is compiling (See SPARKS on page 103)

Polack Western Unit

Flo Olsson, wife of Stig, is doing web. Guistine Loyal has been named aerial director.

Dwight Moore joined with his dog act, but was injured during rehearsal when he fell and broke his glasses, a piece of the glass piercing his eyeball. He was rushed to a hospital where the glass was removed. His wife, Gene, is working the act with the help of Emil Pallenberg and Carl Barnett.

Charlie Borza, Kinko and Guistine and Alfredo Loyal go fishing daily, and the one getting the biggest catch at the end of each week is awarded a prize. None of the boys have caught even a minnow, thus far.

Peppi Borza arrives daily with a bouquet of flowers for each girl.

Mr. and Mrs. Don Francisco who are leaving soon for a USO tour, visited recently.

Conchita Morales and yours truly are having a lot of fun explaining the several modes of transportation. We found it's a little early to try to catch a bus at 6 a.m., so we took a cab from Santa Rosa. Does anyone know if a boat leaves Sacramento for Oakland?—IRENE LAFFERTY.

Wallenda

Stand at Fort Hesterly Armory, Tampa, proved a successful one. Mel Miller, emcee, formerly with the Ringling-Barnum circus, joined at Tampa. A show-stopper here were the Naittos, with Nio doing her somersaulting, and Alla, her flip frog. Margie Geiger has recovered from injuries sustained in a fall while playing Detroit. She's a feature of the Aerial Ballet.

Captain Engesser also is getting along okay following a recent tussle with his cats. Tige Hale's Band is doing a good job on the music. Concession department includes Frank Torrence, the Erwingos and the Rittleys. One of the most popular men on the show is Paymaster Alex (Shura) Neuberger. Fred Bradna was a recent visitor, as were Mr. and Mrs. Aylesworth, the Roland Simpsons; Maschino family, Mitzi Sleeter, Gracie Genders, Vivian Webster, Patty and Mrs. Cartier and Jackie Gerlich.—GUNTHER WALLEUDA.

Clyde Beatty

There were many visitors at Alhambra, Calif., including Raymond Behee and family. . . . Santa Barbara ancient mission was toured by many of the showfolk. Top was well filled with the curious and there were probably many prospective trainers in the crowd as Clyde Beatty started breaking a new lion.

Noticeable around any circus are the strange names in the working departments and George Werner is adept in applying such monikers. Among the unique labels heard on the lot are "Red Seater," "Telegram" and "Can't Find the Way." Phenomena: A candy butcher heard shouting "popcorn at 10 cents" in the grandstand.

Salinas, heart of the lettuce bowl, is the birthplace of an American— (See CLYDE BEATTY on page 103)

Bailey Bros.

Once I got all the mud washed off I couldn't wait to see if the rainy weather we've been having affected the Corona. We have had nothing but rain and business of late.

Harry Mack paid us a visit in Huntington, W. Va. He looks younger every day. In Ashland, Ky., we day and dated a carnival, both orgs being on the same lot. All Bailey hands were on hand to see the carnival free-act. The writer was entertained in the Ashland home of Mr. and Mrs. Bob Cannon, Bob being an old army buddy. We didn't do any putting up or tearing down, but we certainly refought a few World War II battles.

Opal Stevens and Susie Henderson are sporting sunburns from the one (See BAILEY BROS. on page 103)

First Arrivals!

ELEPHANTS

for Immediate Delivery!—

any month commencing June 1 — at lowest prices — high-quality — ready-broken — Indian females under 6 feet. Larger trained animals if desired. All brought in direct. We are principals with our own Indian buying offices — not brokers or agents. Full particulars and prices on request. Let our representative call on you without obligation.

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Double coupons. Double prices.

Big Show Near Sell-Out for Last N. Y. Wk.

Circus Visits Hospital

NEW YORK, May 3.—Ringling Bros. and Barnum & Bailey Circus will enter the final week of its stay at Madison Square Garden here tomorrow, with all remaining week-end matinees sold out and with few other than \$1.20 seats high in the rafters available for any other afternoon performance. The continuing heavy advance sale has already assured near capacity audiences for all remaining night shows. The available seats, for the most part, are in the lower brackets. Attendance for the week, including tonight, again totaled an estimated 190,000, to bring the grand total for the 49 performances to about 636,000.

The annual entertainment of Bellevue Hospital patients by circus personnel was scheduled for today and the free show for orphans, also an annual event, will be staged in the Garden Monday (5).

Second Televising

Another complete televising of the circus was scheduled for tonight by CBS. The first broadcast April 19, was under the sponsorship of the Ford Motor Company. Tonight's is sustaining.

A news dispatch from Nairobi, Kenya, a base used by Howard Y. Bary, circus representative in Africa, reported that two rhinoceroses, two giraffes and a rare albino zebra were being shipped to the Ringling circus. Altho not full grown, the rhinoceroses were said to weigh 3,000 pounds each and the giraffes were said to be 12 feet tall.

Sioux Falls Gross 19G; Reserved Section Flops

SIoux FALLS, S. D., May 3.—Orrin Davenport's El Riad Shrine Circus here April 14-19, attracted 30,700 and grossed an estimated \$19,000. Six night shows and five matinees were presented.

General admission was \$1, with reserved seats being 25 cents and 75 cents extra. Children were admitted to matinees on 25-cent tickets purchased by local businessmen.

A new reserved seat section inaugurated this year flopped entirely. The local committee had 658 seats in this section at 75 cents extra which went begging at every performance. The tariff was too high for local consumption and the seats were not elevated properly.

James M. Cole Performer Injured at Frederick, Md.

FREDERICK, Md., May 3.—Robert Sullivan, 21, member of the Morris Troupe, teeterboard, on the James M. Cole Circus, suffered a fractured left arm and a dislocated elbow when he fell during the night performance here April 23. He was removed to Frederick City Hospital. Sullivan was doing a back flip at the start of the concluding act when he lost his balance after springing from the board. Show drew strong houses at both the afternoon and night performances here. Weather was clear.

Polack Bros. Drawing Full Ones in Sacramento

SACRAMENTO, May 3.—With advance ticket sales three times over last year's record, the Polack Bros. Circus is playing to full houses in Sacramento's Memorial Auditorium. The Ben Ali Shrine Temple is the sponsor.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Moistproof, Md.
May 3, 1947.

Dear Pat:

We finally made the big time. While making a four-day stand at Per Capita, D. C., last week, Mel Hildreth, past-president of the CFA., and Dr. William Mann, director of the National Zoo, visited the show. Around this show, anyone who carries a cane automatically becomes the manager and boss supreme. Thinking it merely a good-will gesture when Charley Horse and Mike Upp handed them canes, the two visitors accepted them, never dreaming that they had suddenly acquired a circus.

Before Mel and Doc had time to look the show over, our (I meant to say "their") purchasing agent advised them that their show wasn't short of dough, but was short of flour to mix some. "Furthermore," he stated, "the stock, animals, workmen, kinkers and windjammers were neighing, trumpeting, roaring and beefing for stomach wadding." It wasn't long before our visitors (we like that word; it doesn't sound as tho they were duked in) learned that

a circus, like an army, moves on its stomach.

Monday's matinee opened light with the night house dark. The new bosses decided that a parade would bring customers to the lot and ordered one to be given on Tuesday. Our boss hostler refused to harness the show's mules unless the new owners agreed to ride in the former bosses' surry and lead the parade. Then it became a case of either or else, so they eithered.

Former Manager Upp, who still sold the tickets in the red wagon, decided that two local names would help draw and had banners painted that read, "Under New Management, Now Operated by Two Hometown Boys, Melvin Hildreth and Dr. William Mann." To draw from an area where the names were famous, the parade was routed thru Washington on Pennsylvania Avenue, as the show was playing only three miles from the Capital City. The signs were tacked on the wagons after the surry left the lot.

Before the street spectacle had gone a block up Pennsylvania Avenue, a cop stopped it demanding to see our parade license. By that time 40 pushcart peddlers had joined the parade in order to trail it to the lot. Being an attorney, Hildreth straightened out the matter by telling the cop that every cart had a license and that the circus was merely following them. What drawing power our parade, lengthened 10 blocks by the pushcarts, and their names had! The matinee performance was jammed to the doors, and it appeared as tho the circus would go back into its former owners' hands.

Mel and Bill stood the gaff until our elephant, Crumbwell, cleaned out three of the pushcarts, the feedman stuck out his palm, the butcher and grocer threatened to attach, the city demanded its license, the lot man asked for money and the show's personnel refused to work unless the new bosses declared a payday. All Mike Upp would say was, "You're an attorney. Now prove it."

A circus fan is a circus fan, but hell, Pat, there was a limit to their fanning. Without a murmur they paid off, shed their canes and departed for their homes. Kindly tell the world that all circus fans are welcome around this show.

P. S.: Just saw an express truck unload a gross of canes at the office. Our novelty man isn't in. Looks like paydays ahead on this trick.

Texas Stands Are Proving Okay for Montgomery Org

ANSON, Tex., May 3.—After bucking some tough weather, the C. R. Montgomery Circus found fine weather awaiting it here April 29 and the show did okay business, altho the matinee was not too strong.

Two members of the circus, Arthur Williams and an Walker, were injured en route here when a cattle truck collided with the truck being driven by Williams and in which Ann Walker was a passenger. Injuries were not serious.

At Cisco, Tex., April 26, the Montgomery Show garnered two full houses. Despite rain at Hamilton, Tex., the show drew two strong houses and at Livingston, Tex., April 18, the matinee played to a full house and the night show drew a strong house.

Cincinnati Tents Combine

CINCINNATI, May 3.—At a dinner meeting here Wednesday night of last week (23), a merger of the John Robinson Tent, Circus Fans' Association, and the Loyal Repensky Tent, unaffiliated, was effected, the combination to be known as the John Robinson-Loyal Repensky Tent. Al Mayer, member of the Robinson Tent, arranged the get-together. Formal petition for a charter in the CFA has been signed and sent to Gil Conlinn, national secretary-treasurer at Hartford, Conn. Officers elected were Martin Hogan, president; Dr. Robert Carothers, president emeritus; John G. Robinson, IV, vice-president; Albert Mayer, chairman of the board; Cecil (Red) Scott, former trouper, secretary and publicity director; Arthur Becker, treasurer; Frank Bevier, chairman of the entertainment committee; Father Cornelius Berning, chaplain.

King and Franklin Org's Sylva, N. C., Opening Big

SYLVA, N. C., May 3.—This being the hometown of Charlie Campbell, one of the owners of the King & Franklin Circus, a huge crowd turned out for the org's initial showing of the year here April 25.

Acts include Loy's six Palomino Liberty horses; Miss Aerialetta, trapeze; Charlie Forest Troupe, bar; Avalon Troupe, teeterboard, and Charles R. Hall, animals. Dave Fredrickson's band furnished the music.

Wallenda's Tampa Stand Satisfactory

JACKSONVILLE, Fla., May 3.—Fresh from a successful four-day stand in Tampa, the new Wallenda Circus opened its second big-town appearance here Wednesday, April 30, for four days under sponsorship of the Lions Club.

Stand in Tampa was very satisfactory. With the powerful backing of the Egypt Temple Shrine and good press and radio, the show played to good night crowds, altho the matinee crowds were slim. Sponsors were particularly pleased and, according to Jack Leoniti, co-owner, signed for next year.

The Tampa Times published several good action pictures and a favorable review by staffer Juanita Greene. Joe S. Adams, Tampa jewelry dealer and potentate of the Shrine, inserted ads in both Tampa dailies recommending the circus and guaranteeing, "If you aren't satisfied with the show, I will personally refund your money." Another firm, the Eagle Roofing Company, inserted a large ad to boost the show.

After the first three weeks of operation, the Wallenda officials report business has been spotty, ranging from poor to good.

Karl Wallenda, co-owner and general manager, gave this scoreboard on the early showings:

- Fort Myers—Fair weather and fair business.
- Wauchula—Fair weather and poor business.
- Bradenton—Fair weather and good business.
- Lakeland and Clearwater—Rain and poor business.
- St. Petersburg—Good weather and good business.

Wallenda reported that in every spot, business picked up toward the finish with closing shows getting the largest attendance. That was particularly true in Tampa, where attendance built up until the final night when 2,500 were on hand.

Heavy Rain Plagues Dailey In Bessemer, Ala., Stand

BESSEMER, Ala., May 3.—A heavy rain all but ruined Dailey Bros. stand here Thursday (1), with the matinee being very small and the night performance attracting only about a half house.

Norma Davenport, daughter of Owner Ben Davenport, escaped injury when the horse she was riding slipped and fell.

MILLS BROS.' CIRCUS CAN PLACE

FOR COOKHOUSE: Steward and Cook-Waiters.
BIG SHOW: Boss Canvasman, Assistant Boss Canvasman, Seat Men, Sill Makers and Kid Workers. Head Usher, also Ushers, Candy Butchers, Novelty Man, Big Show Announcer that can do Press. Front Door Man. 24-Hour Man with car.
SIDE SHOW BOSS CANVASMAN. All people must be able to join on wire, as per route. Wire lowest salary. Working Men, come on.
MAY 6, NORTH CANTON, OHIO; 7TH, MASSILLON; 8TH, ALLIANCE; 9TH and 10TH, CLEVELAND; 12TH, ELYRIA; 13TH, SANDUSKY; 14TH, FREEMONT; 15TH, BOWLING GREEN; 16TH, PERRYBURG.

CIRCUS ELECTRICIAN WANTED

Must be thoroughly competent. Splendid meals and stateroom. State lowest salary and experience. Longest season of any circus. Address:

KING BROS.' CIRCUS

Big Stone Gap, Virginia, May 8; Wise, Virginia, 9; Whitesburg, Ky., 10; Hazard, Ky., 12; Wayland, Ky., 13, and Prestonsburg, Ky., 14.

Advertising in the Billboard Since 1905
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
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5 ROLLS @ 75c
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WELDON, WILLIAMS & LICK
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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, The and Total. Must be Presented to the Circus.

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New Circus and Animal Prints

For the new outdoor season be sure you get OAK-HYTEX. Now, at your jobbers, free Oak Change Aprons with your first purchase of OAK-HYTEX balloons. Ask for your free Memo Book, too. If your jobber doesn't have them, use the coupon and we'll see that he gets them.

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Here is the name and address of the jobber who supplies me with OAK-HYTEX balloons. I want to secure the Oak Change Apron and Memo Book from him.

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Paste This in Your Address Book.

WANTED
Man to take charge of Baggage Stock.

COLE BROS.' CIRCUS
Marion, Ind., May 6; Ft. Wayne, 7; Richmond, 8; Anderson, 9; Muncie, 10; Portland, 11; Dayton, Ohio, 12-13.

Charleston, W. Va. Fairmont, W. Va.
Altoona, Pa.

PHONEMEN
Want sober and capable Phonemen for Police and Firemen Year Book and Tickets. 25% on Ads—20% on Tickets. If you know your business you will make big money. Write or wire

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808 1/2 Quarrier St. Charleston, W. Va.

COLORED MUSICIANS WANTED for MADDEN AND STILLIAN COMPANY'S DRAMATIC TENT SHOW

Base Player that plays Brass Bass, also Trombone Player. All other Musicians write or wire **BILL MAYO**, c/o Alfred Street Station Post-office, General Delivery, Detroit, Michigan.

RARE CIRCUS PHOTOS
Just added 12 negatives of 10 different circuses from 1800, 1800, 1901, '02, '03, '04, '07 and '12. Glossy 4x5 prints from original negatives, 30¢ each; set of 12 for \$3. List of these and many others for stamp.

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4046 Greenview Ave. CHICAGO 13, ILL.

WANTED
Circus Acts, Animal Acts, High Acts, Clowns; Week May 20, Atlanta; June 19, Roanoke; July 11, Springfield, Ill. Contact

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BILLY OSBORNE
SAGINAW, MICH.

PHOTOS — SPARKS — PHOTOS
A week's coverage throughout Kentucky and Ohio, with America's most beautiful Railroad Circus. Set No. 1: Wagons and Cages loaded on Flats, Train and Unloading Scenes. Set No. 2: Individual Wagons. Set No. 3: Lot and Midway Scenes; several spectacular aerial views. 8 Photos each Set, \$1.00 per set, all three for \$2.50. Geo. Hubler, 223 Superior

Big Biz Holds For Beatty on Calif. Jaunt

BAKERSFIELD, Calif., May 3.—Clyde Beatty Circus continues to play to very good biz since leaving Los Angeles April 20. First big break for the better came at Santa Monica, Calif., April 21, and things have been holding up far above expectations ever since.

Santa Barbara (23) was big but Salinas (25) came thru with only a light matinee, tho the big top was filled for the night performance. Monterey was a red one, with turn-aways at both performances. Much credit for the fine showing here should go to the schools for their co-operation. Watsonville (27) gave the show a near-capacity matinee but night house was light. San Jose (28) was another morale booster as it turned out to be one of the biggest days of the season, with complete sellouts afternoon and night.

One of the jinx towns on the Coast is Tracy (29) and little was expected here. However, the fact that this was the first railroad show in Tracy in eight years resulted in good business for the stand.

At Modesto (30) the lot was located two and a half miles out of town but enough folks turned out to fill the house for the night show, after a light matinee. Tulare (1) resulted in a good school matinee with prospects bright for a sellout at night.

No major mishaps have occurred and the program remains intact since leaving Los Angeles.

Celeb Photog Gets Share In Wallenda's New Show

NEW YORK, May 3.—James J. Kriegsmann, photographer of Broadway and Hollywood celebs and glamour girls, has acquired part ownership in the Wallenda Circus, which is at present playing dates in Florida. Jack Leontini, co-owner with Karl Wallenda, of the circus, was a recent visitor in New York.

Circus Historical Society

WICHITA, Kan., May 3.—James-town, N. Y., has been named as the site for the second annual national convention of CHS. Dates have not been set. Burns Kattenburg, manager of the Hotel Samuels, James-town, is in charge of reservations.

At a meeting of Division No. 3, of which Edmond Holt is president, at Allentown, Pa., Col. Tim McCoy was made an honorary member. Division No. 3 has the largest membership in CHS, 38.

Mr. and Mrs. Paul Van Pool and daughter returned to their home in Joplin, Mo., after attending the opening of Dailey Bros.' Circus. Paul reports Joe Rossi's band is tip-top.

L. Ray Choisser, calliope player, is in the M. Brown Hospital, Du Quoin, Ill. Herb Fursier, of Mount Vernon, Ont., Can., has joined the James M. Cole Circus as head usher, and Charles Lockier, another CHS member, is on the same show as decorator. Don Smith is looking forward to his annual visit with Terrell Jacobs when Barnes Bros.' Circus makes Detroit May 14-25.

New member of CHS is Harry M., Simpson, publisher of *The Hobby Swapper*. Jack Robinson, of Webb City, Mo., played the Tex Beeson Amusements with his Animal Show and topped the midway. He will be with the C. A. Woodin Shows out of Joplin later this season.

Bill Green received a large autographed picture of Lew Hershey to add to his rapid growing collection.

Our new editor is Robert Green, Pontiac, Mich., and new vice-president is Maurice Allaire, Portland, Me. Bette Leonard is president and Paul Van Pool, publicity director. —RETTE LEONARD.

Barnes Bros.' Program

CHICAGO, May 3.—Barnes Bros. program, as it was reviewed at the Chicago Stadium Monday (21):

- Display No. 1**
Storybookland—A colorful pageant staged and devised by Marion MacDonald; built by Modern Art Studio, Chicago; with music and lyrics by Marion MacDonald.
- Display No. 2**
Hubert Dyer & Company, rings; Ridola & Company, table rock; the Hodgsons, rings.
- Display No. 3**
Terrell Jacobs and His Lions and Tigers.
- Display No. 4**
Ethel D'Arcy on high traps, sway-pole and slide-for-life.
- Display No. 5**
Clowns—Working both sides of the tracks with pants gags.
- Display No. 6**
Chinese display—Wong brothers, Tien Tsi Lui troupe and Canton brothers.
- Display No. 7**
William Hyer and Starless Night.
- Display No. 8**
Aerial ballet with six Spanish webs, six swinging ladders, one cloud swing, featuring Elly Ardely and her trap head balance.
- Display No. 9**
Three Kelly-Miller elephants worked by Franklin L. Noel and wife.
- Display No. 10**
Clown walk-around.
- Display No. 11**
La Tosca on bounding rope.
- Display No. 12**
Three Franks—Unique aerial rigging featuring balance.
- Display No. 13**
The Flying Valentines and the Flying Zucchini. (George Valentine was injured Sunday (20) pulling on a rope and was forced to withdraw the Flying Valentines temporarily.)
- (Intermission)
- Display No. 14**
Happy Harrison's Pets, Loyal's dogs and Roberta's Circus.
- Display No. 15**
Clown walk-around.
- Display No. 16**
The Antaleks, foot and shoulder perch.
- Display No. 17**
William Buschbom and Dr. Cooper's spotted Liberty horses.
- Display No. 18**
Clown wedding.
- Display No. 19**
Unicycle display—Bel Air Trio; Page, Jewett and Kiki; the Anzacs.
- Display No. 20**
Acrobatic display—Irma & Reo, the Gallagher family, and the Canestrelli troupe.
- Display No. 21**
The George Hanneford riding family.
- Display No. 22**
The Gretonas, featuring Shirley, 7-year-old high wire walker.
- Display No. 23**
Clown camera gag.
- Display No. 24**
Aida, the Girl in the Moon.
- Executive Staff**
Arthur M. Wirtz, executive director; William H. Burke, production director; Sam J. Levy, production manager; Fred H. Kressmann, assistant production manager; Isadore Cervone, band leader; Al Melgard, Stadium organist; Jean Trinko, vocalist; Leo Hamilton, arena director; Bob White, announcer; Charles (Chuck)

James M. Cole Org Gets Full Houses At Pottstown, Pa.

POTTSTOWN, Pa., May 3.—First to play here this year, the James M. Cole org drew two full houses Tuesday, April 29. Weather was ideal.

At Harrisburg, Pa., April 26, cool weather put the chill on the crowd and as a result business was only fair. The matinee house was strong, but the night house was less than half filled. Org played Harrisburg under auspices of the Junior Chamber of Commerce, which fell down on the advance publicity. Once the show hit town it went into action and got favorable publicity over the local radio station, with James Cole Jr., seven-year-old son of the circus owner, being featured.

Rain and cold weather plagued the show at Harrisburg, April 25, attendance at both matinee and night shows being light.

Gainesville Sets New Gross Mark

(Continued from page 73)

Bill Ritchie, Morris Hansen. No. 4—Clown walk-around. No. 5—Pony riding dogs and monks, Vern Brewer and Portis M. Sims. No. 6—Aerial ladders, Wanda Wilson, Lois Lemon, Ann Bridges, Sue Roane, Betty Reeves, Evelyn Kaps, Elsie Ritchie, Gloria Shepherd, Bobby Wilson, Mary Louise Beizer, Genevieve Flowers and Mary Lane Hudson. No. 7—Comedy acrobats, James Harpole, Roddy Osborne, and Don and Billy Turner; Bill Lucas and his trained mule, and Benny Saylor and jargo giraffe. No. 8—Two six-pony drills, Portis M. Sims and Gerry Murrell, followed by Sugar, hind-leg walking pony on track by Sims. No. 9—Rolling Globes, Gloria Hopkins, Joe Donald Davis and Pete Dennison; hand balancing, Bud Lucas and Bill Wood; Roman ladders, the Seven Thrillers. No. 10—Buddy, high-wire walking dog, Portis Sims; and Dexter, high-diving dog, Alex Murrell. No. 11—Tight wires in three rings, Diane and Willie Joe Wimberly, Gerry Murrell and Vern Brewer, Wanda Wilson and Lois Lemon. No. 12—Clown quartet gag, Benny Saylor, A. W. Wells, Howard Simmons and Harry Simpson. No. 13—Bareback riding act, Billy Bob Alexander, Joe Donald Davis, Lawrenceine Davis, Ann Bridges and James McClendon. No. 14—Loop-the-Loop trapeze, Gloria Shepherd; Aerial foot-loops, Betty Reeves; muscle grind trapeze, Edward Wardell; teeth slide, Evelyn Kaps. No. 15—Chic Sale clown number No. 16—Liberty horses, Gerry Murrell (6), Vernon Pratt (4), and Vern Brewer (6). No. 17—Aerial ballet on Spanish webs, nine girls with web holders in clown costumes. No. 18—Teeterboard acrobatic act, the Starlettes (4). No. 19—High school horses, A. B. Garvin, Billy Bob Alexander, Le Roy Robinson, Portis Sims, Betty Yarbrough, Joe Donald Davis, Buddy Gandillon and Diane Wimberly; Gerry Murrell, driving her horse, Sun D. to a high cart. No. 20—Fanny Ford, Dr. S. M. Yarbrough and Louis Smith. No. 21—Double trapeze in three rings, Lawrenceine Davis and Joe Henry Wilson, Elsie and Bill Ritchie, and Ann Bridges and Morris Hansen. No. 22—Steeplechase, single and double jumps, Gerry Murrell, Vern Brewer and Portis Sims; Roman standing leap, Buddy Gandillon; and leap over flaming barrier, Gerry Murrell.

The staff: Roy A. Stamps, general manager and equestrian director; Joe M. Leonard, assistant manager and general agent; Dr. A. A. Davenport, assistant equestrian director; Cecil H. Tinsley, secretary-treasurer; Emmett F. Curtis, legal adjuster; C. B. Stringer, transportation; Roy P. Wilson, front door; A. Morton Smith, program director and announcer; Mrs. Mary Sims, personnel; B. D. Ford, musical director with 20-piece band and calliope; Wilbur Jackson, public address system; Vern Brewer, lot superintendent; W. Alex Murrell, chief electrician; Lewis T. Theobald, backyard superintendent; J. R. Wimberly, ring stock superintendent; Portis Sims, wardrobe superintendent; Mmes. Hallie Hatfield and W. W. Welborn, wardrobe mistresses; Dr. S. M. Yarbrough, medical department; Paul McGehee, boss property man; Joe M. Leonard, Jr., head usher; Foster Renfro, chief mechanic; J. B. Saylor, principal clown; Billy Bob Alexander, boss hostler.

Beatty To Play Lethbridge

LETHBRIDGE, Alta., May 3.—City council approved a license for the Clyde Beatty Circus to show here June 2. License fee is \$300 a day.

Marine, boss props; Dr. Mitchell S. Corbett, Stadium physician.

Clown Alley

Hal Ackerman, producing clown, with Mr. and Mrs. Roy Thomas, Roy Barrett, Jeff Murphree, Lindsay Wilson, Lew Hershey, Cecil Eddington, Smiley Daley, Joe Ambrose, Red Carter, Whitey Harris, Larry Flowers, Tad Tosky, Virgil Jordan, Johnny Cade and O. I. and Tom Snell

UNDER THE MARQUEE

Red Harris writes that he has joined clown alley on the Bailey Bros.' Circus.

There's always a good story around a stake-and-chain wagon.

L. E. (Roba) Collins, with the Buck Owens Circus last season, this year will manage the Side Show on the Patterson Bros.' Circus.

Ernie Wiswell, following his date with the Shrine circus in Syracuse, has joined the Polack Bros.' No. 2 unit.

Misquoting P. T. Barnum is a knocker's most popular weapon.

Jim Stutz and William F. Duggan, of the World-Wide Animal Exhibit, visited the C. R. Montgomery Circus at Anson, Tex.

Circus owners would sacrifice their costly experiences for a nickel on the dollar.

Mayor Joseph S. Wilson, of Wilmington, Del., Tuesday (29) okayed a June 24 date for the Ringling circus.

H. J. Willis, instructor in Jefferson High School, La Fayette, Ind., writes that he attended the Ringling-Barnum show in New York.

Did you ever notice that those who advocate horses instead of tractors themselves drive modern cars?

Warren H. Henson, who formerly trouped with the John Robinson and Hagenbeck-Wallace circuses, writes that he is making his home in Jacksonville, Ill.

Harry (Kid) Hunt, former circus and minstrel show owner, is now making his home in Tijuana, Mexico, where he has several race horses at the Hippodrome Track.

When you see some workmen with long hair you can rest assured that the horse-clipping season hasn't arrived.

Jimmy Gurnett, formerly with the Ringling-Barnum circus, cards that on a recent trip to Monterey, Mexico, he visited with E. L. Coleman, former big show bandsman.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., caught the James M. Cole opening in Canton, Pa., for the second consecutive season. The Douglasses also were on the lot the second day at Williamsport, Pa.

Checkerboard

Blackie, who fired a steam calliope on an early-day circus, was a blond. He never washed the coal soot off of his face or clothes. While making parade, Blackie would stick his head out of an opening on the steam organ's side, which was adorned with two hand-carved white-faced clowns. That made him look blacker. A blond girl, dressed in white and carrying an American flag, led the march on the back of a white horse. In a New England town a newspaper editor and the show's press agent were viewing the parade. Said the editor: "You've the cleanest and best-looking girl I've ever seen leading the parade, and the dirtiest, blackest so-and-so winding it up."

Remember when you could lease a circus title by buying what unused paper the defunct show left on a lithograph company's shelves?

Paul Ashbrook and N. C. Davis, Campbellsville, Ky., caught the King Bros.' Circus in Elizabethtown, Ky., April 28 and visited with Floyd King and Mr. Rumbaugh and took pictures in the back yard.

Among the few old-time feature acts of the Ringling-Barnum circus appearing in this season's line-up are Albert Powell and Ira Millette, both in top form and both putting over their aerial acts with solid showmanship.

"'Tis a knowed fact," declared a Southern mammy, while looking at menagerie cages, "dat a she bar will steal and nurse a chile."

Happy Kellems, clowning with the St. Louis Police Circus, announced that he will open at Kennywood Park, Pittsburgh, Wednesday (14). He also said he has signed as announcer for Clyde Bros.' indoor dates next fall and winter.

Leonard Russell, formerly with King Bros.' Circus, visited Charles Grass, owner of the Alabaster Caverns at Woodward, Okla. Grass says Russell arrived on the eve of the recent tornado, but adds they both escaped injury.

When old-timers speak of an early-day connection worker, some of the present-day troupers think they mean an electrician.

Phil and Bonnie Bonta, perch act, were a last-minute addition to the program of the Ringling-Barnum circus at Madison Square Garden and made a long jump from Kueretaro, Mex., to New York, where they arrived just in time for the final dress rehearsal.

Edward C. (Doc) Andrews, veteran trouper, is a patient in Ward 10, Veterans Hospital, Dayton, O. He writes that he has been seriously ill the last few months, but is showing improvement and has hopes of being back on the road before the season ends.

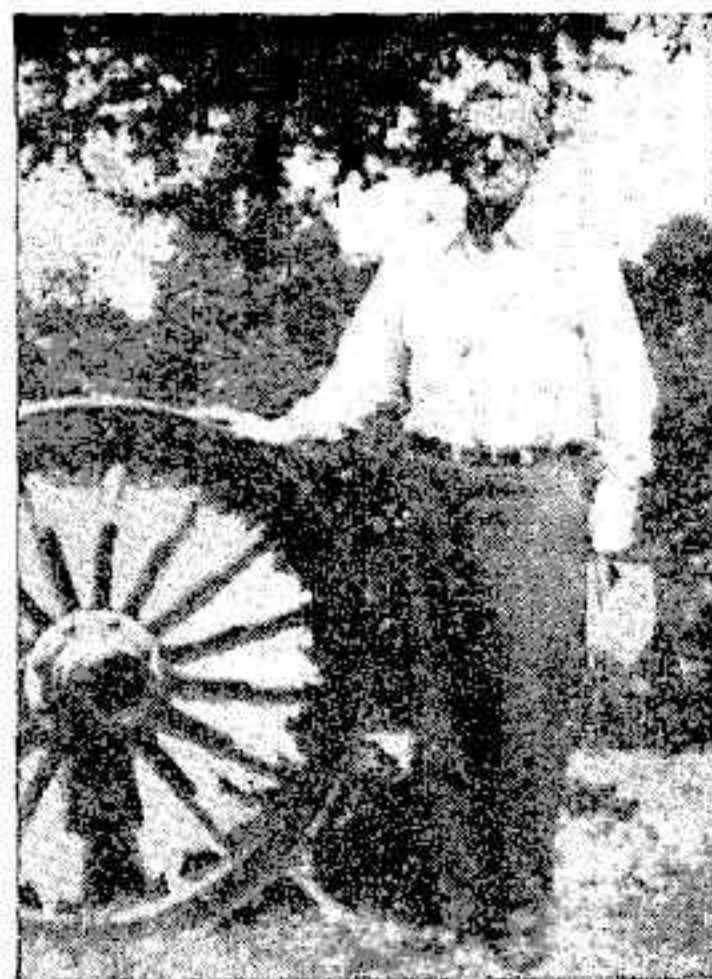
After his first season in the profession, a canvasman swore that if he ever became a manager he would pay high salaries—but that was before he became a manager.

Robert Coleman, drama critic of *The New York Daily Mirror*, praised the Ringling circus in his review. Commenting on the length of the show opening night, and no doubt aware of the top prices, he queried: "Could you ask more for your money?"

Huey, the clown, and his company closed playing lots around Los Angeles with the Clyde Beatty Circus. With Huey were Bernie Griggs and Frank Minor. While the show played, Los Angeles, Walt Mathie was added to the roster. Mathie really got the works, via the seltzer bottle, from Art La Rue, Huey-reports.

An old-timer was mourning a former circus owner's death. Thinking he had died recently, a trouper asked: "How long has he been gone?" "Had he lived to next Sunday," answered the old-timer, "he'd be dead 30 years."

Floro Maine, of Billings, Mont., who authored a biography of General Custer, recently visited the World-Wide Animal Exhibit at San Angelo, Tex., as guests of William F. Duggan and Jim Stutz. . . . Jimmy Carter, of Baltimore, caught the James M. Cole show at Frederick,



H. L. (COOKHOUSE) KELLY exhibits the 50-year-old wheel off a John Robinson cage-wagon that Capt. Bill Curtis, of Cole Bros., presented to be made a permanent feature of Maytag Park, Newton, Ia. Kelly says the wheel will be taken indoors for protection during the severe winter months.

Ed., and scorched the paper with his enthusiastic praise of the org and the program. . . . Tommy and Etta Henderson and daughter, Hedda, and nephew, K. C. Murphy, caught the Ringling-Barnum biggie in Madison Square Garden and then headed for Paris, Tex.

Charles A. Forrest, who had his bar act with King Bros. last season, recently visited friends in Macon, Ga. He has booked this season with the King & Franklin Circus. . . . Paul M. Conway, of Macon, visited Manager Bob Stevens at the Bailey Bros.' winter quarters in Newberry, S. C.

George Rathbun Beers, of Beers-Barnes Circus, has left Loris, S. C., to enter the Johns Hopkins Hospital, Baltimore. He has been in ill health the past year. Mrs. Beers accompanied him to Baltimore. The Beers-Barnes Circus left Loris April 29 for a tour thru Maryland, Pennsylvania, New York and New Jersey.

W. R. Brinkley, who recently appeared at Grand Central Palace Hobby Show, New York, with his miniature circus, hand-carved and complete in every detail and which required 21 years in the making, finished a stay in Meriden, Conn., last week. His next stop will be Dayton, O., from where he goes to River-view Park, Chicago, for 17 weeks.

Robert Ecklund writes that it's a shame. *The Billboard* has moved its Cincinnati office, because of the amazing number of showmen who will now have to order new letterheads with the new address.

John Dixon, en route back to Albany, N. Y., from the West Coast, stopped briefly in Chicago last week. He reported meeting Justus Edwards, general agent for the Clyde Beatty Circus; Jimmy Wood, Yankee-Patterson Circus; Mr. and Mrs. Red Sonnenberg, Joe Gould, Kid Maxwell, Maxie Fisher, Patricia Salmon, Bill Lyons, Mr. and Mrs. Walt Garland, Ray Wole, Charlie Thomas, Walter Burd, Pete Staley and Ernie Baldwin and Sam Jones, the two last named in Salt Lake City, where they operate a jewelry store.

Billy Rose reviewed the Ringling-Barnum show in his syndicated newspaper column, *Pitching Horseshoes*, and ran out of superlatives before he ran out of space. His opening line—"Champagne and caviar for John Ringling North"—was hardly necessary as that's the way Johnny lives.

Wirth Aussie Bow Strong in Sydney

SYDNEY, Australia, May 3.—Wirth Bros.' Circus opened its Sydney season March 25 to capacity houses, with indications the stand here will last a full three months.

Featured are the Flying Waynes, a recent import from the United States, who drew a rave notice from *The Sydney Morning Herald* critic. Other features are A. W. Werner de Renross, horse trainer, and Frederick Schafer, elephant handler.

Madam Wovar, who was mauled by a tiger, is rapidly recovering from her injuries. Phillip Wirth has re-joined after an absence of six years due to war activities, and a full band has been recruited for the first time since hostilities started.

A FEW CHOICE DATES STILL AVAILABLE

For Balance of Outdoor Season

BIGELOW FIELD

Grand Rapids, Michigan

SEATS 12,000 ★ WELL LOCATED

MODERN EQUIPMENT

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JAMES T. WILLIAMS

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BUFFALO RANCH WILD WEST SHOW WANTS

Best Canvasman on Canopy, Top Working Men in all departments. Can use Semi Drivers, Prefer Wild West Show experience. Also main stem Lithographers. Route: Lima, O., May 7; Mansfield, 8; Mt. Vernon, O., 9; Dover, 10; Liverpool, 11. Top salary; money wired.

BOB GROOMS, Mgr.

C. R. MONTGOMERY WILD ANIMAL CIRCUS WANTS

First-class Equestrian Director who can cut it for Big Show Acts that can be featured. Want Working Men in all departments. Applegate, boss canvasman, answer. Route: Littlefield, May 6; Mulshoe, May 7; Hereford, May 8; Canyon, May 9; Pampa, May 10; all Texas.

WANTED for KING & FRANKLIN CIRCUS

Lot Canvasman, Working Men all departments, Ushers, Ticket Sellers; also Man to take full charge and put on Skeshow. Have Top and Banners. Don't wire or come on. Can use Contracting Agent, wire. Route: Harrison, 7; Rockwood, 8; Spring City, 9; Dayton, 10; Cookeville, 12; all Tennessee.

ERNIE WHITE, Mgr.
KING & FRANKLIN CIRCUS

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chalmette Fringes. Other Items. Folder? Yes.

C. GUYETTE
346 W. 45th St.
New York 19, N. Y.
Phone: Circle 6-4137

WANT GENERAL AGENT

Must know Middle West and have good automobile. Davidson, Mich, May 10th, Opening Date. Come on.

PATTERSON BROS. CIRCUS
R. D. 2, HOLLY, MICH.

ADMISSION SCALES HOLD FIRM

Most To Stick To '46 Prices

Small number report revisions—taxes responsible for some hikes

CHICAGO, May 3.—Relatively few fairs in the United States and Canada are changing their admission prices this year, a survey by *The Billboard* indicates. Last year and during the war years most of them revised their scales.

Of the number making a change this year, most are scaling their prices slightly higher. In most instances these increases are to allow for the 20 per cent federal tax which these fairs previously had absorbed. Only in a few cases are prices being lowered, and, in these instances, their prices had been pegged too high for the areas serviced.

A few fairs have indicated they may still change their price scale. Officials report they are awaiting a clearer picture of business conditions for their particular areas before pegging their prices higher or cutting them.

Make Late Discovery

PAULDING, O., May 3.—Paulding County Fair has increased its gate price from 40 to 50 cents. "The fair board just discovered that \$16 of every \$100 taken in goes to federal coffers," Secretary Ernie Rulman explained. The new admission price will include the tax.

Raises All Prices

MARSHALL, Ill., May 3.—Clark County Fair here will tilt gate and grandstand charges. Front gate will be 50 cents for adults and 25 cents for children between 6 and 14 years old. This compares with 40 and 15 cents, respectively, last year. Grandstand admission will be 40 cents for adults, 20 cents for children, as against 30 and 15 cents, respectively, in '46.

Out. Event Ups Gate

TILLSONBURG, Ont., May 3.—Fair here operated by the Tillsonburg and Dergham Agricultural Society (See MOST ANNUALS on page 81)

Tampa Drops Racing Into Strieder's Lap

TAMPA, May 3.—It appears that the City of Tampa will present its own auto races, with veteran fairman P. T. (Pa) Strieder as promoter.

After three months of wrangling with three outfits over who would get the lease to the Plant Field oval, Mayor Curtis Hixon decided to take matters in his own hands and is now making arrangements with Strieder to be promoter.

Under the proposal, Hixon said Strieder would handle the racing programs and pay the city 25 per cent of the total admissions. The Fair Association has agreed to let Strieder serve as racing promoter "for a short time as a trial to determine if it would interfere with his fair duties."

Parties involved in the lease wrangle were Jack Sheppard and Henry W. Powell, the West Coast Racing Association, and Sports Cen-

Del Mar, Calif., Hosts Press, Radio To Start Tub Thumping

DEL MAR, Calif., May 3.—Plans for the 1947 San Diego County Fair were launched here April 25 when Ernest O. Hulick, secretary-manager, and his departmental heads were hosts to 75 newspaper and radio station representatives.

Pulling 166,000 people in 1946 against 18,000 for its 10-day run in 1941, the fair management hopes to at least equal last year's attendance. Six sheet boards already have been placed along the highway announcing the dates—June 27 thru July 6—for this year.

Outdoor Life Theme

Theme of this year's fair will be "outdoor life." There will be displays featuring yachting, aviation, motor-ing, fishing, hunting, etc. Exhibits will include motor and sailboat shows, a small commercial aircraft display and the latest models of aircraft.

In the amusement division, the fair will be built around an enchanted land for the children. It will be constructed adjacent to the kids corral. Entrance will be built in the form of a castle, 125 feet long and 30 feet high, with two 10-foot wooden soldiers placed at the portals.

All Out for Kids

Directly inside will be a Miniature Train, a street car, pony ride, airplane ride, a kiddie Merry-Go-Round drawn by ponies and a kiddie Ferris Wheel. At the back will be a rock candy mountain, 50-foot long, 30-foot high and 20-foot wide. Nursery-rhyme figures will be built in the wall of the mountain in shadow boxes. On one side of the mountain there will be a small stage in the form of an open book, where a puppet show will be presented nine times daily, free to children. On the other side will be a miniature picture featuring Mickey Mouse, Donald Duck and other cartoons.

Enclosing Land on one side, 185-foot long, will be an 8-foot mural painting of all the nursery rhyme figures. Small tables in the form of flower pots, with toadstool seats will be placed in the area and the light standards will be fashioned in the form of Jack-and-the-Beanstalk. Small concession booths, built to resemble pumpkins, will sell ice cream, candied apples, beverages. A rubber-tired train and a fire wagon will be used as sight-seeing busses. A small wagon drawn by ponies will be available for "hay rides."

Feature Orchid Display

The flower show will feature an orchid display. Of special interest to ranchers will be the farm implement show, and home show.

Special events scheduled include a

Iowa Okays Poultry Show, Fixes Rules

DES MOINES, May 3.—Iowa State Department of Agriculture lifted the ban on poultry shows at fairs, but some restrictions, prescribed by Dr. C. C. Franks, State veterinarian, will be in force. Under the restrictions all entries must be examined by an accredited veterinarian not only upon admission to the show but every day during the exhibition.

Poultry shows at fairs in Iowa were banned last year because of the

three-day rodeo, a national horse show for six nights and two matinees and a two-day kitten show. The San Diego Optimist Club will sponsor a hobby show with a photo salon with picture studies in four classes entered by both amateur and professional shutterbugs.

Seek Shrine Circus

Efforts are being made to obtain the Shrine Circus for a five-day run, with the top erected in the infield, opposite the grandstand.

Exhibition harness and quarter horse racing will be held on the main track. A fireworks display will be shown July 4.

Fair will have a special wire to the grounds and arrangements have been made to broadcast *Queen For a Day* directly from the grandstand stage opening day. Other broadcasts will be KFI's (Los Angeles) *Farm Reporter*, *Home on the Ranch*, and a part of *County Fair* will be aired from here.

The grandstand show again will have a south-of-the-border touch. *Fiesta-cade* title will be used. Ferris Greater Shows will be on the midway.

All advertising is being built around the mythical character Don Diego. Before opening, 25,000 advertising buttons will be distributed to school children in the area.

Fayetteville, Tenn., Moves To Raise Money Thru Stock

FAYETTEVILLE, Tenn., May 3.—Lincoln County Fair here will amend its charter to increase the number of shares approximately \$30,000, Frank D. Rambo, president, announced. Money derived from the additional stock will be used to erect new buildings, remodel and repair existing structures on the grounds.

Plans for the '47 annual are contingent upon the sale of enough new stock to finance necessary work and equipment, Rambo said.

New Vicksburg, Miss., Event Signs Ward's Org

VICKSBURG, Miss., May 3.—First Miss-Lou Exposition Fair will be held here September 22-27. James H. Biedenharn is president.

John R. Ward's World's Fair Shows have been signed for the midway. Other attractions will include grandstand attractions, football, livestock show, horse show, poultry exhibition and flower show.

Baker Named President Of Harrison, Ark., Event

HARRISON, Ark., May 3.—Roy Baker was elected president of the Northwest Arkansas Fair Association at a reorganization meeting here. Other officers are L. J. Cooper, vice-president, and Verl Hudspeth, secretary-treasurer. The association, which has been incorporated, plans additional buildings for the fairgrounds.

12 European Nations Exhibit in Warsaw Event

WARSAW, May 3.—Poland's first post-war International Trade Fair opened at Poznan April 27 with 12 European nations exhibiting.

Neither the United States nor

Iowa's Maximum Aid Upped \$500

\$2,500 ceiling set for county annuals—State fair gets 50G for maintenance

DES MOINES, May 3.—Last-minute action by the Iowa Legislature brought about an increase in State aid to county and district fairs from \$140,000 to \$175,000, which raises the maximum for each fair from \$2,000 to \$2,500.

Passage of the fair bill in the House took on a carnival atmosphere with several members having large balloons on their desks. When the speakers attempted to explain the measure the representatives popped their balloons.

State Fair board also came out on top in a struggle with the administration over an appropriation of \$50,000 for upkeep and maintenance of the State fairgrounds, a customary appropriation. The governor had removed the appropriation in a general reduction of all department requests and claimed the fair board had sufficient funds on hand that made the usual request unnecessary. The fair board had planned to use its surplus funds for additional construction work, however, and succeeded in getting the Legislature to include the \$50,000 in the appropriation bill.

Set \$20,000,000 Estimate for New Calif. State Plant

SACRAMENTO, May 3.—It will cost a total of \$15,000,000 to streamline the present State fairgrounds here, but only \$5,000,000 more, or a grand total of \$20,000,000 is needed to establish a completely new institution on a much larger acreage, according to James S. Dean, State director of finance, who recently directed a survey on a proposal for a new fairgrounds.

Campaign to acquire a new plant for the California State Fair is slipping into high gear. State chamber of commerce has gone on record as favoring the move. George G. Pollock, chairman of the State chamber's Sacramento Valley council, declared it's a sounder investment to rebuild the fair on a new site, rather than expand at the present one.

E. P. (Ned) Green, secretary-manager, said a difficult job is ahead to put the buildings and grounds in shape for this year's fair. He stressed, however, there will be no major construction in view of the continuing housing shortage.

State Sen. Earl D. Desmond has three bills pending in the Senate which will set up legal machinery to move the fair if and when a new site is decided upon.

Minn. Appropriates 137G For County Annuals

ST. PAUL, May 3.—Appropriations of \$137,000 per year for the next two years were approved by the Minnesota State Legislature to assist county fairs in the State.

The money will be used exclusively for premiums, with each fair getting a similar amount, depending upon even division of the total by the number of county annuals in operation during each year.

Maximum amount to be paid any

107G to St. Paul By State Covers '46 Cancellation

ST. PAUL, May 3.—Minnesota State Fair, absent since 1944, was given a financial boost by the Minnesota State Legislature which adjourned April 26.

Because the State Fair had been called off in 1945 because of the war emergency and in 1946 because of the polio epidemic, it sustained a loss estimated at \$107,000.

The State Senate was all for giving the fair an outright appropriation, but the House decided the money should be allocated for maintenance purposes on a yearly basis. The House won its point and the fair will get a \$57,500 allocation in 1948 and \$50,000 in 1949.

Coincident with the appropriation, Raymond A. Lee, fair secretary, announced appointment of department superintendents for the 1947 annual set for August 23-September 1. Harry J. Frost, in charge of space rental contracts, reported his work well under way, while the premium book goes to press May 15. At the same time the new \$550,000 agriculture-horticulture building is being rushed to completion as is remodeling of livestock buildings.

Superintendents named are:
J. P. Bengtson, St. Paul, admissions; L. O. Jacob, Anoka, agriculture; Al Sheehan, Minneapolis, amusements; A. J. Kittleson, St. Paul, 4-H Club work; Axel Hansen, Minneapolis, cattle; Frost, concessions; Carl W. Moen, St. Paul, conservation; Robert Geiger, St. Paul, dairy; Harold A. Mullen, Minneapolis, farm boys' camp; Lowell Bobleter, St. Paul, fine arts; Lee, gas and electricity; A. L. Harvey, St. Paul, horse show; Eldred M. Hunt, St. Paul, horticulture; W. S. Moscrip, Lake Elmo, legislative and editorial headquarters; T. H. Arens, Aitkin, machinery; Robert E. Gehan, St. Paul, music; Harold Thomforde, Crookston, poultry; William G. Parker, Minneapolis, public safety; Ray P. Speer, Minneapolis, publicity; E. H. Deemer, St. Paul, service-forage, grounds, ice, sanitation; Libian S. Brosi, Minneapolis, school exhibits; Philip A. Anderson, St. Paul, sheep and wool; Frost, space rentals; B. J. Huseby, Adams, swine; Worth Hanson, Minneapolis, ticket audit; H. J. Noonan, St. Paul, transportation; Harry B. Fuller, South St. Paul, varied industries; Clover S. Hague, St. Louis Park, woman's activities.

Memphis Gives Fireworks Contract to Tri-State

MEMPHIS, May 3.—Fireworks contract for the Mid-South Fair here has been awarded to the Tri-State Manufacturing Company, Loveland, Ohio.

Contract was closed for Tri-State by L. R. Babylon.

3,000 Exhibitors Show In Belgian Industrial Expo

BRUSSELS, Belgium, May 3.—The 21st International Fair for Industry opened here April 26. Some 3,000 exhibitors from 24 countries, including the United States, occupied nearly six miles of booths and stands.

Clements Draws 12,000

LODI, Calif., May 3.—Seventh annual Clements Stampede, April 27, in Gilles Field, north of Lodi, drew a record crowd of 12,000. Calf roping, bronk and wild-bull riding contests drew more than 50 horses and horsemen participants. Proceeds go toward further improvements for the field and construction of a clubhouse. Kenneth Lane, of the Clements Buckaroos, was general chairman.

Around the Grounds

Queen for Day, Network Show, To Be Aired From Major Fairs

Queen for a Day, Mutual Broadcasting System's audience participation show, will be aired five days from in front of the grandstand at the Wisconsin State Fair, Milwaukee, and probably as many days from the Iowa State Fair, Des Moines, and the Michigan State Fair, Detroit, with other fair stands to follow. Sponsored by Miles Laboratories and Philip Morris & Company, show is aired Monday thru Friday from 1 to 1:30 p.m.

In order to form an attractive background for grandstand events at the Wayne County Fair at Corydon, Ia., Lombardy poplars have been planted behind the back stretch of the race track. All of the buildings were painted in '46, Secretary O. K. Eugene points out.

Two new buildings will be completed at the Dairy Cattle Congress, Waterloo, Ia., in time for the '47 event, Secretary E. S. Estel writes. They are an industrial exhibition hall, 220 by 300 feet, of steel and concrete construction, and a livestock barn, 84 by 194 feet.

Grant County Fair at Herman, Minn., will be advertised as Homecoming Fair, G. I. Haney, secretary announced. All ex-servicemen will be admitted free that day.

Dwight Hart has retired as president of the Christian County Fair, Taylorville, Ill., after serving 12 years. Newly elected officers are H. L. Card, president; E. W. Vollenline, vice-president; L. A. Tedrow, treasurer, and Clifford C. Hunter, secretary, all of whom reside in Taylorville.

Lyons County Fair at Rock Rapids, Ia., this year will be advertised as A Flyless County Fair, the First in the State, Secretary Ed E. Frank, announced. Annual is working out a cooperative program with the county fly control committee.

Belmont County Fair at St. Clairsville, O., will have new bleachers constructed in time for the '47 annual, William R. Buther Jr., secretary, advises.

Hubbard County Fair at Nevis, Minn., has advanced its dates from the customary second week in September to August 26-28 in the hope of getting better weather and crowds, Secretary Darwin L. Erickson explains.

Central Wyoming Fair and Stock Show, at Casper, has purchased several steel Quonset huts for use as stock barns and exhibit halls. Fair this year is adding a night show and will feature fireworks nightly. Manager H. G. Rains writes. All outdoor-paper will be specially designed. Rains also advises.

Mannington (W. Va.) Fair will have a new fence around the present fairgrounds for the '47 fair, G. H. Hoffe, secretary, advises. Purchase of 20 additional acres of grounds will enable the event to build permanent buildings and a race track.

Kewaunee County Fair, Luxemburg, Wis., this year will feature a pageant, instead of a revue, as in the past, Secretary Julius Cain writes. The fair now has a committee at work drafting a five-year master plan for improvements. It doesn't propose to do any new building this year, but it is pushing repairs.

Out of action for the past 17 years, the Rugby (N. D.) Fair will return this year, with the local Chamber of Commerce underwriting the July 3-5 event. One of the features will be a July 4 fireworks show, Secretary W. B. Anderson writes.

Texas Forest Festival at Lufkin, Tex., this year will stress exhibits of sawmill and lumbering equipment both indoors and in the outdoor exhibit area, Secretary Ed Holden advises.

Hill County Fair and Rodeo at Havre, Mont., this year will have 1,200 additional seats for the rodeo performances, Secretary Earl L. Bronson writes. Rodeo will be staged by Greenough & Orr Rodeo, of Red Lodge, Mont.

Central Wisconsin State Fair this year is shelving the usual horse show in favor of the White Horse Troupe, Secretary R. B. Williams advises.

The sum of \$50,000 will be spent on new buildings before the opening (See Around the Grounds on page 81)

Michigan Mulls Space Division, Show Policies

DETROIT, May 3.—Allocation of concession and exhibit spaces and determination of grandstand show policy were on the docket for the Michigan State Fair management for this and next week. Fair, being revived after a five-year lapse, has made considerable progress in administrative details, but efforts are centered in laying groundwork, rather than in completed accomplishment.

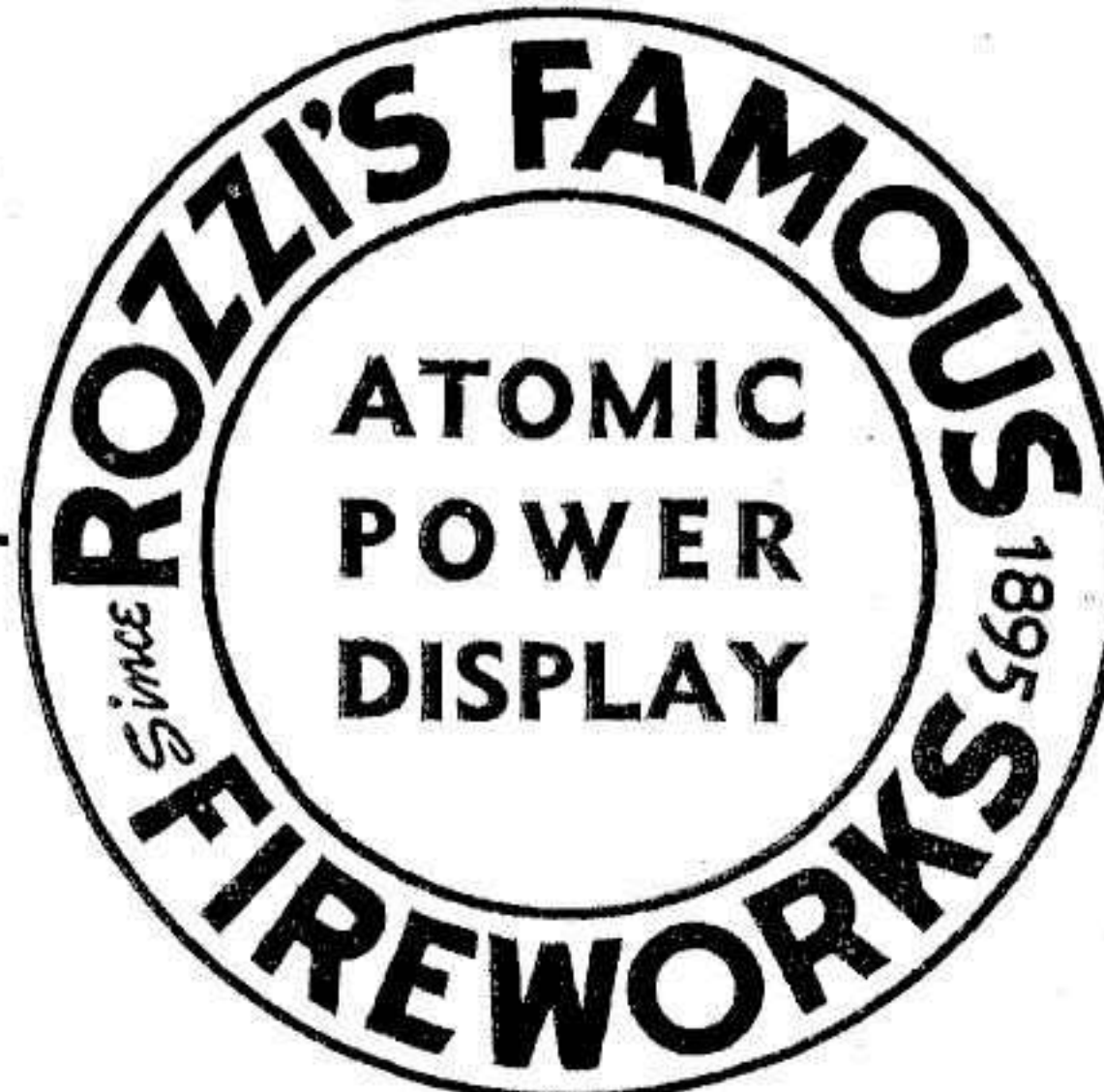
Grandstand show is likely to be either a revue, rodeo or some combination policy. George Prescott Jr. is committee chairman.

Fireworks contract, awarded to Atlantic Fireworks Company, of New Castle, Pa., calls for nightly shows in front of the grandstand, instead of on the mall.

Space is now being laid out for amusement and other concessions, and policy is being determined.

Close enforcement of Gov. Kim Sigler's policy that "gambling games will not be tolerated" was stressed by Fair Manager Hazen Funk.

Warner Bros. will make a technical color feature of the Calgary (Alta.) Stampede in July.



Special Display for Fairs

BRIGHT — POWERFUL — FLASH — HEAT and MUSHROOM EFFECTS — SMOKE COLUMN

Send for more detailed description!

Other and equally interesting displays for Parks, Fairs and Celebrations now ready. Programs include the services of expert Pyrotechnicians and are covered by public liability insurance.

"Fire it yourself" displays ranging from \$50.00 to \$300.00.

Commercial Products and Marine Signals.

Write for catalog. Jobbers, write for prices.

TRI-STATE MANUFACTURING CO., INC.
LOVELAND, OHIO

WANT



WANT

Norfolk's New Outdoor Sport Center

WANT—Competent man for Promotions and to handle Advertising 28 weeks with opportunity to handle 2 good Fairs. Your pay depends on you. Write.

OPENING WITH MIDGET RACES, MAY 15, 20 WEEKS
A. J. GREY, ROUTE #2, BOX 217 PHONE 51571

NORFOLK, VA.

Alberta Annuals Push '47 Plans

Edmonton accepts 225G bid for stock pavilion, sale ring—queen for Calgary

EDMONTON, Alta., May 3.—The Edmonton Exhibition Board has accepted a \$225,000 bid for the construction of a new livestock pavilion and sale ring at the fairgrounds. The structure will seat between 1,500 and 2,000. Work will start as soon as materials are available.

The Ice Cycles of 1947 brought here by the exhibition association, will appear in the Exhibition Arena April 30-May 3.

Its First Queen

CALGARY, Alta., May 3.—The Calgary Stampede this year for the first time will have a Queen Contest. Competition will be sponsored by the local branch of the Associated Canadian Travelers. Tickets purchased for a cowboy dance during Stampede Week will entitle holders to vote. The queen will be crowned in time to participate in Stampede ceremonies. She and the runner-up will be guests of the Pendleton (Ore.) Round-Up.

Sets Up Office

LETHBRIDGE, Alta., May 3.—Recently formed Lethbridge and District Rodeo and Exhibition has established an office in the city hall annex.

Event will be publicized as "the show window of the South," Charles Perry, secretary-manager, announced. Idea is to stress point that the show reflects the agricultural progress of all Southern Alberta.

Rodeo Returns

MEDICINE HAT, Alta., May 3.—Two-day Medicine Hat Stampede and Exhibition will be held in July with Herman Linder as rodeo manager. It will be the city's first rodeo in many years. During the war the fairgrounds were used as a camp for German prisoners of war.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 2.

The complete List of Fair Dates was published in the issue dated March 29. The next complete list will be published in issue to be dated May 31. See each issue of The Billboard for corrections and additions.

ARKANSAS
Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. E. S. Maddox.

COLORADO
Longmont—Boulder Co. Fair & Rodeo. Aug. 21-23.

GEORGIA
Butler—Legion Taylor Co. Fair. Oct. 20-25. W. M. Matthews.
Sparta—Hancock Co. Fair. Sept. 29-Oct. 4. J. David Dyer.

ILLINOIS
Ashley—Washington Co. Fair. Aug. 12-16. O. C. Hagebush.

INDIANA
Fairview—Switzerland Co. Free Fair. Sept. 4-7. Earl Furnish, R. 1, Bennington.

IOWA
Albia—Monroe Co. Fair Assn. Aug. 14-15. Paul D. Peterson.
Boone—Boone Co. Agri. Assn. Aug. 18-20. T. N. Nelson.
Burlington—Burlington Tri-State Fair. Aug. 4-9. Fred Cromwell.
De Witt—Clinton Co. Club Show. Aug. 12-15. Lyle Harting.
Knoxville—Marion Co. Fair Assn. Aug. 7-10. A. C. Milner.
Nevada—Story Co. 4-H Fair Assn. Aug. 11-14. Glenn Z. Randau, RFD 2, Ames, Ia.

KANSAS
Cheney—Sedgwick Co. Fair Assn. Sept. 10-12. Frank A. Ryniker.
Rush Center—Rush Co. Fair Assn. Aug. 25-28. Roy Peterson.
Salina—Salina Co. 4-H Fair. Aug. 27-29. Albert Frehse.

KENTUCKY
Shelbyville—Shelby Co. Fair. Aug. 4-9. Phil W. Moesser.

LOUISIANA
Alexandria—Rapides Parish Agri. Fair. Oct. 8-11. B. W. Baker.
Amite—Tangipahoa Parish Fair. Oct. 16-19. E. S. Towles.
Bastrop—Morehouse Parish Fair. Oct. 16-17. C. V. Shear.
Coushatta—Red River Parish Fair Assn. Sept. 24-27. Lester P. Vetter.
Farmerville—Union Parish Fair. Oct. 8-10. Fred Preaus.
Haynesville—Caldwell Parish Fair Assn. Oct. 2-4. Charles L. Cook.
Houma—Terrebonne Agri. Fair Assn. Oct. 4-5. Gibson J. Austin Jr.
Jennings—Jefferson Davis Parish Fair Assn. Oct. 30-Nov. 2. G. B. Martin.
Jonesboro—Jackson-Winn Parish Fair Assn. Oct. 6-11. R. S. Pipes.
Monterey—Concordia Parish Fair Assn. Oct. 3-4. R. W. Kemp.
Natchitoches—Natchitoches Parish Fair. Oct. 9-11. Coleman Martin.
New Verda—Grant Parish Fair Assn. Oct. 9-11. Odella Purvis.
Olla—North Central La. Fair. Oct. 7-11. H. Vinyard.
Opelousas—Louisiana Yambilee. Oct. 8-11. A. M. Landry.
Tallulah—Tri-Parish Fair. Oct. 7-10. James M. Gilfoil.
West Monroe—Ouachita Valley Fair Assn. Oct. 6-12. John H. Birdsong.
Winnsboro—Franklin Parish Fair. Oct. 15-18. E. S. Landis Jr.

MASSACHUSETTS
West Tisbury—Martha's Vineyard Agri. Soc. Aug. 20-21. Charles A. Turner.

MISSOURI
Hamilton—Legion Race Meet. Aug. 26-29. R. C. Hendren.

NEBRASKA
Mitchell—Scotts Bluff Co. Agri. Soc. Sept. 1-6. Harold Ledingham.

NEW MEXICO
Portales—Roosevelt Co. Fair Assn. Sept. 24-27 (tentative). W. G. Vinzant.

NORTH CAROLINA
High Point—High Point Agri. Fair. Sept. 15-21. T. C. Potts.

OKLAHOMA
Antlers—Pushmataha Co. Free Fair. Sept. 11-13. R. I. Bilyen.
Collinsville—Tri-County Fair. Sept. 9-11. Paul Latture.
Guthrie—Logan Co. Free Fair Assn. Sept. 15-18. Harold Casey.

OREGON
Albany—Linn Co. Fair. Aug. 27-29. O. E. Mikesell.
Canby—Clackamas Co. Fair. Aug. 27-30. John P. Telford, Oregon City, Ore.
Condon—Gilliam Co. Fair Assn. Sept. 19-21. Ernest Kirsch.
Eugene—Lane Co. Fair Assn. Sept. 18-21. Ernest McCullough.
John Day—Grant Co. Fair. Sept. 19-21. Charles A. Trowbridge.
Madras—Jefferson Co. Fair. Sept. 5-7. Mrs. B. N. Conroy.
Medford—Jackson Co. Fair. Sept. 15-18. R. G. Fowler.
Ontario—Malheur Co. Fair. Aug. 30-Sept. 1. Harry Sandquist.
Saint Helens—Columbia Co. Fair. Aug. 21-23. Ralph Langdon, Scappoose, Ore.

PENNSYLVANIA
Cambridge Springs—Cambridge Springs Fair Assn. Sept. 18-20. Caroline Russell.

SOUTH CAROLINA
Newberry—Legion Newberry Co. Fair. Oct. 13-19. Frank Sutton.

TENNESSEE
Madisonville—Monroe Co. Fair. Sept. 8-13. Clyde N. Taylor.

Oregon House Okays Hike in Racing Tax

SALEM, Ore., May 3.—The State House of Representatives has passed and sent to the Senate a bill to increase State taxes on horse and dog racing, expecting to raise \$500,000 additional revenue annually.

As contrasted with the present law, which puts a 3 per cent tax on the entire gross revenues, the new bill would put a 3 per cent tax on the first \$66,000 taken in any one day, 4 per cent the next \$67,000, and 5 per cent on everything above \$133,000.

In addition, the bill provides a license fee of \$300 per day for horse and dog races; \$100 per day for harness races and \$300 per day where running and harness races are combined.

No licensee would be given a combined dog and horse meet and both types would not be allowed on the same track. Racing would be permitted between May 1 and November 1 and intermingling of running (horse) and harness in the harness meet would be permitted provided a majority of the races were for harness horses. No racing, however, would be held during the State fair at Salem or during the time racing is being held at any county fair.

Greyhound racing is limited to 60 days, running races to 40 days and harness racing to 20 days.

Fairs in Oregon derive their revenue from the tax on racing, and the Oregon Fairs' Association has opposed any change in the racing tax laws.

1948 Penn. Farm Show Set for January 12-16

HARRISBURG, Pa., May 3.—Pennsylvania's Farm Show Commission has set January 12-16, 1948, as the final winter date for the agrarian classic which last winter attracted 550,000 visitors during a five-day run.

Next farm show after that date will be held in November. Delegates from farm organizations requested the change.

Sweeney-White Sign for Two Days of Races at Huron, S. D.

HURON, S. D., May 3.—Contracts for two days of auto racing at the 1947 South Dakota State Fair have been signed with National Speedways (Gaylord White-Al Sweeney), of Chicago.

Fair dates are September 2-6, with the auto races being offered the first two days. At the April meeting of the fair board, purses for horse racing September 4 and 5 were boosted \$800 to a total of \$3,600.

Keene, N. H., Offers 10G

KEENE, N. H., May 3.—Cheshire Fair Association has voted premiums of more than \$10,000 for the 1947 exhibition, an increase of several thousand over last year's total. Largest increases are for livestock, poultry and educational departments. A new building is being erected for the educational exhibits.

TEXAS
Lamesa—Dawson Co. Fair Assn. Sept. 25-27. C. A. Hollingsworth.

VIRGINIA
Ablington—South West Va. Fair. Aug. 11-16. G. Y. Booker.
Lynchburg—Legion Lynchburg Fair Assn. Sept. 8-13. S. J. Thompson, Rustburg, Va.
Manassas—Manassas Fair Assn. Sept. 1. J. M. Baucum.
New Castle—Craig Co. Fair. Sept. 17-20. G. P. Todd.
Pennyton Gap—Lee Co. Fair. Sept. 1-6. R. C. Carter, Jonesville, Va.

WASHINGTON
Ritzville—Adams Co. Fair Assn. Alma Heimbigner.

WISCONSIN
Hammond—Hammond Youth Fair. N. E. Erickson.

Ont. Execs Attend Mich. Course; Plan Similar Activities

LANSING, Mich., May 3.—Alex B. McKague, Teeswater, Ont., past president of the Ontario Association of Agricultural Societies, and J. A. Carroll, superintendent-secretary of that org, came here last week for the two-day course on fair management sponsored by the Michigan Association of Fairs.

They left convinced that the course was worthwhile and indicated that similar courses may be scheduled for Ontario, possibly for 1948. Pointing out that there are about 250 annuals in Ontario, and that province covers a huge area, they indicated that separate courses would have to be held in two sections of the province in order to operate successfully. They added that current practice in Ontario is for fair men to attend one of 15 district meetings nearest them.

Sydney Royal Sets Attendance Record

SYDNEY, Australia, May 3.—Sydney Royal Show broke all attendance records for every session except Easter Monday. Attendances were March 29, 93,460; Monday 42,754; Tuesday 95,857; Wednesday 115,626; Thursday 95,005; Good Friday 205,376; and Easter Saturday 259,829. Easter Monday drew 172,204, which was 9,000 less than the previous record on Easter Monday, 1941. Drop was due to the crowding Easter Saturday when the people got out of control at one period and extra police had to be called to handle the queues at the entrance turnstile. Take at gate was over \$430,000, also an all-time record.

Previous aggregate attendance was in 1938 when 1,011,214 paid admissions were registered but when the exhibition closed Wednesday (9) 1,232,413 had visited and more than 200,000 paid admissions to the homes and gardens exhibition, for which receipts of \$40,000 were chalked up.

Side shows had a wonderful time and tents were packed all day and most of the night. Barney Bergin, secretary Showman's Guild, said it was the best box office period the members of the Guild had ever known as the crowds were apparently intent on seeing everything they could and had the cash to spend.

"It was a real harvest" Bergin said, "in spite of a record number of individual shows crowded into the midway area."

Not one single showman was prepared to give his figures, altho many admitted they had had a record. Others made a complaint about the ground rental charged by the Society. The secretary, Colonel Barney Sommerville, said the charge was a subject of complaint every year, yet on one of the busy days the rental was snagged in an hour.

The council of the Society will meet soon to discuss improvement of the grounds and the question of fees.

The value of stock exhibited was estimated at \$3,250,000.

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Must have 7 or 8 good Rides.

CLYDE N. TAYLOR, Secretary
MONROE COUNTY FAIR ASSOCIATION

Most Annuals To Stick to '46 Admish Scales

(Continued from page 78)

ciety will have a 35-cent front gate, up 10 cents, according to Secretary Jack M. Clumie.

Cut to Dollar

VALENTINE, Neb., May 3.—Cherry County Fair here has slashed adults' front-gate admission from \$1.50 to \$1, Secretary Jack Coupland announced.

20 Per Cent Increase

PRESTON, Idaho, May 3.—All admission charges at the 1947 Franklin County Fair will be 20 per cent higher. The federal tax will be added to all of last year's prices, Secretary Daniel Roberts reports.

Back to Free Gate

QUINCY, Calif., May 3.—Plumas County Fair, which last year had a 50-cent gate, this year will operate with a free gate. "This fair belongs to the people. We are giving it back to them," Secretary Martin W. Sword said.

Tilt Night Gate

ELLSWORTH, Wis., May 3.—Night admission charge at the Pierce County Fair here will be 40 cents, instead of 25 cents as in the past, H. G. Seyforth, secretary, announced.

Up Stand Price

ST. CLAIR, O., May 3.—Grandstand price at the Belmont County Fair will be hiked from 40 to 50 cents, Secretary William R. Butcher Jr. advises. Four-bit price includes federal tax.

Gives Up Free Gate

RUSSELLVILLE, Ark., May 3.—Pope County Fair here this year is abandoning a free outside gate in favor of a 25-cent gate, Secretary W. B. Langford announced. Paid gate is being introduced so "that we can expand the fair's program," Langford explained.

Hike Gate, Parking

MANNINGTON, W. Va., May 3.—Front-gate admissions and parking charges, formerly 25 cents, will both be 40 cents this year at the Mannington Fair here, Secretary G. H. Sturm said. Added cost of operation, together with purchase of new land and equipment, caused the increases, Sturm said.

Cut to 50 Cents

INDEPENDENCE, Ia., May 3.—Outside-gate admissions will be cut 10 cents to 50 cents at the Buchanan County Fair here, Secretary B. O. Gates announced. All children under 12 will be admitted free, whereas in the past only those under six years of age were given free admission.

Cuts Gate Admish

RAVENNA, O., May 3.—Front-gate admissions at the Portage County Fair here this year will be 10 cents lower for adults and children. Adults' admish will be 50 cents and children's 25, Secretary M. H. Patch announced.

Increase at Gate

ST. PETER, Minn., May 3.—Nicollet County Fair here will have a 50-cent front gate, instead of the 40-cent charge in the past, according to Dr. R. A. Dean, secretary.

Hike All Prices

CASPER, Wyo., May 3.—Central Wyoming Fair and Stock Show here will have higher prices for both the

Around the Grounds

(Continued from page 79)

of the Mississippi-Alabama Fair and Dairy Show, James M. Slavery, manager of the Tupelo, Miss., event, writes. The annual has acquired 10 additional acres.

At least three nationally known dance bands will be presented this year under tents at the Moultrie-Douglas County Fair at Arthur, Ill., Secretary H. E. Hood announced.

Fireworks on opening night will be a new feature at the Anderson (Ind.) Fair, Secretary William J. Hutton infos. Annual plans to build a new grandstand in '48.

Marias Fair at Shelby, Mont., this year will have "Wide Open and Western" as its theme. It will run four days and nights, instead of three days and nights as in the past. Improvements planned, Secretary Clifford D. Coover says, include black-topping of roads and part of grounds, installation of added lighting, elimination of bottleneck grandstand entrance thru the removal of the ticket office and changes in the rodeo corals.

William & Lee Attractions recently concluded negotiations to present its *Hollywood Revue* as a feature of the Wolf Point, Mont., Stampede, July 10-12, Gladys Williams reports. She says firm also has been contracted to provide acts for Walthill, Neb., Fair on Labor Day, and a night revue for the Shrine Circus at Rapid City, S. D., in June.

Regina (Sask.) Exhibition is mulling plans for a new stage aimed to bring the show closer to the patrons. New stage, 60 by 40, would be set between the race track and the grandstand. For night shows a 24-foot section, mounted on wheels and carrying the necessary backdrops, would be wheeled onto the race track and would supplement the new permanent stage.

P. T. (Pa) Strieder, manager of the Florida State Fair, is now a dollar-a-year man for the city of Tampa. He's been named to supervise the Plant Field race track, part of the Florida State fairgrounds. Strieder will be in charge of leasing the track for still dates. His appointment by Mayor Hixon settled a controversy over whom would have control of the oval this season.

Dudley, Mass., Sets Dates

DUDLEY, Mass., May 3.—Dates for Dudley Hill Fair here are September 26-27. Officers are Joseph Love, president; Raymond Carrier, vice-president; Florence M. Penniman, secretary; Warren Bates, treasurer; Grace Jacobs, assistant secretary; Raymond L. Bateman, general manager; Charles Pekham, Robert Ballard and Wesley Penniman, executive committee, and William Ryan, Mrs. Warren Bates, Kenneth Alton, Russel F. Marsh and H. Willis Babcock, directors.

Simerly P. A. for Nunis

NEW YORK, May 3.—Leroy Simerly has joined Sam Nunis Speedways as press agent. He was formerly employed on newspapers in North and South Carolina.

gate and grandstand. Front gate will be up from 50 to 60 cents, grandstand from 60 to 75 cents and box seats from \$1 to \$1.50, Manager H. L. Rains announced.

Jump Admission Fee

MACON, Mo., May 3.—Macon County Fair has increased its front-gate charge from 32 to 40 cents, says Secretary Mildred Sanford.

St. John, N. B., May Get New Plants as Memorial

ST. JOHN, N. B., May 3.—A new plant for the St. John annual, out of action since 1938 because of the war, is being considered as a part of a community center suggested as a memorial for those who died in the two World Wars.

Tentative plans call for a huge grandstand which also would house exhibits and concessions; a race track and exhibit buildings.

Gasparilla Krewe Spends 52 Grand on '47 Invasion

TAMPA, May 3.—Yo Mystic Krewe of Gasparilla, sponsor of the colorful spectacle that highlights the Florida State Fair here annually, spent more than \$52,000 to make the 1947 "invasion" the most successful in its 40-year history.

Joseph R. Mickler, publicity director of the Tampa Chamber of Commerce, was named Gasparilla managing director.

Fair Elections

HUMBOLDT, Sask.—Officers of the Humboldt Agricultural Society are: President, Arthur Kilcher; vice-presidents, J. W. Burton and Rev. Fr. Leonard; secretary-treasurer, J. J. Mildenberger.

MISSOURI VALLEY, Ia.—D. A. Van Cleave, of Missouri Valley, was elected president of the Harrison County Fair Association to succeed Francis McDermott, who resigned recently. Fred C. Behm, of Missouri Valley, was re-elected secretary.

Speed Round-Up

FREEPORT, N. Y.—Opening of midget racing at the stadium here has been postponed by Jake Kedenburg, promoter. First showing is skedded Friday (16).

CULVER CITY, Calif.—Aaron Woodward captured his third midget auto race April 27 here in the stadium and set a new 30-lap record on the quarter-mile paved oval of 6:22.2 before 6,672 fans. Sam Hanks placed second and Mel Hansen third. Bob Pankratz crashed into the fence, but was only slightly injured.

READING, Pa.—An announced crowd of 28,310 saw Hank Rogers, Trenton, N. J., win the 25-lap big car feature at the fairgrounds here April 27. Tommy Mattison, Wilmington, Del., was second; Joie Chitwood, Reading, third; Walt Ader, Bernardsville, N. J., fourth; Tommy Hinnerhitz, Reading, fifth, and Fred Carpenter, Albany, N. Y., sixth. Time was 11:51.20.

PATERSON, N. J.—Midget races at Hinchcliff Stadium here Sunday (20) were called off following a five-car smash-up in which driver Johnny Jars, Philadelphia, sustained an injured back.

YANKEE-PATTERSON

(Continued from page 74)

husband, Hanford. Ruby Wood marked her birthday in Kingsburg, Calif., while Mr. and Mrs. Johnnie Cardwell celebrated their wedding anniversary in Dinuba.

Dale Steel, cousin of Frances Anderson, joined concession row in Coalinga, Calif. Mr. and Mrs. Alfredo Landon left on a business trip. The midgets are carrying on with the act during their absence. Leo Truman left for Los Angeles.

At Coalinga a freak windstorm leveled the big top during the matinee. Miraculously no one was injured. At Avenal, we were hit by another windstorm, but there was no damage.

Back yard notes: Robert Galbraith added a grab concession and Lena Marshall is in charge. Birthdays celebrated include Fred Bowery, Danny Daniels and Shirley Campa-nelli. Betty Miles and Pete Smith visited at Dinuba. They invited the Landon midgets to dinner at their ranch. Frank and Bernice Dean visited at Dinuba. The swim pools in each town are getting a big play from such expert swimmers as Jimmie Davison, Merle Claybough, Fred Bowery, Charles Marshall, Skippy Cardwell, Frances Anderson and Bert Carlson. Carlson recently replaced Wally Stith as electrician. Ishmael Escalante sees that the lot is spick and span as we leave each spot. Anna Metcalf has several new costumes for her elephant act. Special Agent George McConnell visited at Riverdale.—WALTON DE PELLATON.

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AUGUST 12-17

WRITE

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Weather Blamed For Biz Drop At Ocean View

OCEAN PARK, Calif., May 3.—Doldrums which have been plaguing nearly every park in Southern California since the opening of the current season have not spared the amusement zone here.

Weekly take at Ocean Park Pier has averaged a consistent 50 per cent of last year's gross for the same period, according to most operators. Concessions selling food and soft drinks, however, have fared considerably better than rides, shows and games, tho none report biz up to expectations for the first of May, which is when the crowds usually head for the beaches in large numbers.

Operators here are in more agreement as to the cause of poor biz than are ops at other parks. Most of them blame their troubles on the cold foggy weather that has hung low over the Pacific Coast most of the time since Easter. Said one old-timer, "There's no use blaming general business conditions, the labor situation, or any of the other popular reasons for our situation at Ocean Park. We can expect crowds when the weather gets good and not before. I can prove my point by showing my grosses for the recent three-day heatwave. True, they didn't spend as recklessly as during the war years, but few operators didn't make a neat profit on the short run of good weather. Food and drink concessions, particularly, did well, with most rides and games also getting a fair share."

Universal Optimism

Optimism with regard to this season's being a good one seems to be relatively universal. Where other parks are beginning to cut prices to attract the public's loose change, operators here have held close to the line on last year's prices. In fact, some food prices have risen, notably corn-on-the-cob stands that have always been popular with local park visitors. Last year hot corn-on-the-cob sold for 20 cents at most places. This year several stands are getting a straight 25 cents.

Another reason why park men are hopeful of business improvement this summer is that the pier company is spending folding money on improving property. Chief outlay is for new piling which will make the pier safer. A painting program that extends even to the pier-owned trash cans also is under way. At the extreme end of the pier where the old Chute-the-Chutes were located the pier company is now operating a new electric speedboat ride that helps draw the crowds.

Several New Rides

Several new rides made their appearance here this season. In addition to the pier-owned ride, Martini's Airplane is now playing to nice business after being nearly a year in construction. Sol Golden's new Looper, recently installed, is clicking.

Improvements in other permanent rides and buildings are going ahead. Fenton and Gardner, operators of the speedboat rides that opened here last summer and did good biz thruout the season, are spending several G's putting a new steel fence and new signs around their property. The Bug House has been redecorated on the outside and men are at work making repairs and painting the entrance to the Roller Coaster.

Sunset Beach Bows May 15

SALT LAKE CITY, May 3.—Sunset Beach will bow for the season here Thursday (15). Ira Dern, manager, announces.

Sitting 'Round the Table

(Editor's Note: Did you attend the 1946 National Association of Amusement Parks, Pools and Beaches' convention and trade show in Chicago last December? If so, did the program, discussions, speakers, etc., meet with your approval? Or did you wish this or that had been changed? Now is the time to let the officers and directors of the NAAPPB know what you thought of their efforts. Send in your views on the subject to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be presented here. NAAPPB officials would like to have your criticisms, constructive or otherwise. Too, if you liked the way the convention was run, they'd like to know about that, too. So send in your views at once. Time is running short and soon the next question to be taken up in this column will be announced.)

Two Suggestions

I am a member of the NAAPPB and have attended the convention for the past few years. While I enjoy the meetings and get a good deal of information, I do believe two things could be done to improve the convention.

First, not enough attention is given to small parks. Second, not enough time is allotted for round-table discussion. I realize the afternoon program is pretty well filled, so it might be a good idea to have this feature for a couple of hours in the morning or in the evening on each day of the convention.

Also, I think that on the opening day of the convention, each person attending should be introduced from the floor so others may know who you are.

The Trade Show is 50 per cent of the convention and by all means should be continued. If the yearly manual is to be continued, I believe half pages should be sold for the benefit of small parks that do not now subscribe to a full page.—FRED W. SEARL, Suburban Park, Manlius, N. Y.

Gets Better Each Year

Yes, I do attend the convention in Chicago every December. I am satisfied with the program and think the convention is getting better every year and doing a great deal for the good of our industry. At present I am not prepared to state what improvements should be made. Trade Show at the last convention was very good and I believe there will be some improvements made from year to year.—JOSEPH L. CARROLO, Oakland Beach, R. I.

L. I. Park Funds Will Benefit Jones Beach

NEW YORK, May 3.—Long Island State Park Commission has approximately \$10,500,000 available for expansion and improvements of Long Island parkways and parks this summer. Park projects for this year are allotted \$1,007,915, while parkways will get \$9,429,000.

Jones Beach gets the major share of the park money, \$662,815, of which \$81,000 is earmarked for a music shell and outdoor dancing area and \$105,000 for two new refreshment bars.

Biz at Detroit Spots

Moderate Over Week End

DETROIT, May 3.—Past week-end marked the real opening of the local park season, following the previous Sunday's heavy snowstorm which blanketed out the scheduled bow. Weather was fair and business moderate.

Eastwood and Edgewater parks are in full-scale operation nightly now, altho nights have found generally very sparse crowds.

Happyland Opens May 1

VANCOUVER, B. C., May 3.—Happyland Park opened for the season here Thursday. Spot has one show, Funland, and 12 rides. Giant Dipper, Chutes, Skooters, Whip, Merry-Go-Round, Ferris Wheel, Looper, Aeroplane, Junior Ferris Wheel, Kiddie Swans, Kiddie Flying Jennie and Kiddie Boats.

Rockaway Week-End Crowds Are Big

NEW YORK, May 3.—Rockaway Beach is off to an earlier than usual start this season with parks and concessions playing to big week-end crowds.

Rockaway's Playland has been operating the past week-ends and drawing Sunday crowds on a par with those of midsummer. A. Joseph Geist, owner-operator of the park, reports pre-season attendance and business highly satisfactory.

Park goes into full-time operation on Decoration Day, in the meantime operating week-ends and evenings when the weather is favorable.

Rockaway's new park, Seaside Amusement Park, has been in partial operation the past two week-ends and goes into full operation Saturday (11). Ferris Wheel and Kiddie Ride, plus refreshment stands are now open, with a large Whip and Merry-Go-Round still in winter wraps. Pete Drambour, one of the owners, reports a Spitfire, several kiddie rides, and games and concessions will be added before opening date.

Rockaway Beach's amusement area will be augmented by a new dine and dance spot, Dan Healy's Seaside Inn, which opens June 1. Spot will feature entertainment, with Healy, vaude comic, and his wife, Helen Kane, assisted by Tommy Wardell, singing comedian, heading the funsters.

Pleasureland, Det., Will Not Reopen

DETROIT, May 3.—Pleasureland Amusement Park in suburban Ecorse will not be reopened, Severin Hilo, who established this miniature park in 1945, announced. This leaves only one minnie Motor City Park, operated by Vic Horowitz, in operation.

Pleasureland was doomed when the suburb's city council refused to grant a permit to reopen after hearing objections from property owners.

Hilo will take his equipment on the road again this season under the title of Down River Amusement Company.

Shooting Gallery Added At Edgewater, Celina, O.

CELINA, O., May 3.—Edgewater Park here will bow for week-end operation Sunday (4) and move into daily operation Sunday (25), C. M. and B. A. Myers, owners, announce. Spot, managed by Theo V. Temple, has added a shooting gallery and enlarged the Penny Arcade with the addition of a new Photomatic, Wurlitzer and pin tables.

Temple says 28 picnics have been signed so far this year, about the same as a year ago. Edgewater will use name and semi-name bands on Sundays only. Plans are to use free acts on Sundays and holidays.

Sydney's Luna Burns

SYDNEY, Australia, May 3.—Damage estimated at \$3,250 was caused here recently at the city's leading playground, Luna Park, when one of the entrance towers caught fire. Blaze started 50 feet above ground and was visible for miles.

Free Concerts Are Featured by Pleasure Pier

PORT ARTHUR, Tex., May 3.—Free band concerts on Sunday night, plus fireworks on holidays, are being featured this year at Pleasure Pier here. Spot opened for daily operation April 19, after bowing for week-ends April 5.

T. J. Gillespie, who replaced R. E. Green as owner-manager last August, has added a Flying Scooter, giving the pier seven major rides and two kiddie rides. Rides and Coaster, Scooter, Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Miniature Train, Flying Scooter and the two kiddie rides.

Members of the executive staff, in addition to Gillespie, are LeRoy Dumler, office manager and auditor; O. C. Bennett, cafe manager; Delbert Conners, ballroom manager, Bud Cross, manager of the speed boats, and George Wasko, concession manager. John Ford is park superintendent and Jesse Jackson is ride foreman.

New concession stands have been built, as well as new picnic tables and benches. In addition, all rides and buildings have been repainted.

Spot will continue its policy of using name bands.

Forest Lake Park Skeds Dawn Dances

PALMER, Mass., May 3.—Forest Lake Park, of which L. A. Conger is president and general manager, will open for the season tomorrow. Members of the executive staff, in addition to Conger, are Clyde A. Worby, vice-president; Olive M. Worby, treasurer, and Doris E. Richardson, concession manager.

Special events planned this year include a dawn dance May 30, dawn dance and fireworks July 4, band concerts August 3 and 31, and a Mardi Gras dance September 1.

Conger says new roofs have been put on all buildings this year, new women's and men's rest rooms have been built, and the parking lot facilities expanded.

Picnic bookings are running ahead of last season, Conger reported. Joe Lazarz and his Victor Recording Orchestra have been signed for the fourth straight season, as have Kozare and His Knights of Melody.

Pine Island Opens Season April 24 to Big Crowds

MANCHESTER, N. H., May 3.—Pine Island, last of the old trolley parks to be converted into a modern amusement spot, opened April 24 to big business. Afternoon attendance was about as expected but the night crowd was way beyond expectations.

Barney Williams and his partners have spent about \$75,000 in improvements this year and more are contemplated. Irving Dunn, recently out of service, has done much to make this one of the best parks in this section. Pretzel Ride has been refurbished with a new stroblite and plaster front by Al Nichols, former designer for the L. A. Thompson Scenic Railway Company. Nichols also designed the new Funhouse at Pine Island.

Two Important Events Skedded for Riverside

AGAWAM, Mass., May 3.—Riverside Park here has been chosen as the site for two important events. Massachusetts Fifers and Drummers' Association will hold its annual State convention June 8, and the Springfield Kennel Club's 20th annual Dog Show will be held July 13.

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**Chi Riverview
Bows May 14**

CHICAGO, May 3. — Riverview Park, "all spic and span," as George A. Schmidt, president, put it, opens the season Wednesday (14).
An attempt to get a miniature train this season has failed, Schmidt said. The Bubble Bounce, which was added late last season, will be ready for opening, Schmidt said.
One new show will grace the midway this year, that a Midget Show contracted by Ray Marsh Brydon, who also has the Freak Show.
"Everything is in readiness out here for the opening," Schmidt said, "and now the only thing we have to worry about is the weather."

**Wichita's Joyland Enjoys
Best Spring in History**

WICHITA, Kan., May 3.—Joyland Amusement Park, under direction of L. A., H. L., and H. J. Ottaway, is enjoying the best spring business in its history.
A new arrangement of rides, increased lighting effects, plus the addition of a new Roll-o-Plane, are responsible for the increased popularity. Additional track was added for the popular Miniature Steam Train which, according to the management, continues to out-gross any of the other nine rides in the park.

Repeaters for Fox River

CHICAGO, May 3.—Fox River Picnic Grove will have a busy 1947 season, according to Manager John M. Ohs, who says many new orgs are being signed this year, together with many repeats from last year. Among the larger orgs already scheduling picnics at Fox River Grove again this year are the Hawthorn Hunting and Fishing Club of the Western Electric Company, Continental Illinois Bank & Trust Company and Communications Workers Union.



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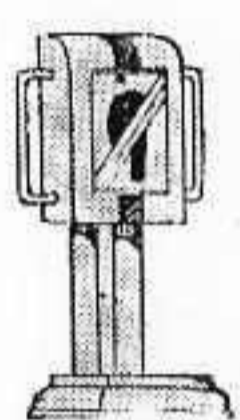


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Five Steamboat Lines To Serve New York Area Parks, Resorts

NEW YORK, May 3.—Amusement parks and shore resorts in the New York area will be served by at least five steamboat lines this summer, with no less than 10 excursion boats in the fleets. First to start the season will be the Keansburg Line which will start week-end service between New York and the amusement park and beach at Keansburg, N. J., beginning May 17 with one boat, and switching to daily service May 30. An additional boat will be added June 30. The newly-formed Jersey Shore Lines will also serve the New Jersey coast resorts with at least one large boat plying between New York and Atlantic Highlands, N. J.

The Meseck Line will have two large excursion boats serving Playland, Rye, N. Y., and Pleasure Beach Park, Bridgeport, Conn. Service to Playland, with the Americana, starts May 30 and the newly-reconverted

John H. Meseck will join the New York-Rye-Bridgeport run June 22.

The Hudson River Day Line will have four of its large steamers in service on May 24, stopping at Hudson River resort towns between New York and Poughkeepsie. Bear Mountain Resort, on the Hudson, will also be served by the Sutton Line, with week-end service beginning May 31 and daily trips on June 16.

The Circle Line, running sight-seeing trips around New York and charter trips, will have at least five vessels in service this summer, some of which will serve the Coney Island and Rockaway Beach sections of New York.

Scooter, Ferris Wheel Added to Lalle's Park

ANGOLA, N. Y., May 3.—When Lalle's Park bows for week-end operation here Saturday (10), the customers will be welcomed with a new Scooter and a new Ferris Wheel, the latter being privately owned. New shrubbery has been planted thruout the park.

Michatel T. Guzzetta, owner-manager, says the following concessions have been rented out: Playland, Salvatore Moxmino; bingo, Freddy Blyth; popcorn, Charles Wallace; dart game, Fred Dirschberger; palmistry, Dr. Costello; French fries, Mr. Bates; shooting gallery, William Smith; restaurant, Rachel Lalle.

As features, the park will use fireworks and free acts. Guzzetta says the beauty contest, an annual affair, will be held again this year.

Moderate Weather Lures Crowd to Coney Island

NEW YORK, May 3.—Coney Island hit the pre-season attendance jackpot April 27, with moderately cool weather luring a large crowd. With the exception of Steeplechase Park and Tirza's Wine Bath Show, practically everything on the island was operating.

Steeplechase Park opens Saturday (17).

Rodeo Park, Wilmington, Bows With Sunday Vaude

WILMINGTON, Del., May 3.—Rodeo Park, formerly known as Radio Park and located in Pennsylvania eight miles north of Wilmington, opened April 20 under new management.

Present operator is the Amusement Promotions, Inc., of Wilmington, managed by Harry Reindollar and William T. Pyle. Spot has 20 concessions, including eatables operated by Eddie Jones.

Top talent is planned for the Sunday stage shows. Opening bill included Mac Maguire and His Harmony Rangers, of WIP and WDEL; Bland Brothers, of WILM; Arlene Wright, yodeler; Betty Wagner, dancers, and The Arkansas Cousins, comics.

Owasco Lake Funspot Under New Ownership

AUBURN, N. Y., May 3.—Owasco Lake Park, under the new ownership of John Padlick and sons, Joseph and Paul, bowed for the season here today. Spot has seven rides, Heyday, little steam train, Loop-o-Plane, Flying Scooters, pleasure boats, Dodgem and Merry-Go-Round. Of these, the Flying Scooter is new this year.

Whitey Newell Takes Over As Celoron's Press Agent

JAMESTOWN, N. Y., May 3.—Floyd (Whitey) Newell has assumed his duties as director of publicity and special events at Celoron Park here.

Harry A. Illions, Celoron owner, also announced that George Carr no longer is connected with the park, ill health having prevented him from continuing as manager of the spot.

Oaks Gets River Rides

PORTLAND, Ore., May 3.—Oaks Park will have two new rides under concession this year, a speed boat and a float plane, according to Robert Bollinger, general manager. Speed boat, to run on the Willamette River, has been purchased by Dean Songer, pro at the roller rink in the park, and the Cub plane with floats will be owned by Walter LeRoy, park superintendent.

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Blossom Draws 'Em in Macon; Heads for N. C.

MACON, Ga., May 3.—No matter what may be happening to the outdoor showbiz in other branches and other places, the big all-colored musical revues of the South are still clicking heavily. Florida Blossom Minstrels, with a company numbering 69, came to the Macon Auditorium Monday (28) for one performance, and more than 1,000 customers paid \$1 each to witness the fast-moving two-hour performance.

Revived last fall after a long absence from the road, the minstrel troupe had a good fall and winter tour of Florida, going into quarters at Brunswick, Ga., for rebuilding in late February.

Under control of Emerson Sapp and Al Gaines, owners and co-managers, the show has gone heavily into new costumes and other improvements and offers a combined minstrel and musical comedy revue that scores solidly. Hortense Collier Sapp, widow of Charles Collier, famed colored show producer, now the wife of Emerson Sapp, is traveling with the show and personally supervising the performance. Both Sapp and Gaines have shown unusual capabilities.

Except for occasional auditorium and theater dates, show plays under canvas for one-night stands only with traditional noon minstrel parade. Top is a 70 with three 30's and outfit is transported on eight trucks.

There are four principal comedians



BARNEY WOLFE, who spent 60 years in rep and dramatic stock, snapped on his 84th birthday in front of the Masonic Home, Wichita, Kan., where he is now a guest. Photo was taken by Mrs. Brandt, wife of H. R. Brandt, of the Gordon-Howard Company, Kansas City, Mo. The Brandts made the trip to Wichita especially to greet Barney on his natal day.

in cast, Billy Mills, George Dennis, Lasses Brown and Homer Lee Bowen. Cherry Mills has the leading fem role, and Cora Garner is featured blues singer in Aunt Jemima role. Jelli Smith and Stanley White Jr. are leading male singers.

Specialty acts include the Rubettes, tumbling Arabs; Alverta Snowden, stair dance; Peg Jefferson, peg-leg novelty dance; James (Shorty) Harris, acrobat; Hamilton Tyler and Charles Miller, dancers; Riley Webb, trumpet specialty.

Members of chorus are Vera Gaines, Eunice Tyler, Willie Cornell, Anna Blatch, Betty Tyler, Bessie Dennis, Alverta Snowden, and Pearl Bowen.

Eugene Slappey is bandmaster; Joe Brantley, assistant, with eight men in the orchestra.

Leon Long is general agent, and Harry LeVan contracting agent. Others on staff are Addison Carey, producer; Floyd Fisher, chief electrician, with Marvin Fisher and Neal Spearman, assistants; Olin Vaughn, boss canvasman; Everett Goodwin, superintendent of concessions.

For the first three weeks of the present season, show was beset by bad weather, but had a good break with clear, warm nights during fourth week and had six big winners in a row in Georgia. Outfit moved to Athens from Macon and will spend next three weeks in the Carolinas.

Vet Rep Players Team Up To Celebrate Birthdays

WICHITA, Kan., May 3.—Barney Wolfe and Ethel Regan, both formerly with the old Ted North Players, held a joint birthday party here April 21, with a number of old-time rep and stock players from this territory present for the occasion.

Wolfe, who put in 60 years with rep and stock companies, celebrated his 84th birthday and was the recipient of hundreds of congratulatory cards, letters and telegrams from friends in all parts of the United States. He at one time had his own permanent stock company at the Crawford Theater here and for over 20 years was stage director and performer with the former popular North Bros. Stock Company and Ted North Players.

Miss Regan, whose birthday was April 20, is now cashier at the Lasson Hotel Coffee Shop here.

Byron Gosh, of the Gosh Hit Parade Tent Show, recently spent a few hours with Billy and Bonnie Terrell at their bungalow home, called Center Door Fancy, at Rose-land, La.

Bruce Does Corker For Lyons Rotarians

LYONS, Kan., May 3.—Wallace Bruce, manager of the Fox-Lyons Theater and president of the Rotary Club here since his Wallace Bruce Players left the road, produced a minstrel show for the Rotary Club in City Auditorium, Wednesday and Thursday nights, April 16-17, to capacity houses. Show had a \$1,000 advance sale. He had a company of 75, with sixteen acts in the olio.

Bruce even put out with the old 11:45 street parade and had a 45-piece band, silk banners flying, and 46 Rotarians marching and strutting in the original Neil O'Brien parade capes, which he rented from Hooker-Howe Costume Company, Haverhill, Mass.

The Rotary Club has taken over the old Opera House here for a meeting place.

Brown To Tour Western Wisconsin

AMERY, Wis., May 3.—Harry Brown's Motorized Tent Show will this season again play week stands thru Western Wisconsin.

He plans to play 25 weeks in Pepin, Pierce, Dunn, Polk, St. Croix, Barron, Buffalo, Eau Claire, Chippewa and other near-by counties.

Brown, who was born in Durand, Wis., 64 years ago, opened his first show in Dunn County in 1905.

Jean Kinsey Graf a Bride; Showfolk Attend Reception

FOSTORIA, O., May 3.—Members of the Madge Kinsey Players and other showfolk in the area attended the wedding reception held Sunday evening (27) at the Fifth Avenue Club here in honor of Jean Kinsey Graf, daughter of Mr. and Mrs. Harry Graf (Madge Kinsey), owners-operators of the Madge Kinsey Tent Show org, and Glenn Jay Graves, son of Mrs. Judy Graves, of Sarasota, Fla., who were married at First Hope Lutheran Church here Sunday afternoon.

Mrs. Jack Murdock was matron of honor; Jack Murdock was best man, and William Munsey and George Colbert were ushers. All are members of the Kinsey company. Eddie and Babe Mason, of Mansfield, O., who operate their country store feature with the Kinsey show during the summer, were among those present at the reception.

The Kinsey tenter cracks its season here May 19.

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ARSA Preps for Contests; Record Membership Brings "Biggest Ever" Prediction

Announce Extensive List of Preliminary Contests

WHITE PLAINS, N. Y., May 3.—George Apdale, president of the United States Amateur Roller Skating Association, is expecting a record number of contestants in the association's 1947 State and national competitions, basing his opinion on a recent association report which shows that membership has almost tripled since last year, reports Wally Kiefer, chairman of the publicity committee of the United Rink Operators.

Kiefer reported that Apdale is currently making preparations for the USARSA's world's championship contests which have been sanctioned by the Federation Internationale de Patinage a Roulette, Lausanne, Switzerland, and which are slated to be held some time in October in Washington.

Meanwhile, Ozzie Nelson, USARSA secretary, has departed for the West Coast to officiate at the association's State contests in California and Washington.

Apdale recently announced dates for the following contests which will be climaxed by the nationals at Julius Navari's Flamingo Roller Palace, Pittsburgh, July 7-13:

Massachusetts, inter-club, Skateland, Worcester, May 3; California, Moonlight Rollerway, Pasadena, May 3 and 4; New Jersey speed, Rainbow Roller Rink, Bergenfield, May 3; Pennsylvania racing, Carey's Circus Gardens Roller Rink, Philadelphia, May 9 and 10; Washington, Skateland, Everett, May 10 and 11; New Jersey novice dance, Rainbow Roller Rink, Bergenfield, May 11; Mineola (N. Y.) Rink, May 18; Michigan, Riverside Arena, Plymouth, May 17 and 18; New Jersey, Rainbow Roller Rink, Bergenfield, May 23-25; Ohio, Norwood Roller Rink, May 30; New York, Mineola Roller Rink, June 1 and 2, and Connecticut-Massachusetts, Sholes Rollerrome, Dorchester, Mass., June 7 and 8.

Still to be set are dates for Maryland contests at Carlin's Roller Rink, Baltimore; Pennsylvania, Flamingo

Roller Palace, Pittsburgh; Kentucky, Black's Roller Rink, Ashland; Indiana, Evans Roller Rink, Gary; Illinois, Roller Bowl, Chicago, and Florida, Jax Roller Rink, Jacksonville.

Medals for Del. Winners; To Compete in Washington

HOLLY OAK, Del., May 3.—Delaware State championships of the Roller Skating Rink Operators' Association of the United States were held April 17 at Printz Rollerway here, 12 couples participating. Winners will compete in the Eastern regionals, set for May 5 and 6 at Riverside Stadium, Washington.

Phillip Vaccarini, owner of the Printz rink, presented a gold medal to the first-place couple, Laura and John Hintz, Printz; a silver medal to Teresa O'Brien and Charles Ferguson, of Delaware Rink, near Wilmington, second, and a bronze medal to Louise Miller and Jack Wardell, Printz, third. Emily Carrol and Bernard Fisher, intermediates of Delaware Rink, took second place in an uncontested exhibition. Riverview Roller Rink, Pennsville, N. J., was represented in the contests.

Judges were Frank Gallagher, New York; Louis Steiner, Pittsburgh, and Edward Campbell, of New Jersey. Mrs. Mary Labuala refereed.

Plexiglass Skate Wheel on Market

CHICAGO, May 3.—A recent innovation, the plexiglass skate wheel, has been put on the market by Marsann Products, of Rhinelander, Wis.

In Chicago, April 28, en route east, was Bill Stephens, sales manager of the firm. "Plexiglass is manufactured by Rohn & Haas, of Philadelphia," he said. The Marsann machine-made cup for bearings is manufactured from heat-treated nickel steel, according to Stephens, who says that the cup is especially designed for durability that has been proved. In a recent experiment the firm placed a wheel in a vise and exerted more pressure upon it than it would receive under normal skating conditions. "The wheel withstood the pressure," Stephens said, "and cracked only after additional pressure was applied, but did not splinter."

The wheel is being sold to rink men only. The retail price is not established, but the wholesale price has been set.

According to Stephens, plexiglass has high import strength, even at extremely low temperatures or after long weathering. It is noteworthy for its high modulus of elasticity and resistance to cold flow or creep. It is used extensively in bomber noses, gun turrets, etc.

Medford Kids Take Honors in RSROA Mass. Contests

WORCESTER, Mass., May 3.—Altho competition was keen in all divisions, and especially so in dancing, skaters of Fred H. Freeman's Bal-a-Roue, Medford, Mass., grabbed the lion's share of honors in the Massachusetts championships of the Roller Skating Rink Operators' Association of the United States, held April 21 and 22 in Leo Doyle's Webster Square Arena here.

Results: Juvenile girls, Constance MacDonald, Fred H. Freeman Club; Barbara Riley, Co-Ed Club, Boston, and Ann Oberheim, unattached. Junior girls, Joan Chandler, FHF Club; Claire Landry, H. A. Briggs Club, Agawam, and Elizabeth Mahoney, FHF Club. Novice ladies, Louise Wilmarth, FHF Club; Muriel Stewart, unattached, and Edyth Goehring, FHF Club. Senior ladies, Fay Johnson, FHF Club (uncontested). Junior boys, Ronald Ludington, Co-Ed Club; second (uncontested). Novice men, George Dearborn, FHF Club; Frank Moors, Co-Ed Club, and Nat Brady, FHF Club.

Novice pairs, Frank Moors and Jean Ripley, Co-Ed Club; George Dearborn and Edyth Goehring, FHF Club, and Palmer Cardinale and Gertrude Ostrander, H. A. Briggs Club. Intermediate pairs, Harrison Ostrander and Claire Landry, H. A. Briggs Club (uncontested). Fours, Harrison Ostrander, Claire Landry, Palmer Cardinale and Gertrude Ostrander, second, H. A. Briggs Club (uncontested). Junior dance, Edward Smith and Marilyn Scully, FHF Club; George Smith and Elizabeth Mahoney, FHF Club, and Robert Laventure and Gertrude Pichette, Whalom Club, Fitchburg. Novice dance, Robert Edgett and Lauraine Baker, FHF Club; George and Joan Chandler, FHF Club, and David Morse and Joyce Holmberg, Roll-land Club, Norwood. Intermediate dance, Thomas White and Fay Johnson, FHF Club; Willard Watson and Yvonne Duprey, Carroll Club, Agawam, and Ralph Dunham and Arlene Dunham, unattached. Senior dance, Charles O'Connell and Patricia Fifield, Charles Kennedy and Mary Abbott, and Russell Arrendondo and Grace, FHF Club.

Big Turnout at Skateland

Dance Party in San Diego

SAN DIEGO, Calif., May 3.—San Diegoans were introduced to dance skating April 21 at Skateland here when the rink's figure and dance club hosted 70 out-of-town visitors at a party offering bronze, silver and gold dances, reported Manager H. F. Agsten.

Visitors included Ray Young, Rollerrome pro, Culver City; Pete Mulholland, Rollerrome professional, Santa Ana; E. W. Kunzel, Rollerrome operator; Bruce and Ann Heifner, former Rollerrome pros; Roy Barnett, past president of the Los Angeles Roller Figure Dance Club; Jerry Willey, president, and Helen Holcomb and Mary Blackwell, LARFDC officers; Mr. and Mrs. Cliff Neschke, pros at Moonlight Rollerway, Pasadena, and Bonnie Dixon, organist at Harry's Rink, San Bernardino.

Wolak Buys Chicago Rollery

CHICAGO, May 3.—Skateland here was recently purchased by Joseph Wolak, who has renamed it the Rollerrome. Wally Smith is at the electric organ. A recent feature at the rink was a roller hockey game between the Rollerrome team and members of the local Oldtimers Club, the latter winning by a score of 7 to 1. Rink operates nightly except Mondays, with Saturday and Sunday matinees.

Cleveland Dads OK Roller Club At Euclid Beach

CLEVELAND, May 3.—Euclid Beach Park Roller Rink here, which has been leased by the Cavalier Club for private operation, has been granted a license by the city following an investigation to determine whether the club was a legitimate organization or merely a subterfuge to enable the rink to circumvent the anti-discrimination clause of the recently enacted amusement park licensing ordinance.

Before the licenses for the park and rink were issued, Law Director Lee Howley, on orders from Mayor Thomas Burke, interviewed officers of the club. Howley said his talks with the officers convinced him that the club was legitimate.

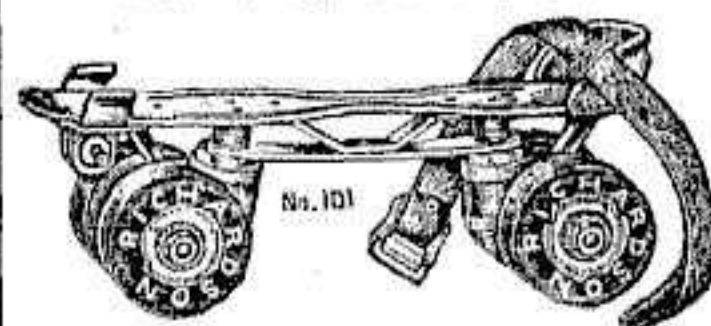
Issuing of the licenses at the last minute caused considerable confusion on opening day of the resort. An estimated 5,500 persons, among whom were 500 members of the Cavalier Club, braved the chilly weather to visit the park, but several hundred would-be skaters were turned away from the rink and told they would have to become club members before they could skate.

Licensing ordinance was passed by city council in January after council was told that Euclid Beach discriminated against Negroes and, in particular, refused to admit them to its dance floor, roller rink and beach.

The park has announced that it would not operate its beach and dance hall this year.

Tom and Jerry, roller skating team, opened recently at the Palm Beach Cafe, Detroit night spot.

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SMOOTH, QUIET SKATING!
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Newly remodeled. Complete new equip., including 2 Swimming Pools, 8 Cabins, Gas Station, Lunch Room. Property comprises one square block. Located 99 miles from Chicago. Annual income, 25% of investment. Incomparable bargain—\$35,000. Inquire:
G. MEYER, 2116 W. 120th St., Blue Island, Ill. Ph.: B. 1. 4345

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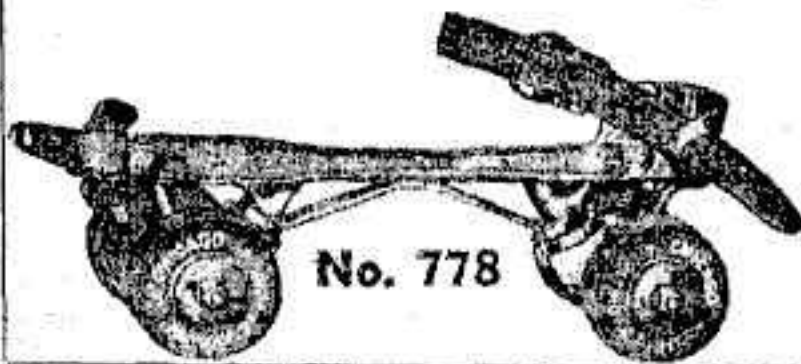
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Cambridge, Mass.

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RELEASE NO. 12

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(b) "I Want To Thank Your Folks" 4/4 104★
(You'll thank us for these No. 1 Fox-Trots!)
- 2032 FOX-TROT—(or All Skate)
(a) "Do You Know What It Means to Miss New Orleans?" 4/4 104★
(b) "The Blues Are Brewin'" 4/4 104★
(Don't miss out on these from the picture "New Orleans!")
- 2033 FOX-TROT—(or All Skate)
(a) "Beware My Heart" 4/4 104★
(b) "Santa Catalina" 4/4 104★
(Two of the most beautiful Fox-Trots today!)
- 2034 FOX-TROT—(or All Skate)
(a) "Ricky Rickshaw Man" 4/4 104★
(b) "You Don't Learn That In School" 4/4 104★
(By popular demand, we give you these for your Standard Library.)
- 2035 TANGO—(All Skate, Barn, Tango Brann, Tango or Iceland.)
(a) "Another Night Like This" 4/4 100★
(b) "Without You" 4/4 100★
(Two more famous and gorgeous Roller-Rhythm Tangos.)
- 2036 WALTZ—(All Skate, "Westminster" or "Viennese" Dances.)
(a) "Jolie Blonde" (Pretty Blonde) 3/4 138★
(b) "Vagabond King Waltz" (Waltz Huguetto) 3/4 138★
(The "Blonde" will "get you", "Huguetto" will "haunt you!")
- Non-ASCAP ASCAP
6 RECORDS—\$5.50 PLUS POSTAGE

ROLLER RHYTHMS

Bob Kitinger

BOX K ARLINGTON HEIGHTS, ILL.
Send for Complete Record List

Mount Vernon Tops AOW Speed Standings; Eyes on Nationals

ELIZABETH, N. J., May 3.—Mount Vernon (N. Y.) Arena retains its substantial lead in the inter-rink race competitions being staged in William Schmitz's America-On-Wheels chain as skaters prepare for finals, slated to be held May 10 at Twin City Arena here, reported Jack Edward, AOW director of speed.

Mount Vernon, with 340 points, now has a 75-point lead over its nearest competitor, Passaic (N. J.) Arena, with 265 points. Trailing them are: Twin City, 250; Hackensack (N. J.) Arena, 75; Boulevard Arena, Bayonne, N. J., and Perth Amboy (N. J.) Arena, 35 each, and Capitol Arena, Trenton, N. J., 0.

Prepping for Nationals

AOW skaters finishing one, two, three at close of the contests will be sent to the national championships of the United States Amateur Roller Skating Association, to be held July 7-13 in Julius Narari's Flamingo Roller Palace, Pittsburgh, it was announced by Edwards, who also reported that more than 84 entries in the speed division are slated to compete in the New Jersey State skating championships which get under way today at Rainbow Roller Rink, Bergenfield. The Rainbow track measures 16 laps to the mile.

In the April 26 competitions of 15 events at Boulevard, Twin City took honors, winning four firsts, with Hackensack and Passaic taking three each. Mount Vernon and Perth Amboy won two each, and Boulevard trailed with one.

Winners

Results: Men's half mile (open), Dan Manning, Boulevard, 1:32; Phil Grecco, Passaic, and Dave Fritz, Mount Vernon. Boys' quarter mile, Don Meerdink, Hackensack, 0:49; Francis Matovetz, Boulevard, and Gilbert Humbert, Passaic. Men's half mile (open), John Buckholtz, Twin City, 1:31; Herb Plump, Hackensack, and John Gregory, Mount Vernon. Men's half mile (open), Joe Mariarnio, Passaic, 1:36; Louis Gibbons, Hackensack, and Frank DiChiara, Mount Vernon. Men's quarter mile (handicap), M. Eckwerth, Mount Vernon, 0:50; Ray West, Twin City, and El Eckwerth, Mount Vernon. Women's quarter mile, Catherine Paterson, Twin City, 0:52; Mirian Hoey, Boulevard, and Marilyn Miller, Mount Vernon. Men's quarter mile (open), John Sukovich, Twin City, 0:46; Joe Horvath and Stanley Bayck, Passaic. Women's quarter mile, Alma Garaffa, Perth Amboy, 0:49; Tessie Raiffe, Twin City, and Marge McCoppin, Mount Vernon. Men's quarter mile (open), Charles Gatto, Passaic, 0:48; Harold Heim, Hackensack, and Edward Dalton,

Perth Amboy. Women's quarter mile, Geraldine Abbatello, Mount Vernon, 0:50; Doris Harrington, Twin City, and Gloria Cipolla, Mount Vernon. Men's quarter mile (open), Robert Claus, Hackensack, 0:48.5; Anthony Coretti, Mount Vernon, and Willie Tassone, Boulevard. Men's quarter mile (open), Robert Eifert, Hackensack, 0:48; Ray Hahan, Boulevard, and James Van Wetering, Hackensack. Women's mile (open), Alma Garaffa, Perth Amboy, 3:16; Doris Harrington, Twin City, and Geraldine Abbatello, Mount Vernon. Men's mile (open), John Buckholtz, Twin City, 3:15; Phil Grecco, Passaic, and Herb Plump, Hackensack. Men's three mile (open), Joe Horvath, Passaic, 9:08; Harold Heim and Robert Eifert, Hackensack.

Schmitz Experimenting With Air Conditioning

ELIZABETH, N. J., May 3.—William Schmitz, general manager of the America-On-Wheels chain of rinks, announced from his headquarters here that he has contracted with the Chrysler Corporation for installation of an air-conditioning system in his Hackensack (N. J.) Arena.

The installation is an experiment, Schmitz said. If successful, all AOW rinks will have systems installed next year so that the rinks may operate in the summer as well as winter.

N. E. Regional to Brooklyn

BROOKLYN, May 3.—Eastern Parkway Roller Rink here has been chosen as site for the 1947 Northeastern regional championships of the Roller Skating Rink Operators' Association of the United States. Skaters successful in New York, New Jersey, Massachusetts, Connecticut, Rhode Island, New Hampshire and Maine contests will appear here May 13-15.

Fire Levels Ohio Rollery

VERMILION, O., May 3.—Fire, believed to have been caused by lightning, struck Crystal Beach Park here April 20, destroying the two-story building which housed the roller rink, cafeteria and Penny Arcade and damaging adjacent facilities. Loss, partly covered by insurance, was estimated at \$100,000 by Park Manager James Ryan, who said a temporary building will be erected to house the rink and Arcade.

Choice of Champions!

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



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The "SPEEDY-COUNT"

Ball Bearing Dispenser

8 balls in one shot directly into the skate wheel. Capacity—1,300 balls. Weight only 18 ozs. No motor or gears to wear out. Eliminates counting bearings by hand. Write for information or order now. ONLY \$15.95 F. O. B.

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New, just built by experts. Portable Skating Rink, size 40' by 110'; new, heavy canvas, khaki color tent, trimmed inside and out with red, blue; hand roped with chains or ropes for stake ties. 5 pole bale ring top, a special made tent for rinks. New, never used Portable Hard Northern Maple Floor, in sections, with all underpinning ready to use. 125 pairs new Chicago Skates, Sound System, Speakers, Steel Skate Lockers, Counters, Benches, etc. This is a brand new, never used de luxe rink, made by expert rink men, all ready to set up. Also for Sale—Hard Northern Maple Flooring and Sectional Floors, best grade obtainable. Write, wire or phone for prices and terms. GOLD'S PORTABLE RINKS CO., 409 N. 5 St., Longview, Tex.

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ALL SIZES—ANY QUANTITY
BRAND NEW
CHICAGO 5.50 PR.
CLAMP SKATES—Wide Fibre Wheels
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- ★ STEEL CASES—Assorted color combinations. Finest made. \$92.28 Doz. Sample, \$2.89.
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1,000 Pr. Brand New Chicago Rink Skates
All Sizes—\$5.00 PR.—Never Used.
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Just finished five years successful lease of Rink here. Want new location. Will lease on straight rent or give owner percentage or work on profit sharing basis.
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Write
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Gentlemen. Excellent appearance. 10 years' experience in Roller-Dance. Available now. Union. Have Solovox. References. Write all details. Tremendous musical library.
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THE PLASTIC RINK SURFACE
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Midwest Cuts Prices 10%; Firm Now in New Quarters

ELMHURST, Ill., May 3.—In line with the growing price-reduction trend, Midwest Recorded Specialties here, new contender in the field of electric organ skating records, has announced a price cut of more than 10 per cent on disks.

Marketing its first release September 1, 1946, production doubled in the first six months, the firm announcing that more than 9,000 pressings were made in March. Company officials say their rink disks are also going into restaurants and country clubs, with 15 per cent of production for homes and juke boxes.

New quarters with facilities for a studio, offices and a shipping department were announced May 1 by Jerry Schramm, manager and recording engineer, who said announcement will soon be made of some new ideas in skating records.

POPULARITY OF SKATING RHYTHMS RECORDS

IS SWEEPING THE COUNTRY TODAY
Rink Owners, Managers, Skaters, Pros—"yes," and even your Spectators marvel at the beautiful listening quality, tempo, rhythm and perfect timing—all four so carefully combined in our recordings.

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SR-225-A	Linda	Collegiate
SR-228-A	Anniversary Song	Waltz
SR-231-A	My Adobe Hacienda	Fox Trot
SR-232-B	Bless You for Being an Angel	Collegiate
SR-221-B	Wyoming	Two Step
SR-217-A	I'll Close My Eyes	Collegiate
SR-215-A	Open the Door, Richard	Fox Trot
SR-214-A	Managua, Nicaragua	Fox Trot
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SR-212-A	Among My Souvenirs	Waltz

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The biggest Retractable Point Ball Pen value in the low-priced field! Precision built for effortless, easy ball point writing. Attractive design, rugged construction for years and years of constant use.

- No Cap or Ink to worry about
- No Smear, No Scratch, No Leak
- Ink dries instantly as it writes
- Writes clearly through 6 or more carbons
- Smart plastic barrel with metal cap

Amazingly Simple to Use
Retractable Point—Press and Turn . . . It's Out!
Turn . . . It's In!

WRITES UP TO 3 YEARS
WITHOUT REFILLING
(with average use)

CHOICE OF SEVERAL COLORS

List price, \$1.00.
Dealer's price, **\$7.20**
Lots of Doz. or More—Doz.
Less Than Doz. Lots. Ex. \$1.00
25% With Order—Balance C. O. D.

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No. 118Y
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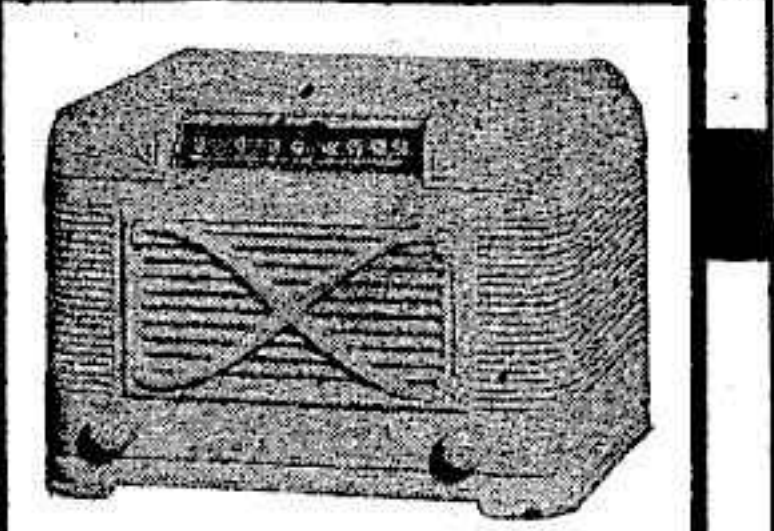
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JOBBER'S PRICE
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Complete with batteries and wires, wear it anywhere.
It lights up by a flick of the finger.
Lots of fun, lots of laughs.

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PUBLICITY, PROMOTION, ADVANCE BOOKER seeks connection with attractions of varied description working Southwest Arizona territory. Have under-cover facilities in Tucson, seating 3500-4000 with many open dates. Also huge lot on main drag for carnivals, side shows, etc. Will work with you. Include all in first letter. Irwin Goldie, 1177 E. Lester St., Tucson, Ariz. 148-3-17

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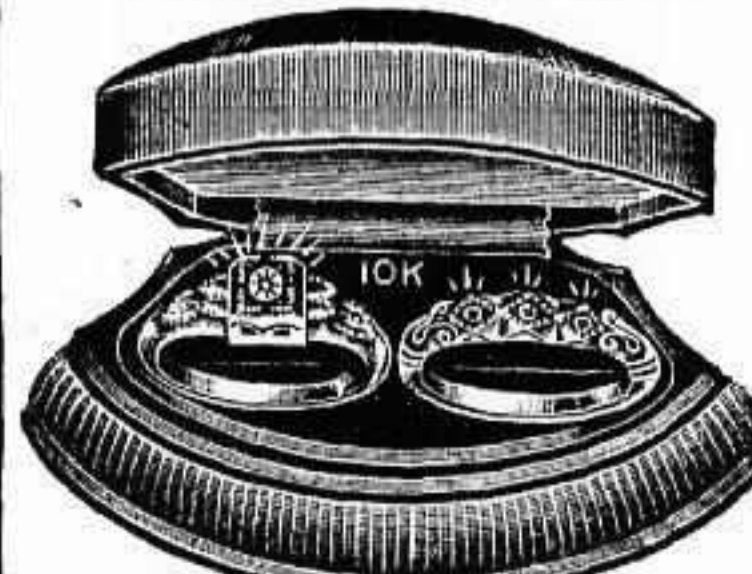
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Easy Picking! Drop ring on balloon—swing up into loop—loop the loop. Jerk string as arrow shows to release balloon to fall in scoring box. Use big box or pan of water. Sample Game contains 1 four-inch Ring, adjustable size, tin coated. Ring lasts a life time; extra long string; 3 different color balloons; 2 open boxes; 3 diagrams and instructions for 5 games.

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- No. 2X1 \$22.50 per gross
- No. 3X20 \$24.00 per gross (Illustrations 3/4 Actual Size)

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Bridal Sets, as Illustrated in a Box No. 8R301—Ea. \$5.40
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Walker, Jimmy
Walker, Wm. M.
Walters, Kenneth
Walton, Mrs. Hueh
Ward, Mrs. Lucius
Ware, Frank M.
Washburn Jr., F. F.
Watson, O. D.
Watt, Clifford
Watts, W. B.
Warren, Sally
Wegner, Walter B.
Webb, Bill
Webb, Thomas
Webb, Elizabeth
Weber, Donald P.
Weiner, Sam
Wells, Ben. L.
Wells, Mrs. J. W.
Wells, R. D.
West, Maxine
Western, Rose
Westover, Wm. E.
Whallan, Rena &
White, George W.
White, Robert
White, R. S. Bob
Wiley, Rex
Wilkinson, George
Willard, Chester
Williams, Annie
Williams, Bert

Williams, Henry
Williams, L. L.
Williams, Miller
Williams, R. D.
Williamson, Chris
Willie, Stanley
Willoughby, Curry
Wilson, Mrs. G. E.
Winigartner, Ernest
Winkler, Leon A.
Winslow, Devitt
Winslow, Jack
Winters Jr., William J.
Wiseman, William
Wolf, Verne
Woodall Jr., W. T.
Woods, B. M.
Woods, Florence
Woods, Smokie
Woods, Walter W.
Woods, Whitey
Works, Bob
Worton, Bob
Woodworth, Robert
Wright, Frank D.
Wright, Mark
Wrick, Donald
Wyoming Duo
Yeager, Jack
Yuen, Kenneth Lari
Zellers, Al
Zebik, Steve J.
Zerni, Charles

Payne, Esther
Pelley, Burnham
Pierpont, May
Pollack, William D.
Raymond, Emma
Reiche, Willie
Richards, Nellie
Rigg, Charles
Ritchie, Carl
Salazar, Marlene
Salsbury, Leah
Scha, John R.
Smitzen, Olya
Stell, Carl
Townsend, Leslie
Trip, Fred
Woods, Mrs. Mae
Wright, Gail
Wright, James
York, Edward
Zella, Princess
Howard, John
Kelly, Edith
Kelley, Jack &
Lambert, Charles
Lau, Mrs. Minnie
Latts, G. F.
Levine, J. B.
Loftus, Pete &
Long, Nelson
Mack, Johnny
Mack, M. M.
Marks, Dewey
Mathews, Jimmie
Mayberry, Mrs.
Morehead, Miss
Nelson, Mr. & Mrs.
Nick's United Shows
O'Laughlin, Richard
O'Leary, Dennis
Page, Mrs. R. A.
Payne, J. E.
Pierce, James S.
Pollock, William H.
Poole, Mrs. Forrest
Porter, F. M.
Reed, Bill
Reed, Mr. &
Reynolds, Mrs. L.
Richardson, James
Riggins, Ennis
Ridglin, George K.
Riley, Mrs. Aaron
Roach, Thomas
Rohn, T. W.
Roster, Larry S.
Rossum, Mrs.
Schmepel, E. W.
Seyfert, Richard J.
Sims, Carl
Small, Charles H.
Smith, Flossie M.
Smith, Joseph J.
Smith, Martin H.
Smith, William
Sniffin, Alfred
Stratton, Clarence
Studyvin, Harry L.
Sudduth, William
Sundstrom, John E.
Sommers, Victor
Taylor, R. C.
Templeton, Robert
Townsend, Clifford
Townsend, Mr. &
Warren, Ray
Wasson, Mrs. Jo
Waters, Mr. &
Whyte, Carl
Will, E. R.
Wolf, Billy
Wotring, Ruth
Zaremba, Frank J.

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390 Arcade Bldg., St. Louis 1, Mo.

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1564 Broadway, New York 19, N. Y.

Aarons, Minnie
Adams, Carl
Bain, Beverly
Bain, Billy
Bapoulos, Tony
Barfield, Willie
Bennett, Allan
Bertie, Max
Brown, Chick
Caulpberry, Virginia
Carter, John
Cedar, Albert
Chelly, Ovid Paul
Clair, Iyna
Collin, Jean
Cristo, Pete
Crusey, Annalee
Curtis, Joseph M.
Damman, Eugen
DeCarlos, Jack
Deeke, H. J.
Dicks, James J.
Durer Jr., Jack
Foster, Basil
Goodman, Joseph I.
Gunderman, Emily
Green Sr., Henry J.
Heider, Fred
Holt, Jack
Horan, Joseph &
Horner, S. C.
Jris, Eva
James, Margie
Kasian, Barby
Kelley, Chris
Kensel, Ken
Laver, Morris
Lucile c/o Le
Lyons, Bayne
Marino, Pete
Marshall, Danny
Martani, Joseph
Masou, Charley
McDonald, Norma
Melia, E. F.
Merli, Mary
Morin, Phyllis
Mullins, Joe
Noyes, Ethel Marie

Adams, Billie
Ballerino, Mike
Berfield, Willie
Brown, Don
Buckley, D. J.
Carter, June
Cortez, Louise
Fischer, Claude
Gaines, E. H.
Grissom, C. M.
Harper, Helen D.
Hinkle, Milt
Heavy or Nellie
Hulick, Marvin
Huntley, Spencer
Irby, J. L.
Jacobs, Joye
Kaplan, Morris
Keller, Chester L.
Lutz, T/5 Floyd F.
McGreeva, Bernard
McSpadden, Myrtle
Maler, Paul
Mandrake, L.
Marino, Tony
Owens, Buck
Statra
Texas Tommy
Wills, Claude V.
Wright, Earl
Zimmer, Florence
DeWitt, Mrs. T. R.
Douglas, Miss Lynn
Edwards, Joseph
Flash, Royal
Forster, Mrs. Mary
Fortney, Russell
Freeman, Mrs.
Froste, Candura, Joseph
Savreau, D. H.
Gorman, Micki
Gray, Jerry
Graves, Sylvia E.
Green, Chas. D.
Green Sr., Henry
Hall, Mr. & Mrs.
Hart, Ray
Harvey, H. F.
Hegeman, William
Holcomb, Mr. &
Asco, Ted
Barfield, Willie
Belzer, Ray
Benham, Mack
Bing, Bernice
Boswell, William T.
Bowman, William
Bradford, Julius W.
Brown, Irvin F.
Buck, Stephen B.
Burge, Lloyd A.
Buster, Johnnie
Butts, Wm. G.
Cannon, Otis
Caulder, Wade
Coffelt, Jack
Cook, Charlotte
Corry, Harry
Cowell, Leroy
Craft, Clarence
Crane, Al A.
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Davis, Jane
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6 or MORE each SAMPLE \$3.70 \$4.25
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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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1111 South 12th, St. Louis 4, Mo.

ALL NEW Electronic RADIO



List Price . . . \$19.95

R. C. A. Licensed

- Large Plastic Cabinet
- Size: 10" long, 6 1/2" high, 6" deep
- Automatic Volume Control
- Super Sensitive Transformer
- Built-In Loop
- Illuminated Slide Rule Dial
- Works on AC & DC 117 Volts
- Single Band Superheterodyne
- Super 5" Alnico Speaker
- Packed in Air Cushioned Cartons Six to a Standard Carton
- Many Other Outstanding Features Not Found in Other Radios

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43-45 43rd St., Long Island City, N. Y. • Dept. BB-1, Stillwell 4-2061

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EXACT REPLICA OF THE SOLID GOLD DIAMOND AND RUBY COCKTAIL BRACELET. STUDDED WITH RHINESTONES, THESE UNUSUAL ITEMS WITH THE BEAUTIFUL ADJUSTABLE MESH BAND ARE AVAILABLE IN HIGHLY POLISHED 24K. PINK GOLD PLATE. 25% DEPOSIT WITH ORDER, BALANCE C. O. D.

MORRIS GOLDENSTUK
310 Washington Square Bldg. 7th & Chestnut Sts., Philadelphia 6, Pa.

IMMEDIATE DELIVERY

Our 28" Baby Bumpkin is a fast selling item! Her smile wins your heart immediately. She wears a taffeta dress in blue, rose or gold with colorful trimmings. Her panties are vinyl film cloth. Her body is made of rayon and cotton chinchilla cloth; so are her contrasting colored bootie-like feet. She is stuffed with cotton. Her head is unbreakable composition, and is topped off with a large bow to match her dress.



PRICE: \$3.50 EA. \$40.00 DOZ.

LARGE SELECTION OF BINGO SUPPLIES, SLUM, GLASS, PLASTER, ETC.

Gabbie Charlie is 35" tall. He has a stuffed body and composition head, arms and shoes. He is dressed in a tuxedo suit, hi-hat, white satin dress shirt and bow tie.

He has a movable mouth which is operated by a string at the back of his neck.

PRICE: \$5.00 EA. \$54.00 DOZ.

KRAVITZ & ROTHBARD
720 E. BALTIMORE STREET, BALTIMORE 2, MARYLAND



**No. 10
CLOWN HEAD
BALLOON**
for Stick or Gas

Here's something to make every date a red one. Face printed in 3 colors on assorted color balloons.



"HAPPY HOP"
Same style balloon, with protruding nose, and popular tramp face in 2-color print.
Order from your jobber today.

The OAK RUBBER CO.
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SELLING THROUGH JOBBERS ONLY

LEVIN BROS.

Distributors for Oak-Hytex Balloons
6th & Ohio Sts. TERRE HAUTE, IND.

GET YOUR SUPPLY OF OAK HYTEX BALLOONS AND FREE CHANGE APRON FROM
KIPP BROS.

Wholesale Distributors
117-119 S. Meridian St. Indianapolis, Ind.

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MEDICINE MEN—SELL OUR

Laxated Herb Principles, a water soluble powder that quickly dissolves and makes a fine laxative. One pound will make two gallons and we furnish free 32 of the stock labels. Price is \$1.15 per lb. Same powder in one ounce packages, \$2.00 doz.

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YOUR LABEL OR OURS
HERB MEDICINES, HERBS, SALVES,
LINIMENTS, TABLETS, PILLS, ETC.
LOWEST PRICES HIGHEST QUALITY
Write for free confidential catalog.
QUAKER MEDICAL CO., Dept. B.,
220 George St. Cincinnati 2, Ohio

Pipes for Pitchmen

By Bill Baker

LOUISE GUTHRIE . . .
has her darning layout scoring substantial business at the F. W. Grand Store, Milwaukee.

NUFRI J. BONK . . .
is gathering plenty of hermans in the F. W. Grand Store, Milwaukee, with Dr. Lock's foot med.

MAE LITHGOW . . .
is still in Milwaukee working a fresh layout in a local department store to click turns.

It's the pessimist who is always taking chances. The optimist grabs opportunities.

LEN MEEKS . . .
and George Gunn are reported to be turning plenty of tips into lucre at their various locations in Texas.

EDWARD A. MURPHY . . .
is in St. Louis following a successful run in Kansas City, Mo.

CHARLIE MADISON . . .
the fast-money kid, is reported to have spent two days visiting friends on Triangle Shows during their recent engagement in Hagerstown, Md.

BABE KEATING . . .
has signed a horoscope pitch with Endy Bros. Shows and will join the org about June 1.

C. E. McCULLAM . . .
better known in pitch circles as Paddles Mac, is in Terrell, Tex., kicking up some neat scores. He'd like to read pipes here from Paul and Ethel Miller, The Mississippi Kid and Madaline Ragan.

SOL ADDIS . . .
one of this pillar's most consistent contributors, comes thru with the following: "The New York World Telegram published a series of three articles on pitchmen, beginning April 23. Articles and photos described and depicted the pitchman as long ago as

1872. The writer, Douglas Gilbert, did a swell job revealing how the old-time med man in the '80's made his pitch. The varied talks and the background of the pitchman's life was excellent, and the author says that vaude and the radio got their blessings from the pitchmen who are the magnetic, colorful, super salesmen of the sidewalks."

PHILLIP DEANS . . .
after a lengthy silence, scribbles from Fort Worth that he worked Arlington, Tex., April 26 with plugs to lucrative returns. Following a stint in Houston, Deans plans to head East.

ART ENGEL . . .
smooth-working med purveyor, corraled the lettuce with his nifty pitch during his recent stand in Arlington, Tex.

STANLEY NALDRETT . . .
set in the H. L. Green store, Columbia, S. C., until May 24, reports that he is mopping up with Nat Morris's new lay-out of streamlined kitchen gadgets. He opens in Winston-Salem, N. C., May 26.

THINGS WE NEVER HEAR:
"We feel that our business acumen is on a par with anyone's in the world. That's why we invite pitchmen to our town. We know that it means added business for us."—Local merchants.

SAM BUTLER . . .
is reported to be getting some neat scores with his Eversharp Polish in a Milwaukee department store.

TRIPOD TERRY SAYS: "Remember when we bought things that we didn't need with money we didn't have?"

IT'S ABOUT TIME . . .
the following unlimber their writing sticks and come thru with some notes for the pillar: Jack Jacoby, Ike Spellman, Frank Sullivan, Sid Shipman, Jack Elliott, George Neegus, Ben and

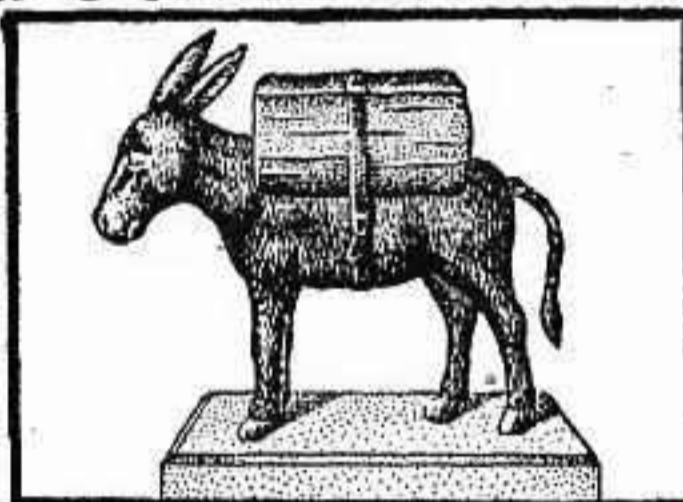
MONEY MAKING COMBINATION

THIS DISPENSER HANDS OUT:

1. A CIGARETTE
2. A LOUD LAUGH!

When you pull his ear forward, UP flies his tail and OUT pops a cigarette!

BURRO PETE'S the NEWEST sensation—he sells wherever he's shown! Built to last a lifetime . . . nothing to get out of order. IMMEDIATE DELIVERY — Deposit with order, balance C. O. D.



ALL METAL **\$27 DOZ.**
(Wood Base)
TRIAL ORDER OF 6 ONLY \$13.50
(Retail at \$3.95)
SAMPLE \$2.50, POSTAGE PAID

LARAE INDUSTRIES

4767 LIBERTY AVE. PITTSBURGH 24, PA.

BALL GAME STOCK

Aluminum Milk Bottles	Ea.	\$1.50
Wood Milk Bottles, loaded	Ea.	.95
Comic Hat Bands, 18"	100	1.85
Worth Baseballs	Doz.	2.15
Junior Batons, 22 1/2", silver tinsoled head	Gr.	8.50
Lancaster Batons, with Bells	Gr.	18.00
Lancaster Batons, without Bells	Gr.	18.50
Lancaster 36" Swaggers	Gr.	10.50
Plastic Crook Handle Canes	100	15.00
1" Hawaiian Lels. (3 Gr. pack)	Gr.	3.25
2" Hawaiian Lels. (1 Gr. pack)	Gr.	6.75
8" Fox Tails, W/Comic Cards	100	5.50
11" Fox Tails, W/String, no Card	100	21.50
14" Fox Tails, W/String, no Card	100	27.00
12" Cat Tails, W/Comic Cards	100	11.50
23" Possum Tails, W/String, no Card	100	15.00
Flying Birds, colored cardboard	Gr.	12.00
Flying Birds, metallic, bright colors	Gr.	19.50

FOR STOCK STORES

Glass S. & P. Shakers	Gr.	\$3.00
Miniature Glass Beer Mugs	Gr.	3.50
9 Oz. Glass Tumblers	Gr.	4.32
1 1/2 Oz. Whiskey Glasses	Gr.	4.50
Glass Teacups, green tint	Gr.	5.00
Glass Saucers, to match cups	Gr.	5.00
Glass Candle Holders	Gr.	4.80
Glass Ashtrays	Gr.	3.50
Glass Custard Cups, Fire King	Gr.	4.50
Glass Dessert Dishes	Gr.	4.50
4 3/4" Bowls	Gr.	4.50
Handled Grape Dish	Gr.	5.50
Enamel Tin Cigarot Cases	Gr.	5.00
Stone Set Rings	Gr.	1.00
Gold Plated Band Rings	Gr.	1.85
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There's still enough long green floating around for the boys and girls to wind up their seasons with a bumper harvest.

THE PHIL KRAFTS... vitamin workers, passed thru Milwaukee last week en route to St. Louis. They are currently working sewing machine gadgets.

STILL PURVEYING... soapless cleaner in the W. T. Grant store, Milwaukee, is Rita Thompson.

Remember that your jackpot sessions are of interest to other pitchers. So let's use the ink-sticks and tell Ole Bill all about them.

PAT MALONE... and Jack (Bottles) Stover have ventured from their fireside in their Starsburg, Va., headquarters in an effort to gather some long green. Jack says the cold weather there has given them a rugged three months.

THEY TELL US... from the hills of Virginia that Col. C. A. Maitland is planning to float a big one this summer.

MURRY ZUCKERMAN... with peelers, grabbed plenty of folding dough at the Boston Sportsmen's Show. Murry is using the N. K. Morris new all-metal set, featuring an attractive new grater. He plans to work the Milwaukee show with the same layout.

The pitchman has planted many a tree that will benefit future generations, just as present-day workers are benefiting from the seeds of their forefathers many centuries ago.

T. D. ROCKWELL... king of the razor blades, blasts the following from Los Angeles: "I'm still on the job at the hotel here and now in my second year. It's such a good deal that I'll probably remain another two. I still have my trips and keister in my room, tho. Covered the sportsmen's show here and it's a honey of a spot for sheet writers."

TOMMY NORTON... was sighted recently working the new N. K. Morris peeler set, complete with new all-metal grater, corer, spiral and garnisher at the J. G. McCrory store on Fulton Street, Brooklyn.

Liniments

By E. F. Hannan

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A lawyer defending such a case could step outside the courtroom and hail the first passerby to defend the advantage of rubbing. In fact rubbing is the fundamental base upon which many of our med practices are founded, such as massage and osteopathy.

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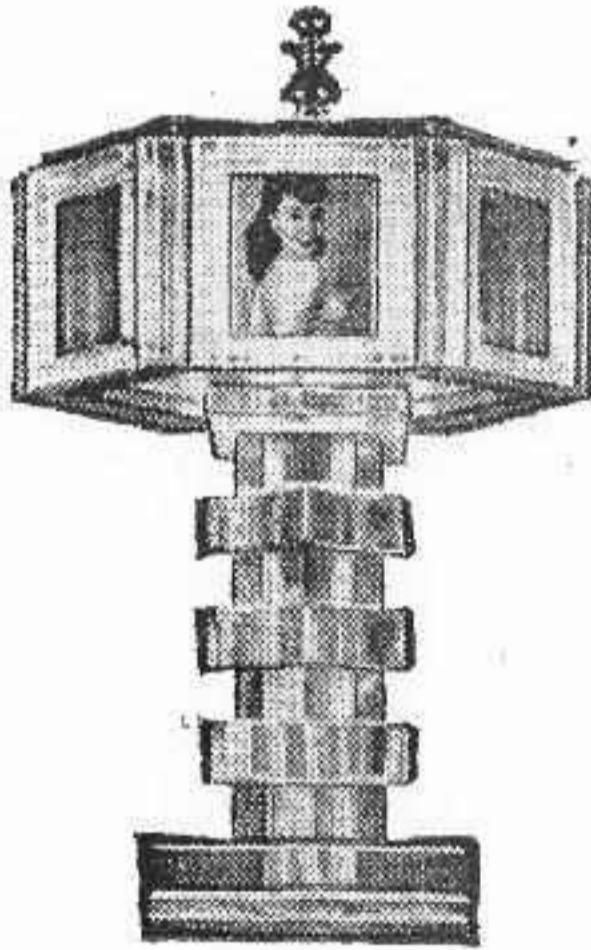
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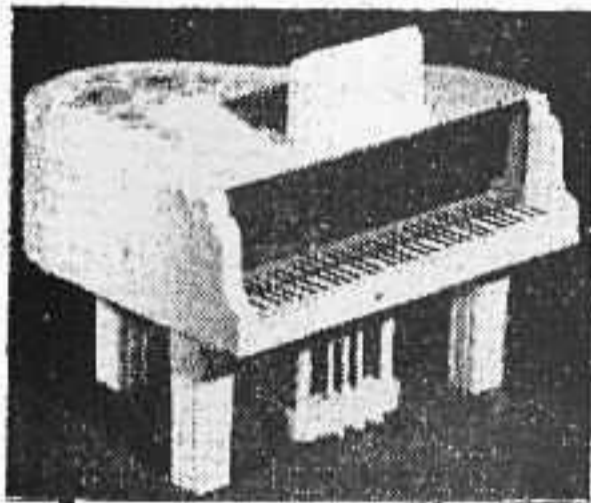
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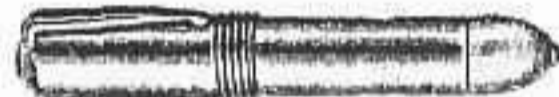


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DAILEY BROS.

(Continued from page 74)

in spec. Willie Clark, veteran foot juggler, certainly does his bit in carrying the small trunks into the dressing room in the morning. Lehman Goodman arrived to take his mother, Bessie Polk, who is ill, to New York.

Recent arrivals include Jackie Lewis, Sig Bon Homme, Rose Nemo and her trick horse, Honey.

Visitors have included Mrs. Carter, Ringling-Barnum concession department; Jimmy Hamiter, Ione Stevens, Whitie and Mary Thorney, Gus Kanerva, Chief and Tillie Keys and Obert Miller, all from Hugo, Okla.; Leon and Novelle Snyder, Archie and Ida McBeth, Mr. and Mrs. Ken Drake, Mr. and Mrs. Cooper, of the one-time Cooper Circus; Cleo Cavanaugh, Mr. and Mrs. Herold, Harley Hubbard, Joe Murphy, Denny Pugh, Anna and Eddie Vaughn, May Stevens, Mr. Linden, Shreveport band leader; Jack Irving, William Johnson, former trapeze and loop walking artist who is now 80 years old; Slim Hart, Mr. and Mrs. Charlie Smith, Mr. and Mrs. Buck Owens, Mr. and Mrs. Anatomic Smith from the John R. Ward Shows; Mr. and Mrs. Vilas Orr, Patrick (Spooks) Birket, Frenchy and Hazel LeBeouff and daughter, Myrtle; Mr. and Mrs. Ray Kramer, Mr. and Mrs. Charlie Goss, Mr. and Mrs. Spangler, Mr. Jacks, Mark Frisbee, John R. Ward, Mr. and Mrs. Robert LaTay, Munde and June, jugglers, and Mr. Walcott, of the Rabbit Foot Minstrels, who visited Ben Davenport.

Last-minute specials: Shirley Lindemann Kaner's son, Mickey, had a beautiful cake for his first birthday. . . . Raymond Riley, novelties, has purchased no railroad tickets this season. . . . Jack McClasky arrived to work for Evelyn Turner.—HAZEL KING.

MILLS BROS.

(Continued from page 74)

Mills. O yes, Butch, the trained poodle, also was a member of the party.

The other day in the cookhouse, Louis Watson was out of cigarettes and he bought a pack from Bonnie Baker, who in turn borrowed one from him.

Freddie Conley, now a junior in high school in Cincinnati, joins the show each week-end to work in Conley's riding act. He'll join for the summer when school is out. Freddie almost missed the show in Columbus. Taxi drivers didn't know which lot we were on and Freddie was sitting in the bus station when two members of the troupe walked in and found him.

Correction: Clair, who does the slack wire in the Conley Troupe, is assisted by Ruth Conley and not by his sister, as stated previously.

This year there are nine Silverlakes with us, if you include Jonnie Mae Snyder, sister of Brownie, Archie, Josephine, Myra, Marcus, Franklin, Melvin and Jimmy make up the troupe. Jimmy, the youngest, is the only non-performer. Josephine and Brownie have their hands full with five kids. In fact, we all manage to keep busy.—JOHN JAY KNIGHT.

KING BROS.

(Continued from page 74)

big snakes; Phyllis Darling and Thelma Symp, dancers, and Earl Fennell, who heads the band.

The giant firecracker used in the clown firehouse failed to go off the other day until the frolic number was on and then they certainly got a reception. Coseta Cristiani has been doing the ladies' principal while her sister, Chita, has been away from the show due to the serious illness of Nadio Cristiani.

Penny Milette and her mother,

Ruth, visited en route from Dallas to New York. Visitors from the Wonder City Shows, playing at Earlington, Ky., caught the matinee at Madisonville and Clarksville, Tenn. Also on hand were Eddie Young and members of the Royal Crown Shows.

The downtown concerts on the steam calliope and the twilight serenade on the lot by Deacon Albright caused plenty of favorable comment. They have the big show down to an hour and 45 minutes now. The 12-piece band is getting plenty of rave notices.—FRANCINE DE RIZKEY.

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 BOX 68, REVERE 51, MASS.

COLE BROS.
 (Continued from page 74)
 Harold Voise and Mr. and Mrs. Freddie Freeman.

Clarence Canary was out of the program for two days. He took a nasty buster in the Wild West concert. Marion (Knowlton) Partello has a sprained knee but continues to work.

Add to the new faces I forgot last week, Mr. and Mrs. Milt Herriott, Ann Hamilton and Georgia Sweet.

Peoria gave us the first sunshine of the season and the ladies certainly made with the laundry. The dressing rooms looked like the Peru laundry on a busy day.

Ernie Burch left the Sparks show and is now with us. One of the best walker rounds in the show is Ernie's Carmen Miranda bit. He makes us all laugh.

Father John Callahan took six clowns, Huffy Hoffman, Charles Raimor, Bogonghi, the De Rue brothers and Frank McCain, to his St. Francis hospital in Peoria to entertain the kiddies in the polio ward.

Visitors have included Art and Tony Concello, Berty Hodgini, who went into the flying act; Everett Richie, Bill Hedges, Mr. and Mrs. Sverre O. Braathen, Harold Ramage, Harry Mueller, Gene Enos, Mr. and Mrs. W. E. Griffin, who visited their son, Billy, a member of clown alley; Mr. and Mrs. Heerdink, Bill Fussner, Betty Tilton, E. R. Gray, Harold Burges, Mr. and Mrs. Red Lunsford, Ed Rayercraft, C. D. Curtis and Happy Hunt.

The Henry Kyes Tent of the CFA at Springfield really turned out for the show.—**FREDDIE FREEMAN.**

GARDEN BROS.
 (Continued from page 74)

press and Judy can now add ice bal-larino to their list of feats.

In Windsor, Ont., our sponsors, the police, gave us a big steak dinner. Norman Boyle, of the George Keller Company, was the busiest person in Windsor, entertaining relatives. Don Dorsey really thrills the folks. Recently I heard an elderly spectator say, "That chap doesn't place any value on his neck."

Everyone follows Irah Watkins around because he always locates the best eating places. Tom Ringler has more worries than anyone else. Donna Siegrist, Ronnie Robinson and Judy Lange, who can ask six questions and say why in one breath, are the only small fry we have now.

J. R. (Fifi) O'Mahony gets his laughs both on and off the stage. Wonder if Charles Stouffer and Coy Lee have reported to President Helen Billetti, of the 1 Per Cent Club?

Visitors sighted: Leonard and Virginia Karsh, formerly with the Al G. Barnes Circus, and Charles Underwood and Bennie Fowler, of the Sparks Circus.—**DOLLY JACOBS.**

BOHN & BOLIS
 (Continued from page 64)

cession. Ed will operate a p. c. concession.

On arrival in Covington Sunday, April 20, Bob Bullock, business manager, after attending to all legal matters, took off on a trip north, returning late Tuesday.

A sound car was purchased by the show April 23.

Chief and June Rutlege joined in Hoxie with their cookhouse.

Among visitors in Covington, was Mr. Milsap, legal adjuster for the Magic Empire Shows, playing near by.

Fred Bolis and Mary Bohn and Porky motored to St. Louis on a business and pleasure trip.

Late visitors in Hoxie included Mr. and Mrs. Moran, of Ted Woodward's show in Louisiana, and Jack Camp, of Southern Valley Shows, who had been north on business.

Mrs. Lucky Mitchell was reported injured in a bus accident en route here from Memphis.

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 178 Forsyth Street New York 2, N. Y.

America's Fastest Selling Novelty

Electric LIGHT

Jazz Bow TIE
\$11.50 Doz.

Here's a brand-new number that is going like wildfire. Get in on this item. America's fastest selling novelty. Each set complete with bow tie, battery case and two bulbs. Send 25% with order, balance C. O. D. Write for FREE catalog.

BERNARD FINE CO.
 501 Sixth Ave. NEW YORK 11, N. Y.

LAST CALL
LAST 100 GROSS OF
COSTUME AND NOVELTY
JEWELRY

FORMERLY SOLD UP TO \$1 EA. RETAIL. NOW . . . WE ARE LIQUIDATING AT

\$9.00 GROSS
 ACT AT ONCE!
 This ad will not appear again. Your last chance to get a **REAL BUY**

L. H. G. COMPANY
 19 E. 16 St. NEW YORK, N. Y.

BALLOON JOBBERS AND DISTRIBUTORS
BALLOONS AT FACTORY PRICES

#4 Dart Balloons \$1.75 per Gr.
 #5 Asst. Balloons 1.85 per Gr.
 #6 Asst. Balloons 2.50 per Gr.
 #7 Asst. Balloons 3.50 per Gr.
 #8 Asst. Balloons 5.40 per Gr.
 #418 Airship style Balloons 2.60 per Gr.
 #524 Airship style Balloons 5.40 per Gr.
 #822 Airship style Balloons 6.50 per Gr.
 #14 Cat Balloons, with ears 10.00 per Gr.
 Jumbo Target Balloons, #30 Blow Up, 3 feet across, all orange . . . 9.00 per 100

HARRIS NOVELTY CO.
 1102 Arch Street Philadelphia 7, Pa.

Introductory Week

TO ACQUAINT YOU WITH OUR EXCEPTIONALLY LOW PRICED MERCHANDISE WE ARE OFFERING FOR THIS WEEK ONLY

SLUM
 NOVELTIES, TOYS, BROOCHES, PINS, KIDS' NECKLACES, JEWELRY, COSMETICS, Etc.

3,000 PIECES, ASST.

\$20.00 only this week

SOME ITEMS RETAIL UP TO 25¢ EACH. 25% Deposit, Balance C. O. D.

Mdse. Distributing Co.
 19 E. 16 St. New York, N. Y.

BINGO

SPECIALS ★ CARDS
TRANSPARENT MARKERS
 Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

FIREWORKS
ATTENTION, DEALERS
 For Lowest Prices, write Today for complete Price List.

MID-WEST FIREWORKS
 114 W. SECOND ST. SEDALIA, MO.

CLOCKS
 of all descriptions
Immediate Delivery
 No Mail. Call in Person.

WORLD TRADING
 37 W. 23d St. NEW YORK, N. Y.

THANK YOU

Sell Ultra-Blue Stock Signs

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money and General Display. 15—Sample Ultra-Blue Stock Signs—7x11, \$1.00 postpaid. 15—Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpaid. 100—Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.

L. LOWY, 8 W. Broadway, N. Y. 7, Dept. 322

Genuine Leather Wallets
 (Factory Seconds)
 \$10 Per Hd.—\$20 Per Hd.—\$30 Per Hd.

Samples All Lots.

3 for \$1.00 Postpaid
 No C. O. D.'s. No Stamps.

American Auction Co.
 34 Patton St. SPRINGFIELD 4, MASS.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

REPRESENTATIVE

★ Large Midwest Carnival Supply Jobber seeking a top notch man to call on trade with a large line. Wonderful opportunity for the right man. State qualifications, etc. Our organization knows of this ad.

★ Write **BOX D-489**

★ c/o **THE BILLBOARD, Cincinnati 22, O.**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

AIRSHIPS

New All-Silver Airship Balloons (Inflates 30" inches), including printed Envelope, Cabin and Flns. Special Price. \$9.50 Gr.

All Silver Airship Workers 25 Ea.

Above Sample Complete With Worker 25 Ea.

BALLOONS—All Sizes, New Low Price.
H. S. NETTLES
 575 Winton Terrace, N. E. Atlanta, Ga.

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

SALESBOARD SIDELIGHTS

New York

Otto Goldman, Globe Printing Company general manager, will be back from his current biz wanderings Thursday (8). He will be in town for a few days, but leaves again within a week after his return. . . Profit Manufacturing Company reports ready acceptance for the new board with six tickets in each hole. . . Hardest man to see these days is Alvin Borkin, of Bork Manufacturing Company.

Current city visitors of interest to salesboard firms and operators include Myron Rosen, Chicago; Artie Herman, Cleveland; Bob Braun, Boston, and F. McKim Smith, Atlantic City. . . Sam Kiernan, Augusta, Ga., salesboard and coin machine operator, reported before boarding his train that New York is fast becoming one of the largest centers for boards—he spent more money in the city this trip than he did all last year.

Bob Stein, Stein Sales Company, is back from his Southern biz trip. . . Henry Connors, C. & C. Sales Corporation, left for Chicago last week. . . Bill Lessons, Bangor, Me., was at the Edison Hotel last week. . . Paul Dickerson, Dickroy Merchandising Company executive, has opened an Atlantic City office. . .

Irv Gold, Gold Salesboards, will be in Illinois and Indiana for several weeks on biz.

Chicago

Bee-Jay Products Company is in production on a new 2,000 hole, 10-cent play board which will be re-released to the trade next week, according to A. C. Bindner, production manager and designer. New board, known as Play Ball, features a number of seals and uses baseball terms on winning tickets. Bindner said the company also began production last week on merchandise display pads to be used in conjunction with boards of all types. Dr. Reuben Berkowitz, firm president, recently returned from a Kansas City, Mo., business trip.

Charles Lucenti, Pioneer Manufacturing Company, tells of a new line of giant jumbo boards, six in one, which will be ready for delivery in about two weeks. He says Harold Boex has been appointed vice-president and William T. Wollert sales manager. Contrary to some rumors, Charles states, Pioneer is not a closed concern but is operating as big as ever.

Irv Padorr, at Excel Manufacturing Company, says indications are that the paper situation is easing generally and that his firm expects to hit the market within a month with about six new numbers. Others will follow fairly regularly, he added.

Marty Frankel, production manager for Excel, is recuperating from a serious illness. He has been coming in for a few hours a day for the past week or so until he gets his strength back. Ben Maltz is practically on a commuting schedule between here and New York these days. He was in the East again this week.

Secore & Secore Represent Mercury

CHICAGO, May 3.—Mercury Industries, Inc., salesboard manufacturers, announced the appointment of Secore & Secore, 735 South Karlov Avenue, Chicago, to represent them in the Eastern, Midwestern and the Plains States.

The Secore firm is owned and operated by Irving and Mort Secore, who have been connected with the distribution of salesboards for many years. Secore is represented in the East by Lou Kaufman, while Fred Grohs and Cecil Beckman are handling sales in the Pacific Northwest.

Secore's business, according to Irv Secore, is based strictly on sales to operators to the exclusion of distributors and jobbers.

ROYAL STARTS WELL

(Continued from page 51)
ing line, and the way they were swinging even in the damp weather indicates that all the flash, glamour and production Raynell and Leon have dug up might not be enough to win the derby.

There is strength everywhere except on the front end, and St. Looey is now a hanky-pank town, so now maybe we'll see how much strength really is necessary on the front end.

Walter DeVoyne, who has made a career of checking in the individual operators, was amazed when he saw the receipts pouring in, even in the rain, and the reaction of the customers was likewise when they viewed the attractions.

The emphasis truly has been on class presentations—and it indicates that the Sedlmayrs do not intend to let the parade go by. Harry Hennies has Sally Rand; Al Wagner has a

terrific collection of attractions. Max Goodman will be in next week with his new Wonder Shows of America. All have spent with reckless abandon to assemble real entertainment for carnival lots. The look-see at Hennies and Royal indicates they are set to compete with the picture guys. The Sedlmayrs have fallen in step with Hennies—they have it, and how!

SALESBOARDS

Holes	Name	Profit	Price
400	5¢ Dollar Board, Def.	\$.55	\$ 7.00
300	25¢ Kutor Kolor, Def.	\$.75	15.00
600	5¢ Diamond Dust, Def.	\$.69	11.00
1000	25¢ Charley Board, Def.	\$.89	50.00
1000	5¢ Oig. Board, Girlie, 26 Pk.	\$.79	
1000	5¢ Nickel Charley, Def.	\$.94	17.00
1800	5¢ Lulu X Thick, Def.	1.50	18.00
2000	5¢ Lulu Belle X Tk. Def.	1.98	20.00
1000	25¢ J.P. Charley.	Avg. \$52.08	\$1.10
1000	25¢ J.P. Charley, Tk.	Avg. 52.08	1.20
1200	25¢ J.P. Tex. Char., Seal.	Avg. 102.28	1.79
1000	10¢ J.P. Ready Money, S.	Avg. 50.70	1.79
1000	5¢ J.P. Big Forty Jho.	Avg. 24.25	1.98
1020	25¢ J.P. Block Buster	Avg. 81.56	2.69
1180	5¢ J.P. Bingo, Jumbo	Avg. 31.00	2.49
1000	5¢ Best This Card, XTK.	Avg. 33.00	2.59
1800	5¢ J.P. Lulu X Th.	Avg. 31.75	2.78
2170	5¢ Rd. Wh. Bl. Sgls Tickets	\$36.00	\$1.48
2520	5¢ J.P. Jar Tickets	Avg. 48.00	1.20
120	Baseball Ticket Books, Am. Nat. Doz.	1.89	
120	Tip Ticket Books, \$20.00 Gr. Doz.	1.95	

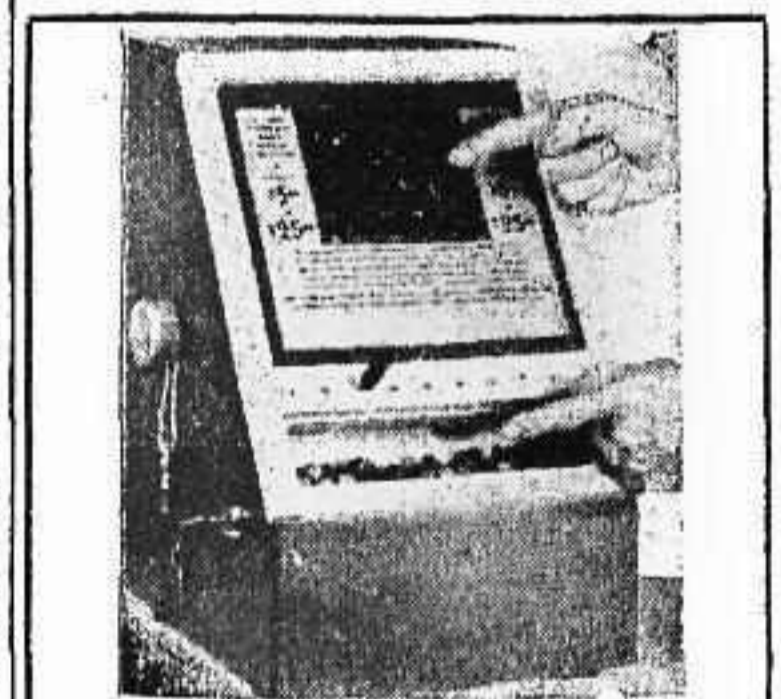
WORLD'S BEST BOARDS TICKETS, CARDS
DELUXE MFG. CO.
Deluxe Building Blue Earth Mine

IMMEDIATE DELIVERY—SALESBOARDS

Holes	Play Description	Your Profit	Net Price
800	5¢ Gobs of Fun x th. Avg.	\$22.70	\$2.29
1000	Cigarette Boards.		
	All kinds		.75
1000	5¢ Nickel Charley, thin	17.00	.95
1000	25¢ 178 Winners Charley, thin	50.00	.95
1000	25¢ Golden Boy Charley, thin	45.00	.95
1000	25¢ J. P. Charley, Avg.	51.98	1.22
1200	25¢ Cheerful Charley x th. Avg.	82.85	2.80
1200	5¢ Yankoo Doodle x th. Avg.	31.80	2.71
1200	5¢ Pick a Fin x th., Jumbo	24.72	2.90
1200	10¢ Pick a Ton x th., Jumbo	59.40	2.90
1500	5¢ Three Grand Prize x th.	52.00	2.50
1800	5¢ Red, White & Blue x th.	18.00	1.95
1800	10¢ Red, White & Blue x th.	38.00	1.95
1800	5¢ Lulu x th.	30.00	1.95
1800	5¢ Lucky Colors x th.	24.00	1.95
2000	5¢ Lulu Belle x th.	20.00	2.50

"Thick style @ \$1.49—same payout. We are able to supply you any size, style, number of holes and payouts. 25% Deposit Required on All Orders—Balance C. O. D.

Stuart Salesboard Co.
P. O. Box #838 Omaha, Nebraska



GET THEM WHILE THEY ARE HOT!
NO MORE CHEATING.
Operators & Jobbers' Net Price, \$44.75.
\$10.00 With Order—Balance C. O. D.
THE NEW DEAL MANUFACTURING CO., INC.
411 North Bishop Avenue DALLAS, TEXAS

TICKET DEALS

SEE OR WRITE US FOR QUALITY TICKET DEALS AT LOWEST FACTORY PRICES!
Tips, 2-, 3- or 4-Way Baseball, any size Spindle, Jar or Combination Deals. Latest money-making hand-stamped Pad Deals.
Wire, Write or Phone, Either
MISSOURI NOVELTY CO.
"National Sales Representatives"
3032 OLIVE ST. ST. LOUIS 3, MO.
(Phone: Jefferson 2857)
OR
TRI-STATE CORPORATION
"Manufacturers of Fast Ticket Deals"
201 8TH ST. BRISTOL, TENN.
(Phone: 358)

—FOR SALE—

One lot Assorted Cash Boards, value \$1500.00. Standard brands in perfect condition. For details write
BOX D-482
c/o THE BILLBOARD, CINCINNATI 1, O.

IT'S FUN AMUSING

No. D2. Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (shipped by express or freight, collect.) Wgt. 13 lbs.

COSTS YOU \$3.50 Lots of 14 **\$3.35 ea.**

SPORS CO., 5-47 Lamont, La Center, Minn.

TICKETS

THE LARGEST AND MOST COMPLETE LINE IN THE INDUSTRY

- JAR TICKETS
- BINGO REFILLS
- ALL TICKET GAMES

Buy Direct from Factory
BEST MERCHANDISE—LOWEST PRICES
Write for Free Catalog and Price List

CIRCLE PRODUCTS CO.
4421A N. Clark Chicago 40, Ill.

Oh Nellie!... they're RED HOT and a WOW!

"WOW"
1020 G.L.Holes - Special Thick - 5c Play
Board \$51.00 Payout \$22.90
Average Profit - - - \$28.10

"RED HOT NELLIE"
960 G.L.Holes - Special Thick - 5c Play
Board \$48.00 Payout \$21.50
Average Profit - - - \$26.50

HARLICH
is Always First with the BEST

HARLICH MANUFACTURING COMPANY
1200 NORTH ROMAN AVENUE CHICAGO 51, ILLINOIS

WANTED: Jobbers—Distributors—Operators

STEP UP VENDOR
STEPS UP PLAY 50%

We are exclusive manufacturers of the original Fair Play Tab Tickets, easy to open, easy to handle for fast play. Every operation is made on high speed automatic machines. All tickets are guaranteed 100%.

RED, WHITE & BLUE 1940-2040-2160
2170-2180-2200

BINGO 1000-1050
1200-1250 **TICKETS**

TIPS-BASEBALL 120-136 and
153 TICKETS

COMBINATION FROM 120 TO 3036 TICKETS

ALL TICKETS AVAILABLE IN SINGLE or 5 SINGLE TICKETS PER PACK
WRITE FOR PRICE LIST AND SAMPLE TICKETS

ALSO FOLDED AND BANDED TICKETS AT LOWEST PRICES

WORTHMORE 1825 S. MICHIGAN AVE., E., CHICAGO, ILLINOIS

Damp Opening Greet Hennies

(Continued from page 51)

Sally Rand and her revue—a preliminary test.

For the benefit of those who came in late, it should be explained that Miss Rand, her fans and her girls are there in person, ready and willing to work despite the slight turmoil of a week ago in Birmingham which left some doubt in some minds as to her future.

Miss Rand explained that she is now entirely satisfied with her deal, that she will do as many shows a day and at night as are necessary, and is with it and for it. On the other hand, Harry Hennies is satisfied with the arrangement, as some very excellent legal brains agreed with him that now Miss Rand is under a contract that is a contract.

So, they have joined hands and will now try to crack what is believed to be the biggest nut ever put on a midway show. The exact details of the contract were not made public, but it is pretty generally understood that Sally will have to gross about \$150,000 on the season before the Hennies will receive any cash. This is quite a chunk, because when any midway show gets more than \$100,000 in a season—any season—it goes down in the miracle category.

They Pay a Buck

Judging from the start here, there is an excellent chance that this nut can be cracked. With just a fair turnout, Rand's books showed a take of \$500 for Wednesday night—taken at a dollar a dip. Standing around the bally platform, one noted that some chins were inclined to pop up when they realized it was going to cost them a cool fish to see Sally, but standing around that same platform after they came out one didn't hear a single beef. In fact, the folks of this community seemed well pleased with the entertainment—and from a moral turpitude standpoint, only a bluenose seeking publicity could let out a beef on the class of entertainment. It could be offered in any theater.

Of course, the question of that big nut cannot be answered as yet, because the weather didn't let enough folks come out to offer a fair test. But if the percentage of Sally Rand goes stands up when the weather is clear, Hennies might surprise even himself and come out with a profit on the season on this particular operation.

It Helps the Others

Also, there is that question as to what this type of show will do to other operators on the midway—so Dutch Wilson, Motordrome; Charles Taylor, Minstrel, and Skeeter Lorow, Side Show, were interviewed. Wilson and Lorow, both with strong shows, were eager to tell they got a full share of the business, and Taylor's minstrels garnered more than \$350 at 50 cents a clatter. This would indicate that Sally helped the entire layout.

Hennies surely has not spared any expense in putting his show together, as it looks bright and shiny from stem to stern with more than enough

lights. In addition to the towers and the searchlights, he has set huge spots in the background to embellish the fronts. With white as his background color for all fronts, these spots add a distinctive luster.

Harris Batton deserves a nod for the job he did in designing and building the fronts—but it was Hennies' bank roll that turned the trick.

CLYDE BEATTY

(Continued from page 74)

born elephant and the center of California's rodeos. Birds of a feather must swim together and Scotty Davis insists his duck and gosling bathe in the wardrobe tubs despite objections. Mel Rennick entertained recently with a floorshow in the pie car during the cocktail hour. Amid thunderous applause, he assured one and all a return engagement was certain.

Watsonville, the Apple City and all dogs deloused. They ran for cover immediately after the application and sulked all day. Argument of the week occurred when someone asked Sancho Morales if his dogs were Republican. At San Jose, it was strictly a kids' day and they were all over the track and lot. Visitors here were Mr. and Mrs. Ed Silbon, of the famed aerial act of years ago.

BAILEY BROS.

(Continued from page 74)

day of sunshine we've had recently. Ernie Stewart is on the sick list but continues to work. Why is that gang always around the red wagon on Fridays?

Lew Henderson is the busiest man on the show. Nick Bengor, boss props, has that department moving fast and usually has the first truck on the lot. When the calliope stopped suddenly during spec one day, we all were able to hear George Myers's baritone voice. It was pretty good, too.

Jimmy Winters was embarrassed when he took Bucky Leahy to a spaghetti dinner and Buck wrestled the spaget with a spoon and a toothpick. Red Harris was the referee.

A new llama has been added to the menagerie.

Recent visitors were Jimmy Winters, Claude Coons, Bill Griffin, Mrs. Skinny Goe, Ed Hillhouse, Karl Denton and Lester Haberkorn.—LAURENCE CROSS.

SPARKS

(Continued from page 74)

the vital statistics on the personnel, for our Canadian invasion, and Ringling Milbe, who is listing the physical equipment for the trip.

Springfield, O., will have to wait another year to see us. We hit town in a pouring rain to find a muddy lot with no apparent bottom. The show was called off and many took the opportunity to go overland to catch the Mills Bros.' Circus in Columbus.

C. D. (Speedy) Smith, of the Ringling show, entertained at his home in Lexington with steak and champagne. Guests were Mr. and Mrs. Tommy Cropper and the writer and her husband.

Backyard scenes: Denny Helms, superintendent, chewing his short cigar. Charley Webb and Coffee Joe with their new bullhook canes. Henry Kyes and Sir Gallahad playing gin rummy between shows. Jim Burke, 24-hour man, sporting a new Stetson. Mabel McGrath's new pink costume. Bud Canter busy between shows guarding the charcoal. Susan Staley rolling papers for candy floss.

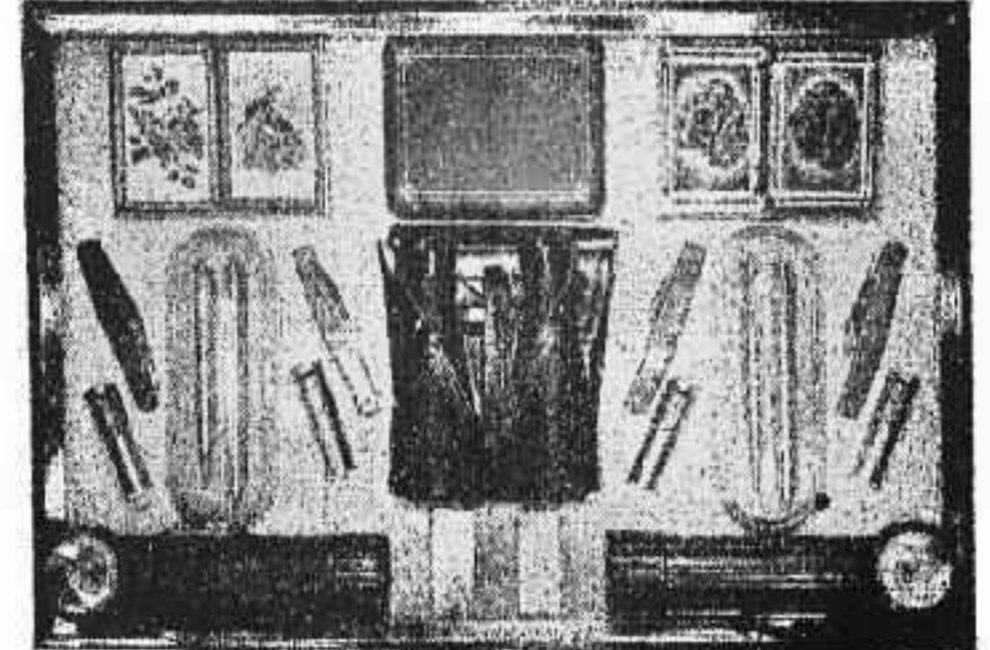
Visitors have included E. Walter Evans, Bill Sachs, Larry Gatto and Charlie Wirth of *The Billboard*, Glen and Mimi Tracy, Albert Mayer Sr., Cecil Scott, Laurence Cross, Rube Simons, Benny Fox, Jimmy and Aieci Foster, Red Luncford, the Morales family, Mabel Mack, Buck Lucas, McCarter and the Garber Boys' relatives.—DOROTHY LEE BROWN.

SALES BOARD PROFITS

ALL PRICES SLASHED 25% OR MORE
DEAL CONSISTS OF 2,000 HOLE BOARD—5c SALE—TAKES IN \$100.00

PAYS OUT

- 2 Sets of Plastic Coated Duratone Cards, worth \$1.50 each.
- 1 Set Plastic Coated Duratone Cards in Leather Box, worth \$6.00.
- 2 Aluminum Pen and Pencil Sets, worth \$10.00 each.
- 1 Pair of Field Glasses with Leather Case, worth \$10.00.
- 6 Duralumin Cigarette Lighters, worth \$1.00 ea.
- 4 Two-Bladed Pocket Knives, worth 75¢ each.
- 2 Gts Right Angle Plastic Flashlights, worth \$1.00 each.
- 1 Lucite Water Tray, complete with beautifully cut glasses and 8 Lucite coasters.



VALUE OF MERCHANDISE, PAD AND BOARD OVER \$65.00



We are the only firm in this business that has been operating continuously and successfully for over 20 years.

WRITE TO DEPT. B FOR LATEST CATALOGUE SHOWING CUT PRICE
Send in your order with \$5.00 check or money order, balance C. O. D.

DEAL #518
COMPLETE PRICE \$28.95
DEFINITE PROFIT \$71.05

A. N. S. Sales, Inc.
312 E. Market Street Elmira, N. Y.

SALESBOARDS

—BUY DIRECT—
AGENTS, SALESMEN, JOBBERS

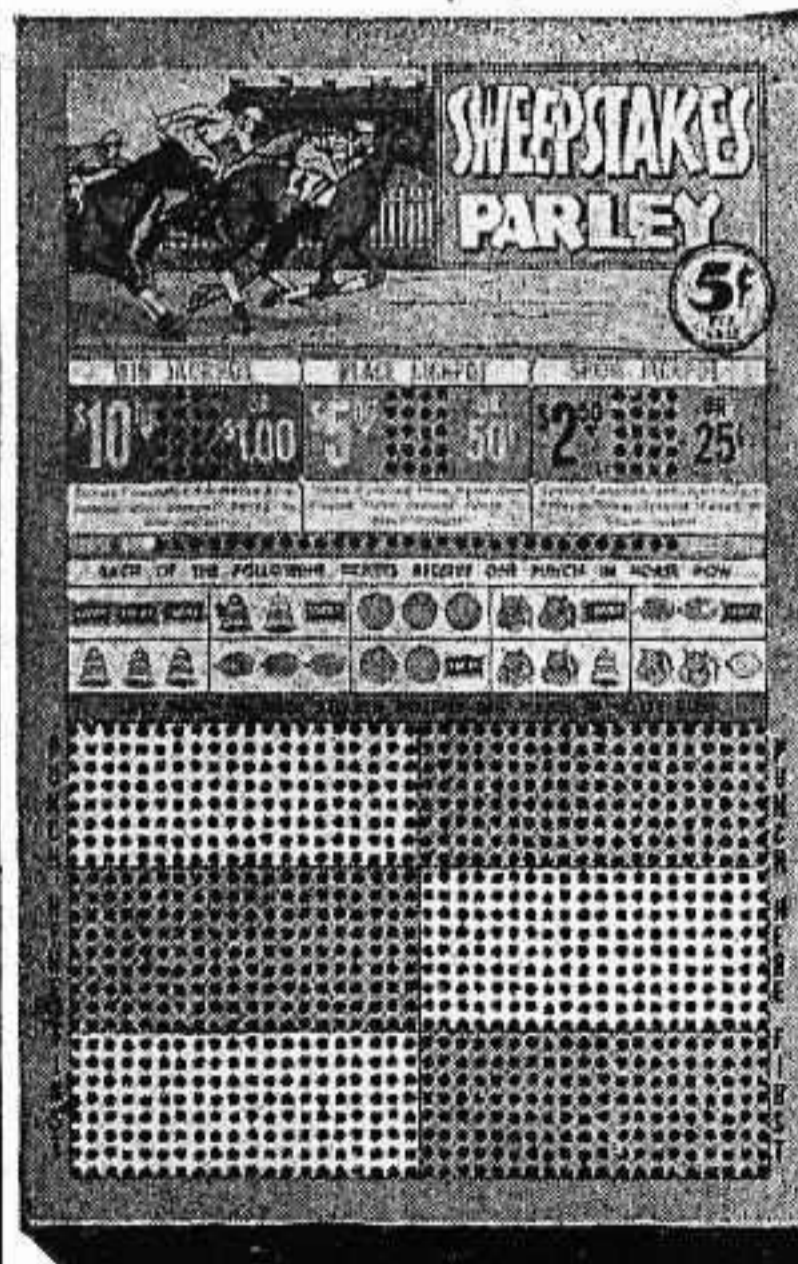
IMPORT FROM CANADA AND SAVE MONEY
THEY'RE OFF AND RUNNING

Over 100 different boards to choose from
FLASH, COLOR, GLAMOUR
Red Hot WINNERS

If It's A "PLAYER APPEAL" Board, It's A "Dominion." For the Latest And Most Profitable Boards Regardless Of Payout Or Purpose.

Write for our latest price list.
Dominion Novelties Co.

118 Queen St. East
Toronto Canada



SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ 1.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINE, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	80.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINE, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	34.57	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST
Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

AVAILABLE AGAIN

Skip-number Push Cards with major winner under Master Seal in 4-16¢, 1-29¢ 1-33¢, 1-39¢, 1-48¢, 1-59¢ and 1-99¢ in 12, 15, 20, 24, 30, 35, 48 and 66 Holes, with take-ins from \$3.00 to \$25.32.

Skip-number Push Cards with every push a winner in 1-29¢, 1-39¢, 1-49¢, 1-59¢, 1-69¢, 1-79¢, 1-89¢ and 1-99¢ in 12 and 24 Holes, with take-ins from \$3.10 to \$21.50.

Other styles and sizes from 10 to 800 Holes, including Put & Take Cards, Cigarette Cards, etc. Write for Free Jobbers' Catalog.

W. H. BRADY CO. Mfrs.
CHIPPEWA FALLS, WIS.

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

Arcade Play Increases in Rail Station Locations; Some Said Up 15 Per Cent

Chi Operators Report Grosses Higher Than During War

CHICAGO, May 3.—Railroad stations, with commuters pouring thru by the thousands every day, are ideal spots for amusement game arcades or individual machines such as automatic photos and voice recorders.

This theory is being proven here every day by such operators as Kruse and Connor in Illinois Central stations and the Fred Harvey System in Union Station.

Kruse & Connor, operating firm headed by Ted Kruse and Vince Connor, has a total of about 50 machines in two separate locations in the Randolph Street station of the Illinois Central Railroad, one of the busiest in Chicago.

Play Up 25% in 1946

"In 1946 play was up about 25 per cent over the previous two war years," Kruse declared this week. "And so far this year, play has been up at least 15 per cent over 1946."

Secret of this consistent increase in play, Kruse stated, has been constantly adding new equipment to the arcades and keeping all games in playing condition.

This electrified surface line serves possibly the largest single segment of Chicago's population—virtually all of the southeastern side. Rail officials have estimated that the Randolph Street station alone sees an average of 100,000 people pass thru its gates every day.

Like Small Cities

With trains arriving and departing 24 hours a day, these railroad stations are small cities in themselves, and the coin machines are always open for business from commuters or distance travelers who have an hour or two to kill between trains.

Kruse & Connor have had the I. C. locations for the past three years, and because of sheer volume of people passing thru the stations, their arcades probably are busier than any others in Chicago.

In addition to the two Randolph Street arcades, they also have seven machines in the Illinois Central's 63d Street station, where play also is consistently good, according to the partners.

"We still have some of the war-time games on location," Connor declared, "but the post-war games are crowding them out. The new games are doing five times the business of the war games such as guns and bombers.

"Best single revenue producer, we

have found, is the voice recorder, with photo machines a close second. We have two new photo machines and two voice recorders at Randolph Street and they are doing very well."

Heaviest Play Hours

Heaviest play is during the period from 3 p.m. to midnight, at which times there is an attendant on duty to keep machines in operating condition. Play is also heavier on week-ends when people are traveling more for pleasure than for business. Weekly grosses are fairly constant the year round, Kruse said, altho it usually increases with fair weather.

Citing increases this year and last, Kruse declared: "I think this is proof that the arcade business is not on the downgrade. Another thing, I think it will be better still as new equipment is released. We believe that almost any arcade with new and good equipment can do good business, but if they try to get by with old equipment they're not going to do very well."

Price Situation

As for sale prices on new games, Kruse said he doesn't expect a drop as long as materials and labor costs remain at the present high level.

Besides Union Station here, the Harvey chain also operates machines in Cleveland and Kansas City. However, operations are limited to photo machines and voice recorders.

Harold Belt, who handles the machines for the Harvey system, said this week that business is still better than during pre-war days, altho it is below the wartime peak. He said business has been affected but little by changing seasons, altho fair weather does help.

Games for Vets Spark Plans To Launch Portland Op Assn.

PORTLAND, Ore., May 3.—Program for furnishing free amusement games and juke boxes to inmates of veterans' hospitals is gaining momentum among Portland area operators as the result of a meeting held here April 25 at the call of A. M. Moss, local manager for the M. S. Wolf Distributing Company.

Veterans' program was approved at the meeting, which was attended by 16 operators. Additional support has been coming in in the form of responses to letters sent by Moss to 55 operators asking their assistance and advice on forming an association to carry on the work.

One of the principal results of the meeting, which was held in the Wolf offices, was the fact that initial steps were taken toward the formation of such an informal association, which will have as its goals the promotion of the industry's welfare as well as a program of social activities.

Veterans' amusement program, as outlined by Moss and approved by the operators, calls for refinishing amusement devices that are lying idle in storage and turning them over to the hospitals for the entertainment of the patients.

Hold Your Own Newsreel Showing

Prints of *The Billboard's* convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department
The Billboard
155 North Clark Street
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

Lumber Prices Reach New High First Quarter of '47

WASHINGTON, May 3.—Lumber prices during the first quarter of 1947 generally were at unprecedentedly high levels, and wide variations in offerings precluded any real stability, according to a recent report of the U. S. Department of Commerce. This was particularly true of soft woods, the report added.

The report said the high prices encouraged maximum production and there is every sign that the first quarter figures, when available, will show a marked improvement over the first quarter of 1946. It is expected that the total production during 1947 will hit near the 36,000,000 board feet total predicted some months ago.

Response to the proposal was such that the problem immediately arose of providing a place to store the machines while they are awaiting refinishing. A committee named to develop the program includes Frank Sandberg, Mills Sales Company, chairman; Ray Davis, Louray Amusement Company; Al Brun, Coast Amusement Company, and Fred Klaus, United Service Company.

Friday Night Meets

Meanwhile under the guidance of Moss and other distributors, operators are meeting informally Friday nights for forum discussions of their problems. Assisting Moss are Sandberg and E. Roland Allen, Columbia Music Company. Altho initiative was taken by distributors, Moss placed emphasis on the statement that it is essentially an operators' organization and that distributors will remain in the background when action arises on issues affecting the conduct of operations.

"These Friday night meetings are open to any operator or distributor," Moss declared. On the social side, operators and their wives are meeting on Monday nights for bowling. Last Tuesday night (30) a dinner party was held at the King of Clubs.

Mangan Speaks Before Omaha C of C Group

OMAHA, May 3.—Advancement of the coin machine industry during the past few years was described by James T. Mangan, director of public relations for Coin Machine Industries, Inc. (CMI), in an address before the Tribe of Yessir of the Omaha Chamber of Commerce April 29.

The first address on the coin machine industry to be delivered before an Omaha group, it was arranged by Hymie Zorinsky, of the H & Z Vending & Sales Company here. Also present were Jack Keeney Jr., who is associated with the Frankel Distributing Company here, and Joe Rothkop, of Hi Lo Sales Company.

Eager To Co-Operate

Touching briefly on the public relations branch of CMI, Mangan declared: "We want you to know us better—we want you to like us. We are glad and eager to co-operate with chambers of commerce everywhere. We believe that the coin machine business, being so broad and so human, merges with every other business and every individual in America. And therefore, our business is your business and our welfare is the welfare of all."

Concerning new developments in the coin machine field, he said: "Coin machines must be ingenious and they must constantly explore and uncover new functions and services. Among recent examples are a cigar vender, hot coffee vender, book vender, ice cream vender, hard-boiled egg vender, 10-way drink vender, an automatic coin clerk, television machines, automatic I. Q. tester, automatic typewriter and an automatic telegram machine.

"Coming developments of astonishing concept are frozen food vending, completely automatic stores and carrier current."

The latter may utilize regular electric lines for transmission of music and even television, Mangan said. He added that a Southern music operator has used the device for phone music rather than telephone wires. He described the set as very much like an ordinary radio fixed on the same wave length as the sending unit and plugged into an ordinary light socket.

2% Md. Sales Tax To Start July 1

BALTIMORE, May 3.—Two per cent general sales and use tax—exempting sales under 9 cents—becomes effective in Maryland July 1. Classes of exempted sales, regardless of price, include: Food for consumption off premises, new and used motor vehicles, motor fuel, advertising, admissions, transportation, certain medicines and drugs and all sales to charitable and religious institutions.

Schedule of new tax is: 9 to 50 cents, 1-cent tax; 51 cents to \$1, 2-cent tax; each 50 cents or fraction thereof in excess of \$1, 1-cent tax.

The Maryland law's text does not refer specifically to automatic merchandising machines where products are vended at a price exceeding 9 cents. But precedent in other States, notably Ohio, would indicate that sales of food—such as milk and ice cream—thru vendors at more than 9 cents would not be subject to the tax, since they would fall in the category of food sold for consumption off the premises.

Patent Issued for Pinball Plunger

WASHINGTON, May 3.—U. S. Patent Office has issued a patent to Nathan R. Glass, Philadelphia, for a vertical plunger for pinball games.

Device, described in the April 29 patent office *Gazette*, consists of a plunger with a knob on the outer end. A pivotal lever contacts the rim of the knob for retraction, releasing it when it has been retracted a certain distance. Device is operated by a handle on the front of the machine.

Small Town Survey Shows Business Is Brisk Among Coin Machine Operators

Billboard Correspondent Finds Boom in Wilmar, Minn.

(Editor's Note: What is the outlook for coin machines in the small agricultural community in the Midwest? Seeking the answer to that question, *The Billboard* had one of its correspondents look over this community of 8,600 located in Western Minnesota about 90 miles west of the Twin Cities. Here is what he found.)

WILLMAR, Minn., May 3.—Business lifeblood of this Western Minnesota town, situated just south of the lake resort region, is farming, but it probably achieved its population of 8,600 as a result of being one of the main division points of the Great Northern Railroad.

Bulk of its citizens work in the stores which supply the needs of the corn and wheat farmers in the area, but between 500 and 1,000 of them work in the Great Northern shops which bring a pay roll estimated at \$1,500,000 a year to the town. Oddity is that this half-farm, half-railroad town and Kandiyohi County, of which it is the seat, are dry of all alcoholic drinks except beer, altho all counties around are wet.

Good Year Around

The dryness, however, does not interfere much with the operation of juke boxes and pinball games, operators report. They say locations here compare favorably the year round with those of surrounding towns, except during the summer resort season. Two firms are operating in Willmar—Robert More's Midwest Music Company and the Fairmont Novelty Company, owned by Charles Potter at Fairmont, Minn. Jim Luckey handles the Willmar operation for Fairmont Novelty. Luckey's headquarters here is Lloyd's Radio & Appliance Service, 516 Litchfield Avenue West, which divides most of the town's record business with More's Midwest Music.

These two operators already have pre-empted all the best locations for pinballs and juke boxes, and from the number of new machines on location the observer would judge that the play is brisk. The town has four hotels and all have pinballs in the lobbies. Other active locations for pins are the drugstores, restaurants,

billiard parlors and the half dozen or so taverns. Juke boxes were noted only in restaurants and taverns. More has a wired music system in one of the town's fancier restaurants.

Lobby of the Lakeland Hotel, main hostelry of the town, had four coin machines in it—a stamp vender, a bottle soft drink vender, a pinball game and a three-column penny nut vender. Hotel also serves as the bus station, and traffic is quite heavy. Over the town, however, there was a noticeable lack of vending machines. It was reported, however, that Automatic Canteen has set up machines in the Great Northern shops.

Match Vender Popular

Most common vender, oddly enough, was the penny match dispenser, but most of these apparently were location-owned. But, as one location owner put it, "they sure save a lot of time and trouble when you are busy and somebody wants a penny box of matches." This same (See *Small Town Survey*, page 132)

Playland Arcade Robbed; Thugs Get \$779 in Cash

NEW YORK, May 3.—A pair of hatless thugs entered Ed Ravreby's Playland Amusement Arcade, running thru from Broadway to Seventh Avenue between 47th and 48th Streets, Monday (28) morning displaying a gun. They robbed Bill Hoff, arcade manager, of \$779 which had just been listed for a bank deposit.

The pair forced Hoff to lie on the floor in a corner, then poured the coins and bills into a bag, fled to Broadway and vanished into the crowd.

News Digest

LEGISLATION—Legislative scene was highlighted this week with important action in four States: Illinois, Wisconsin, Michigan and Oklahoma. Stories on late development in all of these Legislatures will be found in this issue.

PLAY UP—Arcades in railroad stations in Chicago reported this week that business is hitting new highs. One arcade owner, in the Randolph Street Illinois Central Station, said play is up 15 per cent over last year and credits new games with the increase. For complete details see story in this section.

PUBLIC RELATIONS—The idea of co-operating with teen-age groups and donating equipment for use by charitable, religious or veterans' organizations, is spreading thruout the country. Program gives operators and distributors an outlet for used equipment which will often return more in the way of good will than the money which could be realized from a trade-in.

COMPETITION—New York bottlers and sirup distributors are giving each other some lively competition, reports from vending machine operators in the area indicate. With sugar more plentiful, the smaller, lesser-known firms are pushing hard to keep their war-gained brands up in the sales brackets, and many are concentrating on vending operations to

Calendar for Coinmen

May 6-10—National Plastics Exposition, Coliseum, Chicago.
May 11-13—National Peanut Council, annual convention, Galvez Hotel, Galveston, Tex.
May 11-16—Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.
May 12—National Automatic Merchandising Association, Region VI, Palmer House, Chicago.
May 14-15—Retail Tobacco Dealers of America, annual convention, Stevens Hotel, Chicago.
May 25-28—Flavoring Extract Manufacturers' Association, annual convention, Hotel Traymore, Atlantic City.
May 25-29—National Confectioners' Association, annual convention and exposition, Stevens Hotel, Chicago.
May 25-29—Associated Retail Confectioners, annual convention, Drake Hotel, Chicago.
June 15-18—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

First Response To Billboard's Newsreel Offer

CHICAGO, May 3.—First public showing of *The Billboard's Convention Newsreel* was held at the Hotel Sherman here Thursday (1). Showings of the 16mm. sound film were conducted in the Crystal Room from 3 p.m. to 7 p.m.

Requests were received at *The Billboard's* Chicago office this week for prints of the newsreel from three widely separated sections of the country for private showings.

United Amusement Company, San Antonio, in submitting its request, revealed plans for a series of 12 showings for distributor, operator and association meetings over the State of Texas.

Other requests for the use of the film were received from New Orleans Novelty Company, New Orleans, and the Central Ohio Sales Company, Newark, O.

Any firm or association interested in obtaining a print of the film is requested to write to Convention Film Department, *The Billboard*, 155 North Clark Street, Chicago 1.

Idaho's Bell Law Featured in Salt Lake City Tribune

SALT LAKE CITY, May 3.—Idaho's new coin machine law, under which bells and payout pin games are legalized, was the subject of a full-page story with pictures in the April 20 issue of *The Salt Lake City Tribune*.

Reason for the spread probably was the popularity of coin games in Utah, where bells are banned and amusement games are limited to free plays.

Strides in the coin machine business, including venders, was described in the article by Carl E. Hayden, Idaho writer. Story was liberally illustrated with pictures of book and coffee venders and quiz games.

Feature has been described here as the best boost for the coin machine industry ever to come from this section of the country.

Coin Amusement Has Three New Distributors

CHICAGO, May 3.—Coin Amusement Games has appointed three new distributors during the past week, firm's Bernard Schutz announced May 1.

Distributors are Mike Munves Corporation, covering the New York City area; Jackson Automatic Music, handling sales in Detroit and Jackson, Mich., and J. H. Winfield & Company, assigned the Buffalo territory.

Gee, Thanks!

NEW YORK, May 3.—The American Time Corporation makes industrial timing devices and is proud of it, according to *The New Yorker Magazine* (April 26 issue). A while ago, the company got a blank form from the Department of Corporations and Taxation of the Commonwealth of Massachusetts and, pursuant to instructions thereon, filled it out and returned it, *The New Yorker* reports. Shortly thereafter it received a letter from the department reading as follows:

"This is to inform you that according to the information submitted in the statement relating to manufacturing activities it appears that the above corporation is engaged in manufacturing. Therefore, it will be classed as a manufacturing corporation."

Zorinsky Furnished Pinball Game for 'Time of Your Life'

OMAHA, May 3.—Hymie Zorinsky, owner of the H. & Z. Vending & Sales Company here, furnished a specially rigged pinball game for the recent production of *The Time of Your Life* by the Omaha Community Playhouse.

Central stage prop in the play, the pinball worked out by Zorinsky and Playhouse Director Kendrick Wilson, held all eyes. Play requires that a character play the game from curtain to curtain, the player finally winning a game at the final curtain.

In the Zorinsky pinball, not only did all the lights go on in the last act, but bells rang and an American flag popped up. Game was rigged to work on cue.

THEATER VEND BAN SCANNED

NAMA Regional Meeting For Chicago on May 12

CHICAGO, May 3.—Automatic merchandisers in Illinois, Indiana and Wisconsin will gather at Chicago's Palmer House, May 12, for the one-day annual meeting of Region VI, National Automatic Merchandising Association (NAMA).

Program, as outlined by regional chairman Walter C. Knack, of Dixon, Ill., follows the pattern of NAMA's country-wide regional series, now moving westward following gatherings in the East, South and Southwest.

Streamlined to fit in a six-hour period which will allow the majority of those attending to return home the same day, activities open with registration from 9:30 to 10 a.m. At 10 a.m. presiding officer Knack will open morning session, to be taken up with three addresses and a round-table discussion of operators' legal problems.

To Discuss Taxes

Leading off will be Fred L. Brandstrader, NAMA legislative counsel for Regions VI thru XII, who will discuss *The Threat of Unfair Taxes*. Questions arising from Brandstrader's talk will be channeled into the round-table period, moderator of which will be Frank J. Newman, of Automatic Canteen Company of America, regional legislative chairman.

Practical operator topics have been chosen by the other morning speakers. H. D. Dwyer, Anderson, Ind., will speak on the question *Why Are Locations Becoming Resistant to Machines?* *Converting Cigarette Machines to 25-Cent Operation* is the subject of Howard Hultz, Hultz & Meiers, Inc., Springfield, Ill. Following floor discussion meeting will be recessed until the afternoon luncheon meeting beginning at 12:30.

Seedman To Talk

George M. Seedman, general chairman of NAMA's 1947 convention and exhibit, opens the luncheon session with the talk he has given at most of the regional meetings. Titled, *The Automatic Scene*, it will be pointed toward association plans for the convention.

At 2 p.m., an operator forum now being planned will center on panel discussion of operator problems, supplies and equipment.

Wind-up at 3:15 p.m. will be the report of the regional nominating com-

Vending To Be One Of Top Topics at NCWA Chicago Meet

WASHINGTON, May 3.—*Candy—Our Billion Dollar Baby* is the theme for the second annual convention of the National Candy Wholesalers' Association June 15-18 in the Sherman Hotel, Chicago. The automatic merchandising industry will be a major item under discussion.

An exposition to which coin machine manufacturers will contribute will be a highlight of the four-day meeting. *Thru Jobber and Manufacturer Planning*; *Getting Our Share of the Billion Dollar Baby*, and *Thru Jobber and Manufacturer Sales Management* will be the topics of some of the talks at the business sessions.

The annual banquet and ball on June 18 will ring the curtain down.

mittee and election of Region VI chairman for 1947-'48.

In announcing the program, Knack explained that any member of the automatic merchandising trade and of allied industries would be welcome to attend sessions with regular NAMA members.

N. Y. Bottlers Face Increased Sales Competish

NEW YORK, May 3.—With the current increase in supplies to bottlers in this area, price cutting and an increase in salesmen are reported by operators. This is especially true in the soft-drink syrup field, where many new war-grown manufacturers are determined to maintain their hold.

One cola-type manufacturer states that the only way his firm can be assured of a future—especially since they have few bottlers—is to push sales thru vending machines. Special prices to the vending trade are being reported as a result.

Large scale advertising programs by the pre-war major bottlers and syrup manufacturers are reported in the works. New York and New Jersey syrup firms are reported trying to gain a foothold in Coney Island, long a stronghold of large manufacturers.

O. C. Hall, Pioneer Vender of Ball Gum, Joins Vendall Firm

CHICAGO, May 3.—O. C. Hall, of Grand Rapids, Mich., has joined the sales department of the Vendall Company, it was announced recently by A. G. Alex, president. Hall will work with Bert Riel, firm's sales manager.

Hall established the firm ball-gum vending routes in Milwaukee, Dayton and Minneapolis and St. Paul in 1926. From 1928 to 1939 he was associated with Chickie Candies, Inc., manufacturers of early coin-operated candy venders. He began there as a route salesman and became vice-president in charge of sales. In 1939 Hall joined Stoner Manufacturing Company, Aurora, Ill., where he was in charge of sales for the Midwest territory.

From 1941 to his present appointment, Hall's activities were devoted to aeronautics. He owns the largest independent aviation enterprise in Western Michigan—Northern Air Service. In addition he is vice-president of Grand River Airpark Corporation, and until recently was vice-president and half owner of Flottorp Manufacturing Company, makers of aircraft propellers.

Hall's present headquarters are at 5519 S. Division Street, Grand Rapids.

Moderate registration fees will be charged visiting vending machine operators. It is estimated that 50 per cent of candy jobbers now operate or plan to operate vending machines. No one will be admitted to the exposition without a badge.



JULIUS LEVY

Julius Levy Named Representative of Lehigh Cig Vender

EASTON, Pa., May 3.—Julius A. Levy has been appointed district representative in New York and Northern New Jersey for Standard Vendors Division of Lehigh Foundries, Inc., according to Neill Mitchell, sales manager of the vender division.

Levy, who assumed his new duties May 1, has been associated with the vending machine industry since 1937. He recently announced his resignation from DuGrenier Corporation, a firm he represented in the New York area during the last six years. Prior to this association, he was with the Stewart McGuire organization and was sales manager for Sodamat. Levy is also Region 1 chairman for the National Automatic Merchandising Association (NAMA).

Levy's appointment brings the number of Lehigh representatives to six, but other territories still remain to be filled. Including Levy, the present representatives are Presley Hamilton, Chicago; Daniel and Everett Neidig, Minnesota, Illinois and Wisconsin; Bernard Spira, Ohio, Indiana, Michigan, West Virginia and Kentucky; Otto R. Heiligman, Pennsylvania, South New Jersey, Delaware, Maryland and District of Columbia; Nick Carter, California, and Strauss Vending Machine Company, New England.

A New York showing of the Lehigh PX cigarette vender is scheduled in the latter part of May, Mitchell stated.

Kayem Products Co. Plans To Make Gum, Razor Blade Vender

LOS ANGELES, May 3.—Kayem Products Company, manufacturers of the Vit-a-Min vending machine, has completed a model of a penny gum vender and it will go into production in June, Jay Kurtz, firm official, announced this week.

Kurtz said Kayem also has signed an agreement with Personna Blades, which will enable them to manufacture a machine vending razor blades. Machine will operate on a dime, vending one Personna blade. Present schedules call for production to begin in July.

Vit-a-Min type vender dispenses one item at a time and is convertible to various articles such as stamps, blades, vitamins or gum.

Wis. Solons Hold Hearing

Nine theater men protest bill prohibiting sale of candy, drinks in lobbies

MADISON, Wis., May 3.—Assembly Committee on Judiciary conducted a hearing Thursday (1) on a proposed bill to prohibit the sale of food and drinks in theaters.

Some nine persons, representing small independent theaters as well as large chains, appeared against the bill, charging that passage would constitute class legislation and that it would be "highly discriminatory."

Bill's Sponsor Present

Only person appearing for the measure was the author, Assemblyman Charles Westphal, of Milwaukee, who charged that theater managers shut off their water fountains "in order to sell more cokes." He also claimed that the cracking of paper bags and popcorn had an injurious effect on nervous patrons.

Harry Perlewitz, representing the independent theater owners of Wisconsin, pointed out that theaters in small towns have been "kept going" and "out of the red" because of vending machine operations. He added that small theaters need this cushion to help meet growing costs of operation.

F. J. McWilliams, theater owner-manager from Portage, Wis., questioned Westphal's charge that many theaters were charging 35 cents a bag for popcorn, insisting that "98 per cent of Wisconsin's theaters sell popcorn for 10 cents."

List Other Opponents

Others who appeared against the bill included Sam E. Gross, attorney for the Theater Candy Company, Milwaukee; C. Dale Fox, Fox-Wis- (See Theater Vend Ban on page 112)

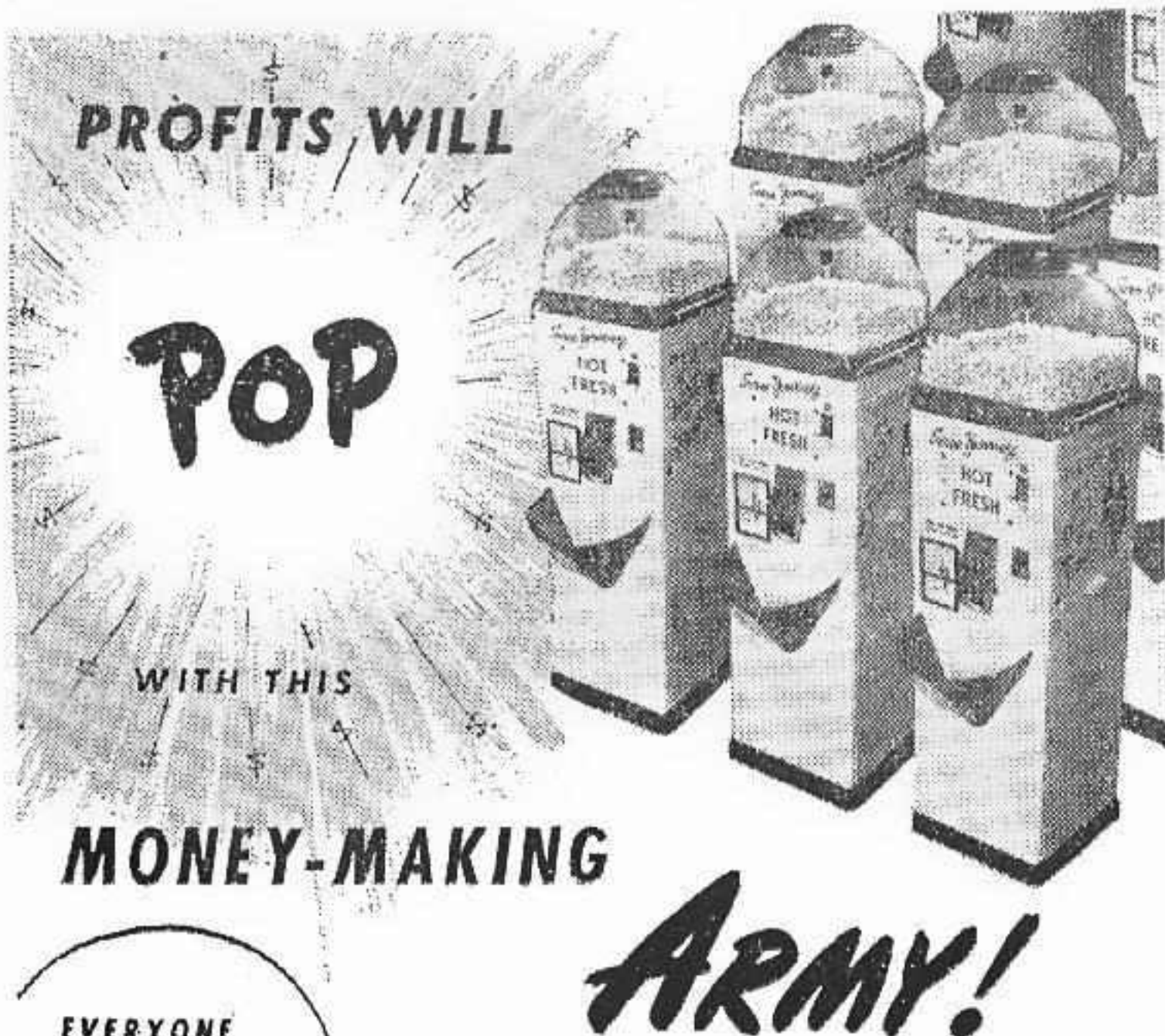
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PROFITS WILL

POP

WITH THIS

MONEY-MAKING

ARMY!

EVERYONE

STARTS A

"KERNEL"

'POP' CORN'S AUTOMATIC VENDING MACHINES

'POP' CORN SEZ: "Joe in Pa. boasted about makin' \$1,200 last month with just 100 of my new, automatic vending machines. Not surprised! Hundreds of boys are doing that good. Machine ain't expensive, takes up little space, and doesn't need an attendant. My assembly line turns 'em out fast. Why don't you send for the full story on the hottest vendor on the market."

Always in Demand in Better Locations

There's plenty of eye-appeal to this good-looking vending machine. Location owners will be anxious to put it in the most prominent spot. Uses only 18 inches of floor space.

Customer Appeal Brings Steady Profits

People like hot, crisp, tasty popcorn. This sanitary attractive machine stimulates an urge to buy popcorn. Sales will go up, so will profits. Pays for itself in a surprisingly short time.



OPERATORS! Contact Your Nearest Distributor

- ALFRED SALES, INC., 1006 Main Street, Buffalo, New York, Western New York State
- R. E. BUCKMAN, 505 Chestnut St., Winnetka, Ill., State of Wisconsin
- CONSOLIDATED POPCORN & SUPPLY CORP., 912 Canal St., New Orleans, La., City of New Orleans
- EMERSON BROS. MANUFACTURING CO., 2431 W. Washington Blvd., Los Angeles, California, State of California
- HARLAN FAIRBANKS CO., 116 Elliott Ave. W., Seattle, Washington, Washington, Oregon, Montana, Idaho, Utah and Wyoming
- DWIGHT HAMLIN CO., 5958 Baum Blvd., Pittsburgh, Pa., Pittsburgh, Pa. trading area
- THE KAY COMPANY, 33 Beale Ave., Memphis, Tennessee, State of Arkansas, and Memphis
- KING'S U-SELECT-IT CANDY SERVICE, 3321 W. 44th Ave., Denver 11, Colorado, State of Colorado
- MAYBORN ASSOCIATES, INC., 6500 Hartford Road, Baltimore, Maryland, State of Maryland and Delaware
- 'POP' CORN SEZ, INC., OF PA., Delaware and Montrose Ave., Upper Darby, Penna., States of Pennsylvania and New Jersey
- MERCHANDISER'S INC., 2124 Pennway, Kansas City, Missouri, Kansas and Missouri
- MIDWEST POPCORN MACHINE CO., Sounclers-Kennedy Bldg., Omaha, Nebraska, Iowa, Nebraska, and Minnesota
- 'POP' CORN SEZ, INC. OF CHICAGO, 5755 Ogden Ave., Chicago (50), Ill., State of Illinois
- S. T. ENTERPRISES, INC., Route 9, Box 426-D, Phoenix, Ariz., State of Arizona
- SUN PUFT POPCORN CO. OF INDIANA, 714 E. 17th St., Indianapolis, Indiana, State of Indiana
- SUN PUFT POPCORN CO. OF FLORIDA, 1518 Hendricks Ave., Jacksonville, Fla. Northern Florida
- SUN PUFT POPCORN CO. OF NEW MEXICO, 1119 Gold St., Albuquerque, New Mexico, State of New Mexico
- SUN PUFT POPCORN CO. OF TEXAS, 1710 Harding Street, Dallas, Texas, State of Texas
- VENDORS DISTRIBUTORS, INC., 3128 Northeastern 2nd Ave., Miami, Florida, North and South Carolina, Georgia, Alabama, Tennessee and Miami
- JACKSON B. WEAVER, 1100 S. Eads, Arlington, Va., Washington, D. C.



T. & C. Co.

Box 5998 Dallas, Texas

New Cig Tax In Minnesota Set for July

Eases Pack Pennying

ST. PAUL, May 3.—Minnesota's new cigarette tax of three cents per pack, which becomes effective July 1, will obviate the necessity of placing pennies in packs by most vending machine operators.

Machine price, which is now 18 to 19 cents with a few 20-cent locations, will go to 20 cents a pack, according to local operators, with a scattering of 19-cent machines in which packs will be pennied. Machines in use here will require no coin chute conversion.

Red Tape Factor

However, the law, which was passed by the past session of the Legislature, probably will prove the cause of much red tape to vending firms. Cigarette distributors must obtain a \$100 permit to do business while sub-jobbers will have to pay an annual license fee of \$12.

Under the provisions of the act, which is to be administered by the State Tax Department, distributors must file tax returns by the 20th of each month; must keep accurate records of sales, including names, addresses, purchase price and discount allowed each customer, for a period of one year after each transaction. Retailers, including vending machine operators, must retain invoices for one year after issuance and must place them at the disposal of the tax commissioner at his request.

Operators Warned

Vender operators have been warned to be careful to show State tax stamp on each pack when stocking machines. Packs not displaying the stamps will be considered unstamped and subject to seizure.

While operators getting 18 or 19 cents a pack at the present time will lose one cent a pack under the three-cent tax levy at the 20-cent price level, almost all of them believe they will make up the difference in added volume. Also, numerous small over-the-counter retail outlets are expected to change over to venders to get away from the bother of having to keep invoice records for a year and other red tape of the law. This will mean the addition of many new locations to vender operators.

Jobbers Affix Stamps

Vender operators who buy their stock from distributors will not have the job of affixing stamps to packs. Jobbers will handle that task, getting a 5 per cent discount on the face value of the stamps for doing the job. However, operators who buy their supplies direct from the manufacturer will have to stamp the packs themselves unless some deal can be worked out with the manufacturer.

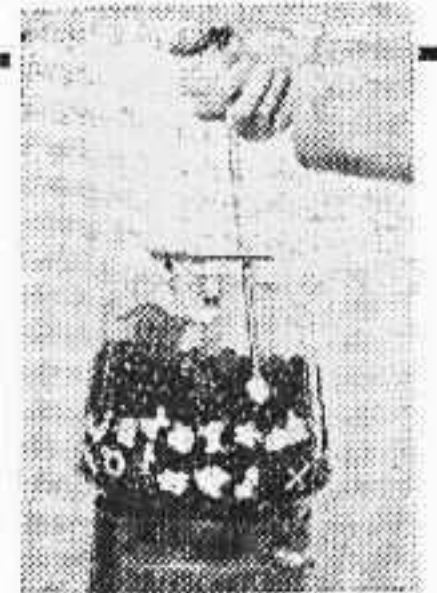
Under the law, possession of unstamped cigarettes for sale would be a felony, while other violations would be considered a gross misdemeanor. Venders and retailers will have until July 7 to dispose of unstamped cigarette stocks, after which date all packs will have to be stamped.

Parking Meters in Georgia

STATESBORO, Ga., May 3.—Major J. G. Cone, of this city, announced the arrival of 150 parking meters. They will be installed immediately, he said.



PUTS EVERY CHARM IN PLAIN VIEW IN YOUR VENDING MACHINE



75c PREPAID (\$1.00 Prepaid East of Rocky Mountains)

Jobbers Wanted

NATIONAL DISTRIBUTOR

LEON "Hi-Ho" SILVER

760 HAYES ST. SAN FRANCISCO, CALIF. Phone: Market 1073

NEW CONVERTIBLE "3 IN 1" MOON VENDOR

IT'S HERE! 1c OR 5c PLAY

VARIOUS TYPES OF NUTS last but not least

"BALL GUM"

Offering Air-Freight Service TO EASTERN POINTS comparable to REGULAR FREIGHT RATES

WRITE OUR FACTORY for further information

L. A. Penn Manufacturers

2126 GRANVILLE AVENUE WEST LOS ANGELES, CALIF.

FAMOUS EPPY CHARMS

Series #1

\$3.50 per M

SAMUEL EPPY & CO., INC. 113-08 101ST AVENUE RICHMOND HILL 19, L. I., N. Y.

SCALES

20 1c WEIGHING SCALES Used, but in good condition. Sacrifice,

\$650.00

Write **SERVICE VENDING CO.** Hagerstown, Md.

SEND FOR PRICES AND DEALS ON MALL CHINES AND BUBBLE GUM. **VICTOR V**

MODEL V

FAMOUS PRE-WAR VENDORS

Model V capacity: 1250 lbs. of bulk or 1600 lbs. of 1 1/2" balls and gum.

Model V De Luxe Cabinet Type, \$13.75 Each.

Model V Globe Type with Plastic Globe, \$14.75 Ea.

MODEL V GLOBE TYPE, \$11.75 EACH

Plastic Globes for Northwestern De Luxe \$3.25

Model V Wall Bracket, Ea. . . . \$.65
Complete 1c and 5c Coin Counter, Plus Postage, Each 1.25
Orders Filled in Rotation.
1/3 Deposit, Certified Check or Money Order, Balance C. O. D.

5c De Luxe Cabinet Type, \$14.75 Model V

M & M Asst. Candy Coated Chocolates, 18-Lb. Ctn. 45c Lb.
Pistachio Nuts, 60-Lb. Ctn. 60c Lb.
Salted Almonds, 25-Lb. Ctn. 85c Lb.
Virginia Peanuts, 30-Lb. Ctn. 27c Lb.
Spanish Peanuts, 30-Lb. Ctn. 21c Lb.
Boston Baked Beans, 45-Lb. Ctn. 21c Lb.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St. Brooklyn 12, N. Y.
Phone: Dickens 2-7892

ABC Co. Will Make New Corn Vend Machines

CHICAGO, May 3.—ABC Popcorn Company here is about to go into production on its own popcorn vending machine, according to firm's owner, William Beaudot. Two separate machines will be manufactured, one coin operated and one a non-coin dispensing unit, Beaudot stated. He said that by about June 9 total production of both types will be 500 per month.

Both units are identical except for the coin chute and hopper in the coin-operated model. Machine, adaptable for either counter or stand mounting, is 29 inches high (stand provided is 30 inches high), 15 inches wide and 14 1/2 inches deep. Metal portion of unit is maroon, with either red, yellow, etc., plastic tops. Legend appearing on the clear glass mid-section containing the pre-popped corn is "Hot French Fried Popcorn."

For Direct Sale

Beaudot says the machines, which are being made to his specifications by a Chicago manufacturer, will be sold direct to operators.

Capacity of the hopper being produced at the present time is nine gallons, but this may be reduced or enlarged according to an individual operator's order, Beaudot said. Paper bags are carried in a metal pocket on the vender type and the customer manually places one under the delivery chute after depositing his coin.

Either 5-cent or dime operation may be had on the coin-operated model, but Beaudot expresses a desire to concentrate on the nickel bag. "If you have a low priced, simple popcorn vender such as our machine, there is no need to charge the dime price," he claims. He feels that the increased sales due to the nickel price will result in higher profits than those possible with dime operation.

Altho ABC pops its own corn, Beaudot said he does not plan to operate either the vender or the dispenser himself, but will concentrate instead on placing these units with individual operators.

Merger Rumors Spiked in Chi

CHICAGO, May 3.—Rumors that Confection Cabinet Corporation and Sanitary Automatic Candy Corporation had been or were about to be merged were emphatically denied here this week.

Louis R. Smerling, Chicago office manager for Confection Cabinet, issued what he called a "flat denial" of the rumors which have been floating around town for the past two weeks.

Another denial was issued by Tom Ryan, Chicago branch manager of the Group Service Agency, affiliate here of Sanitary. "There is no truth whatever in the report," Ryan stated.

"Not only is there no truth in the rumor," Smerling declared, "but I can't imagine where it got started."

Bendix Post-War Washer Output Reaches 500,000

SOUTH BEND, Ind., May 3.—Bendix President Judson S. Sayre announced last week that 500,000 post-war Bendix automatic washers had been manufactured as of April 22.

Sayre said that in 10 years the company has made and sold 835,000 automatic washers. "At our present rate of production we will make more than 600,000 washers in 1947, double our last year's output," he stated.

3 Reel Counter Game
NEW IMP'S
Immediate Delivery
Cigarette or Fruit
Either 1c or 5c
\$13.75 EA.
LOTS OF 6
SAMPLE \$14.50



NEW MACHINES

Model V 1c Bulk Venders	\$ 11.75
Model V 5c Bulk Venders	14.75
Silver King Grip-Vuc	49.50
Basketball Counter Game	39.50
Metropolitan Card Vendor	24.50
Baker Kicker & Katcher	49.50
Baker's Lucky Strike	24.95
Marvel Pop-Up	49.50
Daval Free Play	WRITE
Daval's American Flags	24.95
Skill Games Bouncer	44.50
Columbia Twin Jackpot, 1-5-10-25c	145.00
Columbia DeLuxe Bell, 5-10-25c	209.50
A.B.T. Challenger	49.50

SUPPLIES

M. & M. Mixed Color Candles, 25 lb.	\$ 11.75
RED PISTACHIO NUTS, 5 lb. bags, Lb.	.59
Plastic Charms, flat mixed, 1,000	2.75
Plastic Charms, Series #1, 1,000	3.50
Plastic Charms, Series #2, 1,000	4.50
Sassy Wise Crack Buttons, 1,000	6.00

ALL CHARMS AND BUTTONS SHIPPED PREPAID. CASHIER'S CHECK OR MONEY ORDER ON NUTS AND CHARMS.
NO C. O. D.'s.

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1c, 3c and new 6c small postage stamps. slugproof, compact, foolproof. Immediate delivery. Operator's Price
\$39.50

Distributors interested in selling our Shipman Stamp Machine, write for details.

VICTORY

Duplex Stamp Machines. Brand new! Vends 1c and 3c postage stamps. Can be used inside or outside. Guaranteed weather proof. Returns slugs and foolproof. Immediate delivery.

STAMP FOLDERS
For Shipman, Scherbaum, N. Y., Victory
10,000 \$ 5.75
25,000 13.95

\$19.95 Lots of Ten
Single, \$24.95

FRANZ SCALES
Your Best Buy! The Original Pace Scale with greater improvements.
Aristo Scale \$115.00
Mirror Scale \$125.00

HOT NUT VENDORS

Brand new, simple, accurate, dependable. 6 lb. capacity.

\$34.50

1/3 Deposit on All Orders

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT B PHONE MADISON 1447 BALTIMORE 17, MD.

THIS IS "IT"

"GOLDEN STATE" VENDORS



This beautiful new multi purpose machine will vend all bulk merchandise; easily adjustable.

1c or 5c
SAMPLE \$12.95
Write for quantity price.

DANCO COIN MACHINE CO.
3209 Sequoia Ave. Baltimore 15, Md.

BRAND NEW 1947 1c and 5c Silver Kings



Now in Stock for Immediate Delivery. A real machine for progressive operators. Build up a permanent business at low cost. Write for quantity prices.

\$13.95
ALSO NEW HOT NUT VENDOR Only **\$29.95** each
1/3 Deposit, Bal. C. O. D.

Devices Novelty Sales Co.
467 N. Milwaukee Ave. Chicago 10, Ill.
Chicago and vicinity operators, call MONroe 7533

BALL GUM

5/8", 140 to 149 Count, 35 to 3700

\$18.75 per case

1/3 Deposit With Order.

THOMAS NOVELTY CO.
1572 JEFFERSON ST. PADUCAH, KY.

A NEW NAME FOR A GREAT PRODUCT

ZALOOM'S 3 STAR PISTACHIO NUTS NOW CALLED 3 STAR "BUDS"

chuck full of kernels — no empties or shrivels



ZALOOM 3 STAR BUDS PISTACHIO NUTS

DELICIOUSLY TOASTED AND SALTED

DAILY QUANTITY SHIPMENTS AVAILABLE THROUGH DISTRIBUTORS

"WHITE BUDS"—with the pure, thin white salt coating
"ROSE BUDS"—with the pure, certified attractive red color
ZALOOM "BUDS" ARE THE FASTEST SELLING GRADE OF PISTACHIO NUTS

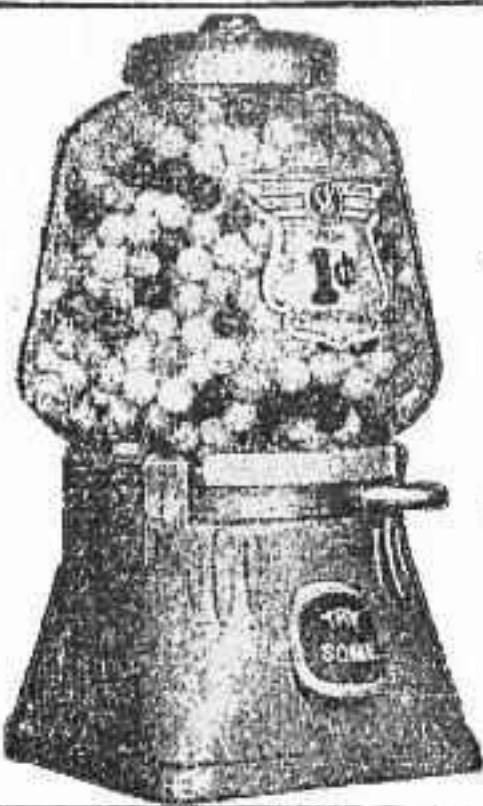
- Packed in 5-lb. moisture-proof bags.
- Fresh, distinct pistachio flavor full of the real green meats.

"BUDS" ARE MEDIUM SIZE AND GIVE A GREATER COUNT IN EACH DELIVERY!
USE "BUDS" FOR GREATER PROFIT IN VENDING MACHINES AND PACKAGES.

IMPORTANT: RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES—PLEASE CONTACT US AT ONCE.

WRITE FOR FREE LITERATURE

ZALOOM & COMPANY
AMERICA'S ORIGINAL MASTERS IN IMPORTING, ROASTING AND SALTING OF PISTACHIO NUTS.
122 HUDSON STREET NEW YORK 13, N. Y.



PRICE
SAMPLE,
\$13.95

Two to Nine
\$12.50

Penny or
Nickel
Orange Ball
Gum,
\$20.00

CASE, 3500
to 3700
CWT.



Sample, \$13.75;
two to eleven,
\$11.25;
twelve to forty-
nine, \$10.75;
fifty and up,
\$10.50.

10 #11 Advance
Peanut Machines,
\$112.50, 2 cases
80 lbs. of Peanuts,
\$19.20; total
\$131.70. Special
deal of 10 Peanut
Machines with 80
lbs. of Peanuts for
\$112.50. Limit
one deal per cus-
tomer. Cash with
order.

Stands, \$3.90
(Export business
handled through
International
Exporters.)

**THOMAS
NOVELTY
CO.**

1572 Jefferson St.
Paducah, Ky.

Ferrara Vending Division In Full-Scale Operations

CHICAGO, May 3.—George Eby announced that the vending machine sales department which he now heads at Ferrara Candy Company here has begun full-scale operations, following months of planning since he joined the firm and inaugurated the department. Improving materials situation now makes possible a line of bulk confections produced especially for vending machines by the company, which has its offices at 2200-10 W. Taylor Street.

Well-known to bulk vending operators thru his eight years' association with National Candy Company (now Chase Candy Company) and its Pan Confections subsidiary, Eby went to the 35-year-old Ferrara company in 1946. Altho it is an old-line manufacturer of pan candies, Ferrara had

never before specialized in vending machine sales.

Under the brand name Sweet Shell, firm now is supplying operators with licorice lozenges, sugar-coated chocolate peanuts, Boston baked beans and rainbow peanuts. In addition, 5-cent packaged bulk candies, with a weight range from 11-8 to 11-3 ounces, include chocolate confetti, baked beans and sugar-coated chocolate peanuts. Eby said that he hoped to fill out this line with "fruities" (fruit-flavored hard candy), coated raisins and jelly beans. Another service contemplated for the vending machine trade is supplying packaged candies in a 100-count box.

Eby expressed the view that bulk candies in vending machines are currently beginning to edge in on peanuts, which were more available during the period of sugar and other material shortages. Patrons of machines welcome variety offered by candies, he thinks.

Lists Pointers

To service the bulk vending trade properly, Eby listed two important production factors which his department takes into account. First, coatings must be hard enough to avoid crushing during machine delivery, but not hard enough to impair taste quality. Second factor, he said, was shape of candies. In order to flow easily thru the normal bulk vender, pieces must be round and smooth.

Ferrara's new vending machine department, he said, would function both as a sales agency and to study production problems for vended candies.

Legality of 1-Cent Wheeling Cigarette Tax in High Court

CHARLESTON, W. Va., May 3.—Constitutionality of a 1-cent municipal cigarette tax imposed by the city of Wheeling has been re-argued before the State Supreme Court as a result of a 1947 legislative act prohibiting such municipal levies.

Case originally was brought before the court January 29 on an appeal by Wheeling attorneys, who protested an injunction granted several Wheeling firms preventing collection of the tax.

In the meantime, the 1947 State Legislature passed a 1-cent State cigarette tax, including a clause prohibiting separate cigarette tax levies by cities in the State.

Court's decision in the case is expected soon.

NATD's West Coast Meet

NEW YORK, May 3.—National Association of Tobacco Distributors (NATD) has announced that the organization's West Coast regional meeting will be held October 2-4 in Los Angeles.

Meet will be attended by members of various divisions of the tobacco and allied trades from the 11 Western States.

Hayes Making Body For Canteen Vender

GRAND RAPIDS, Mich., May 3.—Hayes Manufacturing Corporation here is in production on cabinets for a hot sandwich vender for Canteen Company of America, Chicago, it was learned this week.

Sandwich vender, some of which are already on location in Chicago, contains an electronic heating unit manufactured by General Electric Manufacturing Corporation, Syracuse, N. Y.

Hayes plant's rate of production on the cabinets was not revealed.

GOLDEN STATE VENDOR ASSURES "GOLDEN FLOOD" OF PROFIT



An all-purpose, all-product Vender of unsurpassed beauty. Ruggedly constructed to give years of service.

Hammered Enamel Finish. Trimmed in Stainless Steel. Aluminum Mechanism.

1c or 5c
Sample
\$12.95

Quantity Price . . .
Write.

Distributors, Contact Us
Some Territories Still Open.

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.



IMMEDIATE
DELIVERIES
Globe Type
Victor \$11.75
Cabinet
Type
Victor \$13.75

**THOMAS
NOVELTY
CO.**

1572 Jefferson St.
Paducah, Ky.

BALL GUM

5/8" Size, Premium Quality. Special consideration to quantity buyers.

JOHN HORN

BOX 1165 ABILENE, TEXAS



O. C. HALL, (right), who recently joined the sales staff of the Vendall Company, shown taking delivery on his new amphibian plane.

**BOSTON
BAKED BEANS**
30c Per Lb.
35 Pounds Per Carton
30 Cartons or More at
10% Discount

BALL BUBBLE GUM
5/8"—140 Count
65c PER LB.
Comes in 230 Lb. Barrels
(Approx.)

170 Count—75c Lb.
Comes 25 Lbs. to Ctn.

PISTACHIO NUTS
Red64c per lb.
White55c per lb.
25 Pounds Per Carton

All orders F.O.B.
New York,
1/3 Deposit,
Balance C.O.D.

SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave. New York 32, N. Y.

**THE
MASTER**

really is the only machine on the market that will handle either peanuts or ball gum and sell either one on a cent's worth for the penny or five cents' worth for the nickel without any changes or extra parts.

Sample machine, \$17.50; two to eleven, \$16.25; twelve to forty-nine, \$15.50; fifty and up, \$15.00.

Every machine guaranteed.

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

**Sells any combination
of stamps—5c or 10c**

Gold finish, all metal. An ornament to any store; guaranteed in every way. Immediate delivery. Sample machine \$18.00; sample combination as one unit 5 & 10c machine \$36.85. Single machine \$18.00, two or more \$13.50. Combination unit, two or more \$36.85.

(Export business handled through International Exporters of Chicago).

**THOMAS
NOVELTY
CO.**
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Paducah, Ky.

NORTHWESTERN VENDORS

DeLuxe Merchandisers . . . \$25.00
Model "33" 10.95
Model "40" Write
Model "33" Ball Gum . . . 9.95

1/3 Deposit, Balance C. O. D.
Subject to change without notice.
Liberal credit terms.
CARL TRIPPE

IDEAL NOVELTY CO.
"Authorized Northwestern
Distributor"
2823 LOCUST ST.
ST. LOUIS 3, MO.

ABT CHALLENGERS
\$45.00 EACH
Less in Quantity
 Brand New in Original Cartons.
CHALLENGER STANDS, \$7.50.



"SILVER KING" VENDORS NOW.
\$13.95 EA.
 1¢ or 5¢ Model.
10 or More \$12.50 EA.

NEW ASCO HOT NUT VENDOR, \$30.50 or More, \$37.50.

NEW VENDING MACHINES

NEW 5¢ CASH TRAYS \$ 8.95
Advance #11, 1¢ or 5¢ 13.75
Col. Mod. 46, 1¢ 11.50
Col. Mod. 46, Ball Gum, 1¢ 12.50
Col. Mod. 46Z, 1¢, All Purpose 11.95
Col. Mod. 46ZB, 5¢, All Purpose 12.95
Master Novelty, 1¢ 15.00
Master #2, 1¢ and 5¢ Comb. 16.50
Master #3, 5¢, All Purpose 16.50
Mod. V, 1¢, Any Quantity 11.75
Mod. V, Cab. Type, 1¢, Any Quantity 13.75
Mod. V, Cab. Type, 5¢, Any Quantity 14.75

Send for Literature and Quantity Prices.
1/3 DEPOSIT REQUIRED WITH ORDERS
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

Cig Price, Candy Problem Topics at NAMA Meeting

EDGEWATER PARK, Miss., May 3.—Cigarette pricing, candy merchandising under humid conditions, new locations and taxation were the principal topics for discussion when the National Automatic Merchandising Association's (NAMA) Region 4 met here last week-end (April 25-26) at the Edgewater Gulf Hotel.

First morning of the two-day session was taken up with registration (63 members and guests registered) and with outdoor recreation. Actual business sessions began at 1:30, with J. Herman Saxon, Saxon's, Inc., Charlotte, N. C., presiding. Saxon was re-elected regional chairman of Region 4 during the second day of the meeting. After the opening remarks, the afternoon meeting was devoted to operator, manufacturing and production problems.

Jobber-Operator Combination
 William Cutcliffe, Candy Distributing Company, Atlanta, presented the first address, entitled *Can Automatic Merchandising and Jobbing Be Combined Successfully?* Cutcliffe said that in his opinion jobbing and operating should be regarded as separate businesses since the problems of the jobber and the problems of automatic merchandising are different. Cutcliffe did not mean to imply that the jobber should not also be an operator, but that the two functions should be carried on as separate businesses with separate financial structures.

Following this brief address, the afternoon session considered two questions of general interest to operators—is it getting harder to sell locations, and what is the answer to rising prices and higher operating costs? General feeling was that the operator is now having a more difficult time selling locations since (1) many of the obviously good locations already have automatic merchandising equipment and (2) the Southern States seem slow to develop new types of locations.

Cigarette Pricing
 Cigarette pricing—one of the pressing current problems facing vendors in the Southern district—was the subject of an address by John Saxon, Ace-Saxon Company, Miami. Saxon's talk dealt with the question of converting cigarette merchandisers to quarter operation. Operators present at the meeting indicated that they were already getting in excess of 20 cents per pack for cigarettes, and some of them feel that they would benefit by converting to quarter operation.

Saxon said he believed that conversion to quarter price would result in no loss of business in the average good location. He added, however, that operators might find the out-lying locations showing a loss. No definite resolution regarding the quarter price was adopted.

Tom Vaughan, New Orleans Cigarette Service Company, followed Saxon with an address outlining the work of NAMA and stressing particularly the activities of the association's various regions.

Juice Vender Discussed
 Operators next got to hear from representatives of two cigarette merchandiser manufacturers, a candy supplier and John A. Snively, Snively Groves, Winter Haven, Fla., who is interested in the development of a canned orange juice vending machine (*The Billboard*, April 26). Snively did not bring a demonstration model of the new vender with him, but he explained that the Florida citrus growers, with the prospect of surplus crops on their hands, are anxious to find some new outlet.

Neill Mitchell, sales manager for

Lehigh Foundries, discussed the prospects of electric cigarette venders, said that, while Lehigh is comparatively new in the field, the firm is determined to go along on an electric vender if there is sufficient demand from its customers. John Mill, Rowe Corporation vice-president, said that his firm feels there is a need for both manual and electric venders depending upon the location. Mill said Rowe is considering electric venders.

Differences between candy distribution in the Northern as compared to the Southern States were presented by Mac Torbett, Bob's Candy & Peanut Company, Albany, Ga. Torbett advised the Southern operators, because of the climate, to handle mostly products which do not suffer damage in heat. He named peanut bars, hard candy and bulk items of all types as most suitable for vending in Southern cities.

Coffee Vender Prospects
 Dave Parker, Parker Products, Inc., Knoxville, outlined the potentialities of coffee vending in the South, pointing out that since the South is the greatest coffee-drinking area the possibilities for successful operation of coffee venders are good. Parker's firm will distribute the Bert Mills coffee vender. Following this manufacturers' discussion, the meeting was recessed until 7 p.m. and the banquet at which Harry deBuys, Canteen Service Company of Birmingham, was toastmaster. Speaker at the banquet was George M. Seedman, Rowe, general chairman of NAMA's 1947 convention and show. Seedman outlined the association's plans for its first exhibition which will be held in December at Chicago's Palmer House.

Saturday morning, members of the Louisiana Merchandise Venders' Association held an informal breakfast meeting preceding the 9:30 a.m. business meeting devoted to taxation. P. W. Bullock, Region 4 legislative chairman; Raymond J. Vonesh, NAMA legislative counsel (Region 1-5) and C. S. Darling, executive director of NAMA, participated in a discussion of local and national taxing problems.

Prior to adjournment members of Region 4 voted to hold a joint meeting with Region 9, comprising Texas, Oklahoma, Louisiana and Arkansas, but no definite date was set.

Dairy Sales To Get June Boost

CHICAGO, May 3.—Operators of ice cream and milk merchandising machines will be able to participate in a nation-wide point-of-sale campaign planned by the National Dairy Council for next month. June has been designated Dairy Month, since it is the period when all dairy products are at peak production. The council has urged all dairy companies and their retail outlets, including venders, to back the promotion as a sales stimulus.

"The time has come to put on our selling clothes," Neal D. Kelley, chairman of the council's promotion committee, said. "The dairy industry will not make a dent on its potential market unless consumers are kept constantly sold on the value and goodness of dairy foods."

The national dairy council has prepared campaign posters, suitable for point-of-sale promotion in locations having dairy venders; lapel badges for routemen and other personnel; truck cards and a variety of kits designed to promote the sale of milk, ice cream and other dairy products.

HERE'S THE WAY TO BIG CASH PROFITS



\$169.50

ALL ELECTRIC—COMPLETELY AUTOMATIC. 10¢ COIN OPERATION. ELIMINATES ATTENDANT. BEAUTIFUL DESIGN. Designed to harmonize with the finest of fixtures. Passersby and customers stop, marvel and BUY.

AUTOMATIC OPERATION: Fully automatic, it feeds the corn, pops it, seasons it and delivers it to your customers hot and fresh. Continuous operation for 10-hour period costs less than 10¢ for power.

DIMENSIONS: 60" height, 15" width, 15" depth. Shipping weight, 150 lbs.

CAPACITY: Size of Bag of Popcorn vendored can vary from 6 to 12 oz. size.

Lots of 10, \$150.00 Each.
 Specify 5¢ or 10¢ Play.
F. O. B. Cambridge, O.
 5¢ for full remittance with order. Immediate delivery.

SUPPLIES FOR POPMATIC
 Extra Heating Elements, Ea. \$5.00
 Popcorn, Per Lb.14 1/2
 Glassine Bags, Per 1,000 2.50
 Popping Oil (Packed 6 Gal. Per Case) Per Gal. 4.00

P. K. SALES CO.
 507-509 Wheeling Cambridge, Ohio

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper *The Northwesterner*.

THE NORTHWESTERN CORPORATION
 3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

SPECIAL!

100 Brand New Model C. V. Adams 1¢ TAB GUM MACHINES, \$24.50 EACH—All or lots 25 only. Will supply REGULAR MONTHLY ALLOTMENT of 4 boxes—100 count—Adams Gum per Machine @ 51¢ box. Also Ball Gum Machines and Bubble Ball Gum. FACTORY CRATED AND READY TO GO. FIRST COME, FIRST SERVED

1/2 deposit, F. O. B. Anderson, S. C.

AUTOMATIC MERCHANDISING CO.
 107 1/2 N. MAIN ST., ANDERSON, S. C.

SERVING OPERATORS
 In Western Pa., Ohio, West Virginia, and all open territory With the Best in Bulk Vending

Northwestern

DeLux Model 33-39-40-33 Ball Gum Vender
 For complete information write
AMERICAN DISTRIBUTORS
 1349 5th Ave., Pittsburgh, Pa.

Immediate Delivery

SILVER KING VENDORS
 Peanut or Gum Ball, 1¢ or 5¢, \$13.75 for Sample
 Write for Quantity Prices.
 Prices Greatly Reduced for Quantity Orders.
 Both types can be changed to handle bulk merchandise, including ball gum at no extra cost.



VENDING MACHINE STANDS, \$3.50 F.O.B. Chicago

- Peanut Machines
- Ball Gum Machines
- Stamp Machines, Etc.

Weights only 8 1/2 lbs., comes uncrated to assure the minimum freight expense. After you cement the steel base you have a secure, rigid stand weighing 40 lbs., giving maximum support to any vending machine.

J & S SALES
 924 So. Fairfield Ave., Chicago, Ill.

"BUBBLE" BALL GUM

PERFECT—FIRST GRADE—FINEST QUALITY. IMMEDIATE DELIVERY—50¢ per 100 BALLS 3/4", 140 COUNT, 25 LBS. CARTON, \$17.25. (Minimum order accepted—one carton.) "We are one of the nation's largest distributors!"

Factory Distributors for

SILVER KING	ADVANCE
1¢ Peanut ... \$13.95	1¢ Peanut ... \$13.75
1¢ Gum ... 13.95	1¢ Gum ... 13.25
5¢ Nut ... 13.95	25 or more—10% off
25 or more—10% off	5¢ Pistachio . \$13.75
VICTOR V	MASTERS
1¢ Globe ... \$11.75	1¢ Peanut ... \$14.95
1¢ Cabinet ... 13.75	1¢ Gum ... 14.95
5¢ Cabinet ... 14.75	1¢-5¢ Comb. ... 15.95

Prices Net
 WRITE—WIRE!—PHONE!
 TERMS: 1/2 Deposit with all orders, bal. C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
 2021 PROSPECT AVE. CLEVELAND, O.
 Phones: PRospect 6317-8

NEWEST THREE UNIT HOT NUT MACHINE NOW Available

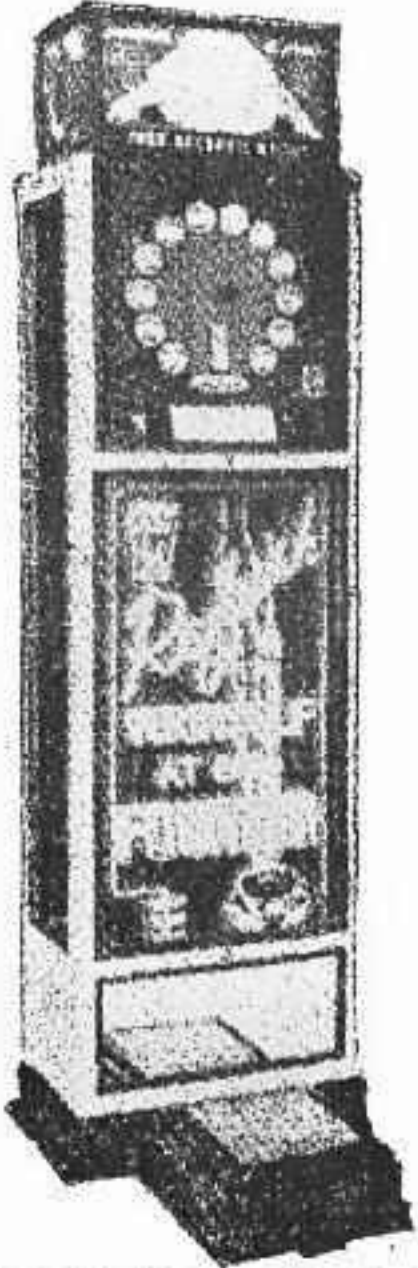
We have found that it is impossible to operate with 1946-47 ideas. Here is a machine with 1947 ideas. A real revenue producer.

Operators • Distributors • Salesmen
 Territories now open

TROPICAL TRADING CO.
 831 S. Wabash Ave. Chicago 5, Illinois

K-80 ASTROLOGY SCALE

Expertly rebuilt
\$169.50
Includes 18,000 (6 sets)
Astrology Tickets
1c Coin Chute



CAPRICORN
DECEMBER 22 to JAN. 19
I. TEMPERAMENT No. 1.
While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 10

Tickets for
ASTROLOGY SCALE \$5.00
for Set of 3,000
1/3 Deposit with Order

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

NCA Chicago Meeting Plan Almost Ready

To Be Held May 25-29

CHICAGO, May 3.—National Confectioners' Association's (NCA) 64th annual convention program plans are nearing completion, according to General Chairman Neal V. Diller. Meet, to be held at the Stevens Hotel here May 25-29, will be staged in conjunction with the 21st Confectionery Industries Exposition which is scheduled for the same dates.

Diller, of Nutrine Candy Company, Chicago, promises a well-rounded program dealing with all phases of candy industry problems. Employer-employee relations, sales training, research, sanitation, supply outlooks, government and management will be dealt with in separate sessions.

Begins With Entertainment

Convention will open May 25 at 4 p.m. As program now stands, an hour of entertainment will initiate proceedings. Master of ceremonies, Victor H. Gies, Mars, Inc., Chicago, is also co-chairman of the entertainment committee. Following this will be refreshments and a buffet supper, both events taking place in the Grand Ballroom of the Stevens. May 26 will begin with a golf tournament.

First business session is to take place at 10 a.m. May 27 when employer-employee relations will be discussed. At 1:30 p.m. Council on Candy of NCA will take place, with W. C. Dickmeyer, Wayne Candies, Inc., Fort Wayne, Ind., presiding. Talk, *Why the Movie?*, by Smith H. Cady Jr., council director, and premiere of *Energy for Americans*, a movie, will make up this session. At 2:10 p.m. Ralph Carney, sales manager of Coleman Lamp Company, Wichita, Kan., will discuss *Selling in a Competitive Market*.

Report on '46 Sales

Afternoon session will cover training and sales force discussions and a report on 1946 confectionery sales and distribution. Warren M. Watkins, confectioner in Los Angeles and director of NCA, will preside. Evening session, with E. E. Fortier, Brach & Sons, Chicago, presiding, will include movies, a production forum, talk on electronic detection device by a representative of RCA, discussion of liquid sugar, bulk granulated sugar, prevention of flavor changes and quality and quantity production.

May 28 program with William Fette Jr., Schutter Candy, presiding, will commence with sanitation sound films at 9:30 a.m., followed by a discussion of sanitation by Charles F. Scully, Williamson Candy Company, Chicago, and other pertinent subjects. Morning session will conclude with a talk on *Nutritional Developments Relating to Candy*, presented by Dr. George R. Cowgill, Yale University School of Medicine, New Haven, Conn.

Food Situation

Afternoon meeting will cover the food situation as related to confection problems. This will include ingredients and supplies, fats and oils, paper products, cocoa bean supplies—present and future. At 8 p.m. the Candy Ball will commence in the Grand Ballroom, with dancing, dinner and entertainment provided.

Last day, May 29, will have morning sessions only and be presided over by Charles M. O'Brien Jr. *The Washington Situation* will be the subject of Russell Stover, Russell Stover Candies, Kansas City, Mo., chairman NCA Washington committee and NCA director. *Trade Practices* will be dis-

Coin Washers in Honolulu Termed Housewives' Boon

HONOLULU, May 3.—Coin-operated washing machines are proving a boon to Honolulu housewives still suffering from a shortage of household equipment. J. E. Breault, Ltd., holds the Bendix coin-operated washing machine franchise in the area thru arrangements with the Tele-coin Corporation of New York.

Several coin washers have been installed by the Breault firm in each of three housing units of the city, the University of Hawaii, Punahou School, navy housing and bachelor officer quarters areas, and a number of apartment houses.

NCWA Finishes National Candy Demand Survey

NEW YORK, May 3.—In a national survey just completed by the National Candy Wholesalers' Association, 33 firms reported dime candy bars up, 37 reported no change and 48 stated that they were down. Continued heavy demand for 5-cent candy bars and gum were reported by all except two of the 130 firms covered.

In the Midwest, 16 of 20 firms reported 10-cent bars on an upward trend or no change. Bulk retailing in the New York-New Jersey belt was reported up.

Twenty States have recently passed tax laws affecting the candy trade, according to C. M. McMillan, executive secretary of the association.

B. E. Lowman Named Mgr. Of Thatcher Boston Office

ELMIRA, N. Y., May 3.—B. E. Lowman, Philadelphia, has been appointed branch manager of Thatcher Glass Manufacturing Company's Boston office, according to David R. Parfitt, vice-president in charge of sales. Lowman, who succeeded J. B. Miller, assumed his new duties May 1.

Lowman, employed by Thatcher for 31 years, for the past 17 years has been a salesman in the Philadelphia territory. Prior to this he was night superintendent at the Elmira plant.

THEATER VEND BAN

(Continued from page 107)

consin Amusement Corporation, Milwaukee; Gene Kilburg, general manager of Merchandising Corporation, Milwaukee; Thomas J. Watson, theater owner-manager, Blanchardville; Marvin E. Mirisch, general manager, Theater Candy Company, Milwaukee; Dave Sherman, theater owner-manager, Racine, and R. H. Cowan, representing the mayor of Adams, Wis.

Proposed bill states: "No person shall sell, display or offer for sale, furnish, or give away any food or soft drink of any kind whatsoever in any theater or in the foyer, lobby or any connected part thereof. Any person violating this section shall be fined not more than \$25."

cussed by C. R. Kroekel, Kroekel-Oettinger, Inc., Philadelphia, and NCA director. *Elimination of Unfair Competition by Government and Business* will be dealt with by Lowell B. Mason, commissioner, Federal Trade Commission, Washington. Henry J. Junge, attorney, and John T. Haslett, attorney, both of Chicago, will conduct an Unfair Competition Round Table. Session will close at 12 noon after expression of resolutions and conclusion of NCA business.

THE ACME ELECTRIC SHOCK



Price of Machine.....\$25.00
2 to 11 Machines..... 18.75
Bracket (if desired)..... .50
Floorstand (if desired)..... 4.00

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.



COLUMBUS VENDERS

IMMEDIATE DELIVERY. 4 MODELS

1. Peanut
 2. All Purpose
 3. Ball Gum
 4. 5¢ All Purpose
- Complete Parts Stock.
WRITE FOR CIRCULARS

Exhibit's Counter Card Vendor (With 1000 Cards)\$ 29.50
ARIST-O-SCALE\$115.00
MIR-O-SCALE 125.00
Terms: 1/3 Deposit, Balance C. O. D.
MARKEPP SALES CO.
4310 Carnegie Ave. CLEVELAND, O.

GROETCHEN'S
IMPS 1¢ or 5¢
Fruit or Cigarette Reels.
Brand New! Immediate Delivery!
\$13.75
Lots of 6. Single—\$14.75.

RUSH ORDER HARD TO GET STANDS
for Merchandise Vendors
Solid Steel Base Total Weight 40 Lbs.
PRICE **\$4.00** Will Support Any Type Vendor.
F.O.B. Phila., Pa.
VEEDCO
2113 Market St., Phila., Pa.

EXTRA SPECIAL
BALL BUBBLE GUM
100 lbs. & 10 MODEL V ALL FOR **\$202.50**
Rush cash with order. F. O. B. factory.

ROY TORR LANSDOWNE PENNA.
A ROUTE OF OUR Sanitary Vendors
For Rest Rooms will give you a secure, permanent income. Write for details.
Modern Sanitary Sales
620 West Saratoga Ferndale 20, Mich.

Vending Service, Inc., Gets Better Than Average Results

CHICAGO, May 3.—Vending Service, Inc., a recently formed operating firm, this week issued a progress report on its first two months in business thru Col Rohland K. Isker, the company's director and only active principal in the corporation.

Now servicing naval installations in this area, and with plans for future locations in both military and naval bases thruout the country, the firm has headquarters at 222 West Adams Street here.

According to Isker, Vending Service is now operating 72 combination candy bar and packaged gum venders at Great Lakes Naval Training Station, Great Lakes, Ill., and 10 at Glenview Naval Air Station, Glenview, Ill. At Great Lakes, which is in effect

acting as a proving ground for the new firm, altho many of the locations are in close proximity to the station's ship store network, an organization comparable to the army's PX system, early results show that the venders have done a better than average business without cutting down sales by the base's agency. Other locations are mostly of the barracks variety, which as Isker pointed out, derive most of their sales thru impulse buying. The firm's venders at the station are serviced on a full-time basis by a civilian who lives in a near-by community. Isker also stated that according to present plans Vending Service will eventually have 100 machines on location at Great Lakes.

Altho the Glenview locations number but 10 machines at this time, more will be installed as the firm receives equipment. However, due to the fact that personnel at this station is less in number and is stationed on a less permanent basis than at Great Lakes, at no time will the number of venders on location approach that of Great Lakes.

Debates Coin Changers

Isker revealed that he is contemplating the installation of a separate coin changer for his Great Lakes operation. Thru personal observation, he has noticed that some of his locations have frequently lost sales merely because the potential customers have not had the required nickels on hand.

Isker said: "I know very well when someone steps up to my venders and discovers a lack of nickel change, my merchandise is passed up. The part I can't seem to figure out is whether the additional expense of coin changers, which are usually leased on a rental basis, is worth while. That is to say—will the business gained by the use of changers be of sufficient quantity to both pay the rent on the

Robert J. Harrington Made American Time Treasurer

SPRINGFIELD, Mass., May 3.—Robert J. Harrington was named treasurer of the American Time Corporation, manufacturers of coin-operated timing devices, this week by Frederick Hunter, firm president.

George Baan was appointed manager of plant No. 1.

changer and show an increased profit over my present operation?"

Other Operating Plans

Other plans outlined by Isker revolve around the installation of different types of venders, such as soft drink cup machines, ice cream venders, cigarette and coffee machines, and also factory locations in the Chicago area.

Isker, who was retired from the army in 1946 and was commanding officer of the Food and Container Institute of the Armed Forces in Chicago, uses machines made by the J. W. Coan Manufacturing Company, Madison, Wis., for his candy operations.

PROVEN Money Makers!



In Business Since 1934

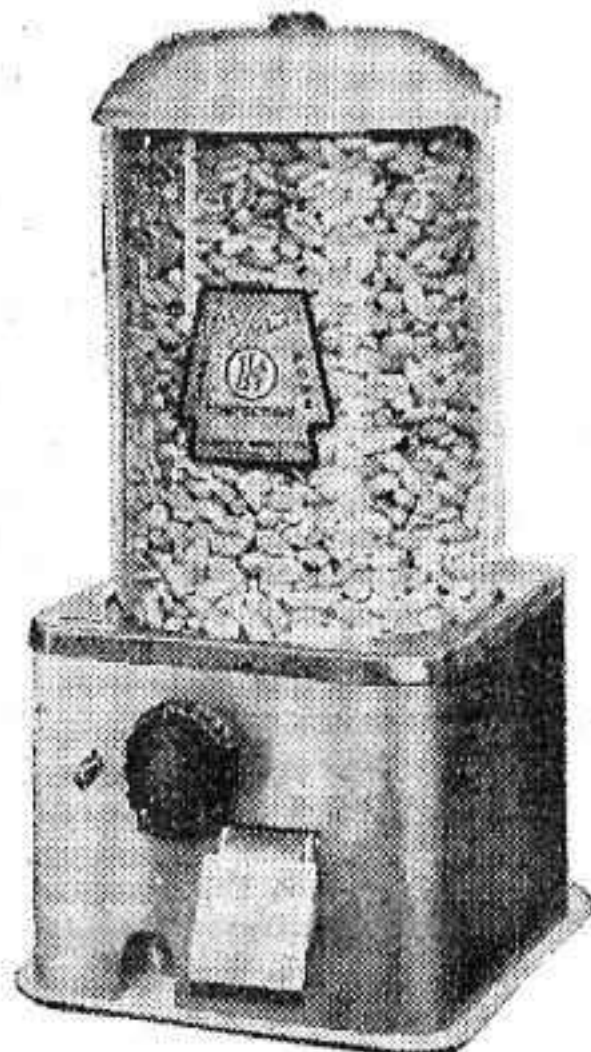
DON'T WAIT—ORDER FROM STOCK—MONEY BACK GUARANTEE ON SAMPLE. WRITE FOR PRICES AND BULLETIN.
(We are distributors for Victor Vending Co.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Jackson, Mich. Department BB-10

BE INDEPENDENT

Own a big money business—Operate TOM THUMB vending machines. They cost as low as \$8.50 in quantities. Our and experience unnecessary—Work full or part time. Our venders are die-cast, precision built, time tested, long lasting, neat and attractive. Just the thing for booths, bars and taverns (where big machines are barred.) **START WITH A FEW—** build as you go. Thousands in operation. Vends nuts, hard candies and elfield gum. Sizes 1 1/2" and 3". Identical mechanism.

NEW HAWKEYE MODEL "C" DELUXE



Built in 2 Models
1 and 5 Cent

Modern Vendor with Slug Ejection.
Contact your nearest distributor or us direct.

HAWKEYE NOVELTY CO.
1754 East Grand Des Moines, Iowa

BETTER EVERY WAY!

THE IDEAL ARISTOCRAT SCALE

IDEAL size—only 45" high, 12" at base!

IDEAL finish—weatherproof PORCELAIN enamel!

IDEAL design—appeals to any location!

IDEAL mechanism—better than pre-war model!

IDEAL protection—strong cash box!

IDEAL PRICE—only \$180.00 each, F. O. B. here!

★ APPROVED BY DEPT. OF WEIGHTS & MEASURES ★



BRAND NEW

LATEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 2¢ and New 5¢ Air Mail. Compact size! Fool-proof! Sold ONLY to operators.
Price, \$39.50 each.

IMMEDIATE DELIVERY!

1/3 Dep., Bal. C.O.D.
★ Send for free leaflet ★

R. H. Adair Company
6924-26 Roosevelt Rd. Oak Park, Ill.

Folders—New, time saving multiple type only \$16.75 for 25,000 which return gross profit of \$250.00 when sold thru the machines!



"BUBBLE" BALL GUM

5/8" 140 count

3500 Balls per case

1 to 7 CASES.....\$20.00

200 Lbs. or More

75¢ Per Lb.

Check, Money Order or Cash With Order.
Minimum Order 25 Lbs.

INTERSTATE MERCHANDISE CO.

1196 Commonwealth Ave.,
Boston 34, Mass.

★ SEE RAKE FOR VENDING MACHINES COUNTER GAMES—SALESBOARDS ★

COLUMBIA BELLS
Twin Jackpot 1947 Models
\$145.00 EA.
Write for Jobber & Quantity Prices!
Changeable to 1¢, 5¢, 10¢, 25¢ .. Play ..

3 Reel Counter Game
NEW IMPS
6"x6"x6"
Cigarette or Fruit
Either 1¢ or 5¢
\$13.75 EA.
Lots of 6
SAMPLE, \$14.75

NEW VENDING MACHINES

NORTHWESTERN DELUXE, 1¢-5¢	
COMB. PLASTIC	\$28.20
NORTHWESTERN MODEL 39, 1¢	12.75
NORTHWESTERN MODEL 33, 1¢	10.05
NORTHWESTERN MODEL 33,	
BALL GUM	9.05
NORTHWESTERN MODEL 40, 1¢	Write
NORTHWESTERN MODEL 40, 5¢	Write
SHIPMAN TRIPLEX STAMP VENDOR	39.50
ADVANCE STAMP VENDOR	18.00
STAR CARD VENDOR WITH 1000 CARDS	29.50
DU GRENIER ADAMS GUM VENDOR	24.50
VICTORY STAMP VENDORS	19.50

NEW SLOT MACHINES

COLUMBIA DELUXE BELL, 5-10-25¢	\$209.50
COLUMBIA TWIN JACKPOT, 1-5-10-25¢	145.00
PAGE DELUXE BELL, 5¢ CHROME	245.00
PAGE DELUXE BELL, CHROME	255.00
PAGE DELUXE BELL, CHROME, 25¢	265.00
MILLS BLACK CHERRY BELL, 5¢	248.00
MILLS BLACK CHERRY BELL, 10¢	253.00
MILLS BLACK CHERRY BELL, 25¢	258.00
MILLS GOLDEN FALLS, 5¢	258.00
MILLS GOLDEN FALLS, 25¢	268.00
MILLS VEST POCKET BELLS, 5¢	74.50

NEW COUNTER GAMES

ABT CHALLENGER	Write for Low Prices
HEAVY ANGLE IRON STANDS FOR ABOVE	5 7.50 (Write for Quantity Prices)
MARVEL POP-UP	49.50
AMERICAN BATABALL, WITHOUT STAND	Write
GOTTLIEB GRIP SCALES	39.50
ADVANCE ELECTRIC SHOOKERS	25.00
BAKER KICKER & CATCHER	49.50
SILVER KING GRIP VUE	49.95
AMUSEMENT WHIRL-A-BALL	47.50
CHAMPION BASKETBALL	39.50
DAVAL BUDDY, 1¢	33.00
SKILL GAMES BOUNCER	Write

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT.
SEND FOR COMPLETE LIST OF MACHINES, SUPPLIES AND ACCESSORIES. WE ACCEPT TRADE-INS.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

ROWE Cigarette and Candy Machines

BRAND NEW AND FACTORY REBUILT IMMEDIATE DELIVERY—ORDER NOW! WRITE . . . PHONE . . . WIRE

★ Crusader, 1947 model... Write	Rowe Deluxe Model Candy Machine with Lights, 120 Bar Cap.....\$115.00	★
★ President, 10 col.....\$135.00	Rowe Standard Candy Machine, 120 Bar Cap..... 89.50	★
★ Royal, 10 col..... 110.00		
★ Royal, 8 col..... 87.50		
★ Imperial, 8 col..... 70.00		
★ Rowe 150 Pack Cap..... 32.50		

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
1/3 Deposit With Order — Balance C. O. D.
We have all other makes and models of cigarette and candy machines in stock! Also parts and mirrors available, including the 25c vending changeover part for all machines!

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET BROOKLYN 11, NEW YORK

ATTENTION, VENDING MACHINE OPERATORS
WE SELL . . . Pistachio Nuts, Peanuts, Almonds, Ball Gum, Boston Beans, M & Ms, etc. **LOWEST PRICES IN COUNTRY. IMMEDIATE SHIPMENTS.** Write for Free Price Lists.
ALSO complete stock of New and Used Nut, Candy and Cigarette Machines for immediate delivery.
SPECIAL—10 ROWE CANDY MACHINES\$75.00 EACH.
CAMEO VENDING, 432 West 42nd, New York 18, N. Y.

ATTACK PROPOSED ILL. TAX

\$50 Tax Bill Hearing Held

Cunliffe cites plight of Chi operators who would have total bill of \$85

CHICAGO, May 3.—Opponents of Illinois House Bill 74, which would place a \$50 State tax on juke boxes and amusement machines, appeared before a sub-committee of the License and Miscellaneous Committee Friday (2) to present the industry's arguments against the measure. Hearing was held in the offices of the Interstate Commerce Commission at 160 North La Salle Street here.

Chairman of the sub-committee conducting the hearing was Rep. Pete Granata. Granata opened the hearing with introductory remarks about the proposal and then called on the bill's author, Representative Blomstrand, to enlarge on the reasons which prompted the writing and introduction of the measure.

Bill's Sponsor Present

Blomstrand said that the bill was written as a revenue measure, and that he felt the pinball license provision would appeal to the trade itself. (Unfortunately, there were no representatives—manufacturers, distributors or operators—of the pinball firms present. All of the operators and distributors present said they represented the music machine industry.) Most of Blomstrand's remarks were directed to the pinball license, but he stated he felt that music machines were in a position to pay the \$50 fee.

This last statement was challenged by Ray Cunliffe, operator and president of the Illinois Phonograph Owners' Association. Cunliffe pointed out that the Chicago operators are already paying a Chicago city tax of \$25 per year. On top of this, Cunliffe remarked, the operators pay a \$10 federal tax, plus sales taxes on records and parts, income taxes and the like. Cunliffe presented a comprehensive breakdown of a music operation, prepared by a certified public accountant, which proved that an operator with 500 machines today produces net income of only slightly more than 2 per cent of his investment.

Higher Operating Costs

Cunliffe likewise quoted statistics to show the increase in operating costs, and compared these increased costs with the fixed income which music operators have. At this point, Blomstrand said he had been told (See \$50 TAX BILL on page 120)

Meyer Attends U. S. C of C Annual Meet

CHICAGO, May 3.—Loren P. Meyer, secretary of the Automatic Phonograph Manufacturers' Association, was one of two delegates from the Evanston (Ill.) Chamber of Commerce attending the annual meeting of the United States Chamber of Commerce held in Washington this week.

Accompanying Meyer were George C. McKann, secretary of the Evanston Chamber of Commerce, and Rep. Ralph E. Church (R., Ill.). All three will attend the congressional dinner given by the Illinois Chamber of Commerce in honor of senators and representatives.

Hold Your Own Newsreel Showing

Prints of *The Billboard's* convention newsreel are ready for showing. The 16mm. sound movie, taken during the 1947 annual coin machine convention and show, runs 25 minutes. In it are booth shots, personality pictures and close-ups of many of the new types of equipment shown for the first time. There is no charge for the film, which was designed for distributor showings, association and operator gatherings.

If you want to show the movie to a group in your city, address your request to:

Convention Film Department
The Billboard
155 North Clark Street
Chicago 1, Ill.

In your request give full particulars as to the purpose of the gathering, estimated attendance, and a choice of two dates. The movie requires a 16mm. sound projector for showing. It will be sent free of charge with the understanding that the person requesting it is responsible for insuring and returning it within 24 hours so that it can be cleaned and sent on to the next stop without delay.

Missouri, Illinois Ops Attend Musical Sales Co. Opening

ST. LOUIS, May 3.—Music operators from Eastern Missouri and Southern Illinois turned out to welcome a new distributing organization to coin row here Monday and Tuesday (28-29), when Musical Sales Company, headed by Stu Jenny and Bob Padfield) opened its doors at 2632 Olive Street. Musical Sales will distribute Packard music equipment in Eastern Missouri and Southern Illinois.

In addition to its standard phonograph equipment, Packard showed its new musical bar, designed for business houses or private homes. The musical bar is a smaller replica of the standard bar, with a phono mechanism mounted in its base, a speaker in the front and a wall box selector fixed on the center of the bar.

Business Veterans

Jenny and Padfield have been associated with the coin machine industry as manufacturers' and distributors' representatives. Jenny, formerly with Wurlitzer, was also connected with the Merchandise National Bank and the Bankers' Commercial Corporation, Chicago. Padfield has been associated with distributing organizations in Nebraska since 1938.

Musical Sales' service and repair will be handled in the same building by Joe McCormick, who has been conducting an independent service and repair for operators in the St. Louis area. McCormick will continue to run this service, but in addition will direct all repair and service for Musical Sales and handle the sale of used equipment for the distributing firm.

George F. Johnson Dies

PORTLAND, Ore., May 3.—George F. Johnson, 75, until recently operator of the largest music route in this State and head of the music company bearing his name, died here April 21. He leaves his wife; two sons, Clifford and Rodney; a sister, Mrs. C. D. Boyer, and a brother, Arthur.

King Named New Pennsy-N. J. Op Unit President

PHILADELPHIA, May 3.—New officers of the Phonograph Owners' Association of Eastern Pennsylvania and New Jersey were elected April 17 following the resignation of Ray Bernhardt, president of the organization for the past five years.

New officers are William L. King, president; Jack Sheppard, vice-president; M. Harry Stern, secretary, and Louis Klein, treasurer. New members of the board of directors are Ray Bernhardt, Ben Fireman, Harold Reese, Eugene Leavey, Philip Frank, Aaron Cooper and Herman Scott.

Lauds Bernhardt's Work

According to Jim O'Brien, association manager, Bernhardt resigned because of the pressure of business which prevented his taking a very active part in the association work. "His work has been of sterling quality while in office," O'Brien declared, "and we are indeed grateful to him for his untiring efforts."

King, the new president, is not a newcomer to office in the association, having served as president in 1942. He also has been active in the organization as a member of the board of directors.

As part of the group's public relations activities, it has donated since last December a total of 15 music boxes to various youth centers in cooperation with civic leaders in an effort to curb juvenile delinquency.

Gratifying Response

"The reception has been very gratifying," O'Brien stated. "The youngsters are, of course, grateful, as are the parents. Judge Harry S. McDevitt, one of Philadelphia's leading jurists, has been most co-operative in assisting us in our efforts to help curb juvenile delinquency."

Plans for other activities along this line now being considered by the association include sponsoring an expedition to the circus for a group of children, as well as boating excursions during the summer months.

Children who have benefited by the donations of machines to youth centers have included those in the pre-teen age group as well as teenagers.

Healthy Recreation Fostered

"The groups at the lower grade school dances are learning early the meaning of healthy recreation," O'Brien declared. "Social activities such as these nip juvenile delinquency in the bud. By the time the youngsters reach high school, fertile groundwork has been laid for the seeds of good citizenship."

Local citizens, he continued, do much to co-operate with the association. Church officials and police inspectors have endorsed the program. Members of the association continue the good work by supplying service and maintenance.

Leo Knebel Now Active in Musical Minutes Company

NEW YORK, May 3.—Leo Knebel, vice-president and associate of Jack Fitzgibbons in Musical Minutes, Inc., has assumed an active role in the firm. In addition to working closely with ops of this musical minutes music system, of which he is designer and creator, Knebel plans to set up and supervise a department to buy and sell and repair used phonographs.

Disk Sales Tie-In Clicks for Phono-Games Firm in Va.

ROANOKE, Va., May 3.—The natural tie-in between music operating and record and appliance retailing has helped Roanoke Vending Machine Exchange in this city build a sizable retail store which features new and used records and dealerships on General Electric, Majestic and Sonora radios.

Roanoke Vending, owned by Frank Page, operates music and games from Lynchburg, Va., to the Tennessee line. Page, who entered the coin machine business in 1933, started the firm in 1935. Prior to that time he had been engaged in real estate.

At present, Roanoke Vending Exchange has 20 employees, two of them engaged full time in the retail sales department. Page operates both businesses under the same name and at the same address.

Because of his music routes, Page is able to keep on top of the coming disks, and is able to plan his buying on information and experience gathered thru his operations. Because he must stock a large number of records to care for his juke box needs, Page discovers he often carries labels and tunes which other local disk retailers do not have, and is thereby able to satisfy this limited demand at a profit.

Gallagher Unit Of MOASC To Elect Officers

LOS ANGELES, May 3.—Tuesday night (6) was set for the election of officers by the music group functioning under the name of Music Operators' Association of Southern California (MOASC), headed by Dick Gallagher. Decision was made this week at a session attended by many of the 26 operators who were prominent in reviving this group.

It was indicated that MOASC will seek a new charter and set up a new corporation under the laws of California.

The election slated is the first that the organization has had. At the outset a few weeks ago, Gallagher and the other officials were named to serve temporarily until the organization got on its feet. At that time Mollie G. Simon was named business co-ordinator of the group. The members in the association operate 2,500 machines.

Until the new charter is granted, MOASC will operate under its present title.

Scheduled meeting will be a closed one.

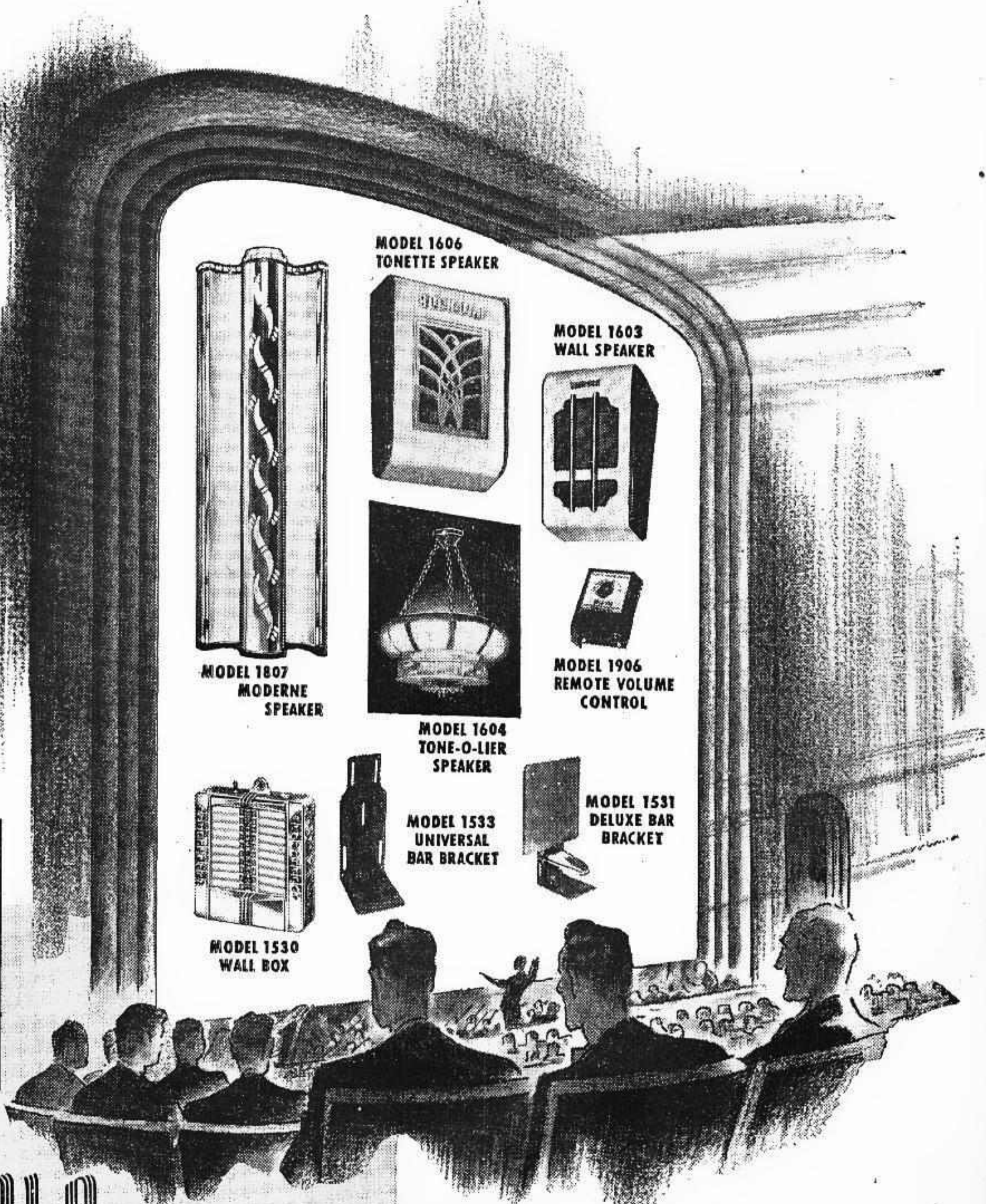
Intense Heat Melts Coins In Black Hills Juke Boxes

DEADWOOD, S. D., May 3.—Black Hills Novelty Company lost a number of juke boxes in a fire which destroyed the Old Style Bar at Alzada, Mont., April 17, according to Tony Trucano, Black Hills owner. Flames from an overheated stove set fire to the wooden structure which housed a bar, restaurant and dance hall.

Trucano said the coins in the juke boxes were completely melted and run together, and the denominations could not be determined.

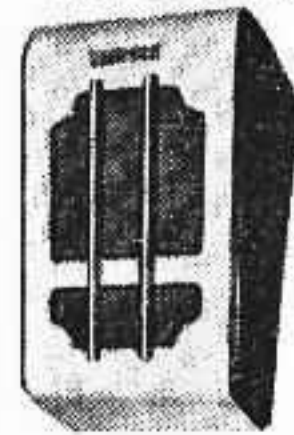
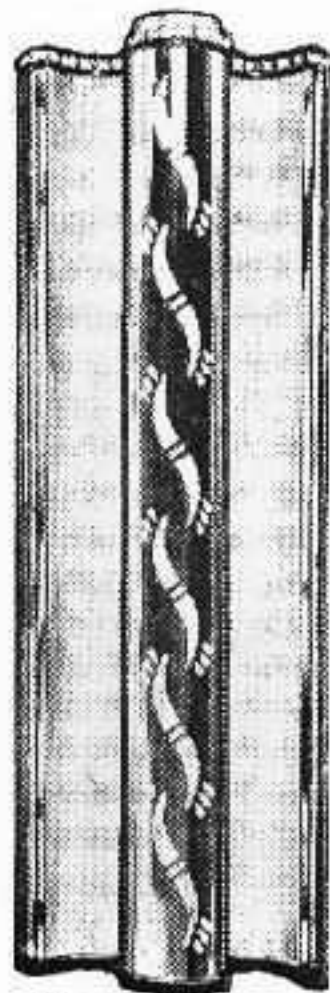


The COMPLETE Profit Picture



MODEL 1606 TONETTE SPEAKER

MODEL 1603 WALL SPEAKER

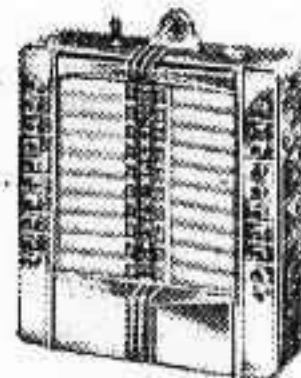


MODEL 1807 MODERNE SPEAKER



MODEL 1906 REMOTE VOLUME CONTROL

MODEL 1604 TONE-O-LIER SPEAKER



MODEL 1533 UNIVERSAL BAR BRACKET



MODEL 1531 DELUXE BAR BRACKET

MODEL 1530 WALL BOX

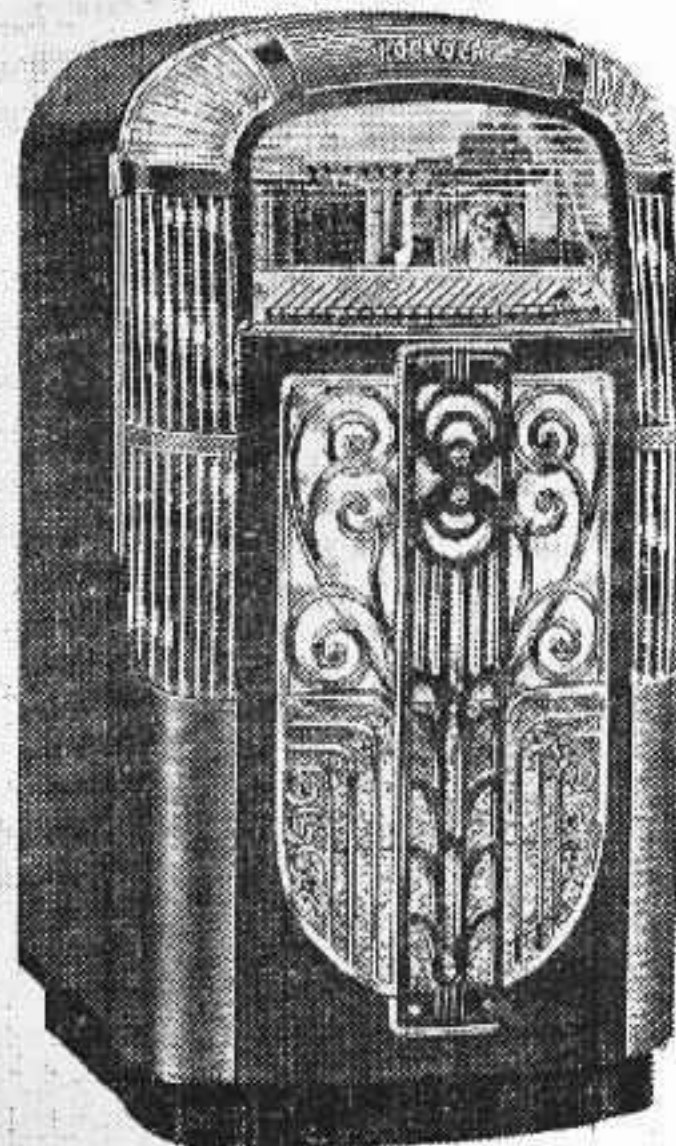
ROCK-OLA

Music

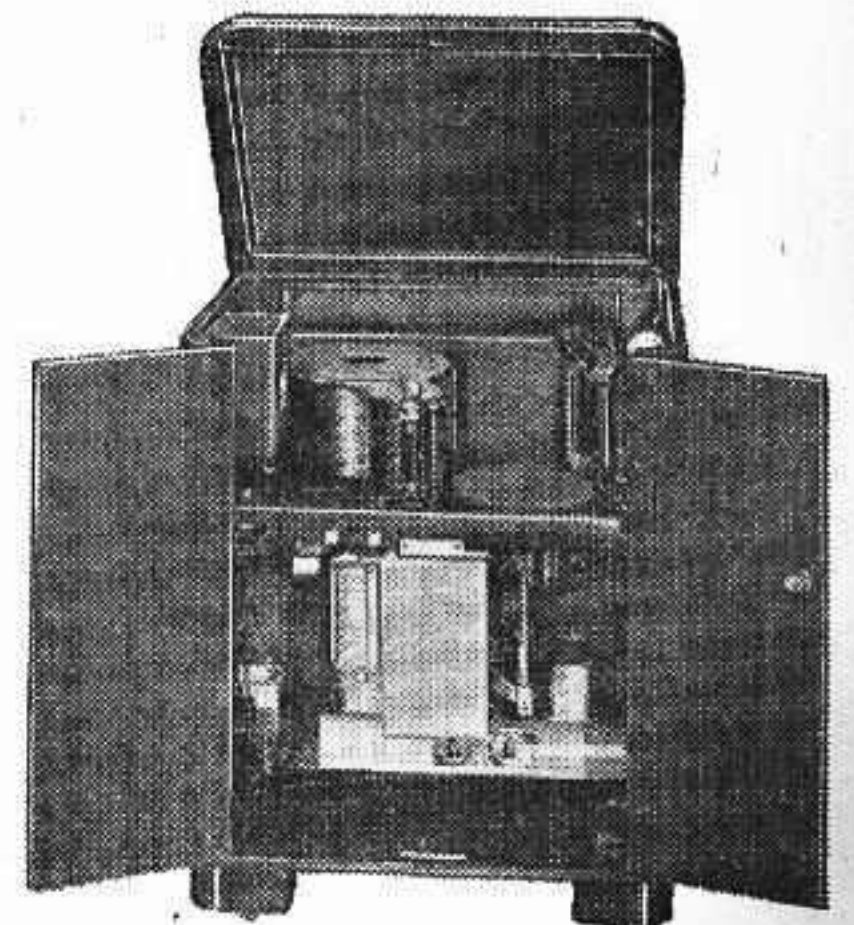
UNIVERSAL SYSTEM

Every operator can increase the revenue of any location by installing the Rock-Ola Universal MUSIC System. This system is adaptable to any size and type location. Consult your Rock-Ola distributor for full information so that you can complete your own "Profit Picture."

ROCK-OLA Manufacturing Corp.
800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS



The PHONOGRAPH That Sells-MUSIC



MODEL 1424 PLAYMASTER

Export Problems Revealed By Juke Box Manufacturer

CHICAGO, May 3. — Rock-Ola Manufacturing Corporation, one of the leading coin machine manufacturing firms that has embarked on a full-scale exporting program in addition to expanding its already established domestic business, last week revealed some of the problems that are encountered in setting up a co-ordinated system for handling foreign trade.

During 1946 American firms shipped a record total of 14,396 coin machines valued at \$2,655,078, or nearly double the 1939 pre-war high, with juke boxes accounting for 71 per cent of all the machines exported.

New Machines Exported

According to Lou Sebastian, Rock-Ola assistant sales manager, his firm has found it practical to sell only new coin-operated equipment to distributors appointed in each of the foreign countries that Rock-Ola deals with. He said: "Each country on our export list has its own way of doing business, its own laws and customs and we have found that once we have contacted a native business man who is able to do sufficient business in accordance with what we set up as a required amount of trade coming from his particular country we appoint him the sole distributor for that country."

Sebastian said the reason for this was that in many of the foreign countries the people, while not objecting to Americans being on the business scene, preferred to do business with fellow natives, who they figured had a thorough understanding of their needs and methods of doing business.

In most instances the distributors sell to operators, the exceptions being in countries where operators are non-existent and the only feasible way of handling coin machines is by direct sale to the location. As Sebastian pointed out: "We do not try to change methods anywhere, but adopt the age-old idea—when in Rome do as the Romans do."

Packaging Important

There are many problems for the exporter of coin machines to work out. Among them are the crating or packaging of equipment for shipment; the converting of coin chutes and mechanisms so that they are suitable for the different types of coins used in play and the adapting of the electrical system in the coin machines so that they are in conformance with the types of current and voltage used in the particular country for which the equipment is intended.

According to Sebastian the preparing of equipment for shipping purposes takes precedence over the

other two mentioned details, for the amount of handling that takes place from manufacturer to final destination is frequently involved and also the equipment is often in transit over a long period of time.

The typical handling of an exported coin machine is from the manufacturing plant to railroad or trucking terminal in this country, then to a port of embarkation in this country, followed by an over-water shipment to the point of debarkation in the importing country, then via rail to the distributor. Because it is almost inevitable that the coin machine gets some rough treatment during the handling at various transfer points, every possible precaution must be taken to package the equipment so that it can withstand both the strain of severe weather conditions and also the time involved.

Shipments Take Time

Sebastian explained the time element this way. "In some of the foreign countries we have had instances of our equipment while en route by railroad carrier being sidetracked for as much as a month or two. Naturally, if this situation happened in this country it would be a matter of great concern to us. However, our foreign distributors have informed us that this is so frequent an occurrence with them because of their casual railroad treatment that they almost expect it and do not worry because somehow the shipment eventually gets to them. However, that is why extra careful packaging is so necessary."

Regarding foreign coins Sebastian produced such extremes as a coin that was thinner and smaller than the American dime and other pieces that were larger than our quarter, and in some instances the smaller size coin had a value that exceeded that of the large size coin. Even within a particular country the coin used in play varied considerably. The top locations might charge as much as three times that of the second or third-class locations, and in each case the play would be based on the insertion of a single coin. Therefore, the many variances in coin mechanisms and chutes.

Altho in the United States there are minor differences in current and voltage within the electrical systems of our various cities and towns, Sebastian pointed out that in many of the foreign countries the electrical systems go to extremes causing wide ranges between higher and lower current cycles and voltages, which must be allowed for before the equipment leaves the plant.

Music Comes First

Sebastian also disclosed other interesting factors concerning the export field. "It is a matter of record," he said, "that in Southern countries with warm climates the people are naturally music lovers and like to hear music all the time. While the average American patronizing a tavern is more likely to order his drink and then play the juke box to increase his enjoyment, our neighbors to the South will invariably walk up and play the juke box first and then have the drink as an addition to music. In other words, if they had to make a choice between music and the beverage they would be content to have only the music."

To date the foreign distributors and operators have been handling their own service problems, and from reports received at Rock-Ola this has worked out very well, with native servicemen being instructed by the distributing and operating firms in the foreign countries. However, there have been times when the foreign firms have sent mechanics to the Rock-Ola for additional information.

RECORD REVIEWS

(Continued from page 32)

FAIRLEY HOLDEN (King 612)
Keep Them Icy Fingers Off Me—FT; VC.
Port to Portal Pay—FT; VC.

Fairley Holden and His Six Ice Cold Papas live up to their comic billing on the first side, with a ditty about a guy with a phobia for ghosts. Tune is good for chuckles, especially from the rustic fans. Mating is in a more serious groove, being a smart parody on the recent portal to portal national publicity. Lyrics concern the time a guy has lost building up a romance, only to have the gal's heart turn frigid on him.

Port to Portal Pay will create interest with its timeliness.

CHARLIE LINVILLE (King 602)
Silver Bells—Instr.
You're Gonna Be Sorry Some Day—FT; VC.

Silver Bells is a traditional folk dance melody that gets enhancing treatment from the combo of fiddles and guitars that Charlie Linville and the fiddlin' Linvilles whip up. With the farm trade getting hotter and hotter on electric guitar work, there's plenty of single string and chord work, in addition to some fine gut-scraping in this outfit. Reverse is in a more doleful mood, with a solo voice backed by harmony group relating a tale about a beau who lost his gal and his moo.

Silver Bells should send the barn dancers to the juke box.

DELMORE BROS. (King 559)
Boogie Woogie Baby—FT; VC.
Born to Be Blue—FT; VC.

Writer Bob Nobar has prepared a pair of ditties, just right for the voices of the Delmore Brothers for this platter. *Boogie Woogie Baby* is a swiny melody about a Western maid who liked her music gut-bucket. Side features some nice single-string boogie guitar in the lower register. Reverse is in a slower tempo and tells the tale of a lad whose luck has run out.

Boogie Woogie Baby should pull dancers as well as listeners' nickels to the slot.

WADE MAINER (King 603)
Little Pal—FT; VC.
Mother's Prayers Have Followed Me—FT; VC.

Wade Mainer, half of the once-active Mainer Brothers hillbilly combo, presents a brand of rustic music that will hit with fans, who like their melody steeped in the traditional stylings of the Kentucky hills. Combo features strings, with heavy accent on the banjo, which isn't used as often as it once was. Both sides are in a sad groove, with the vocalist really getting that tear in his voice for *Mother's Prayers*. Tune is almost a hymn, but has an earthy quality that should make it click.

Both sides are for locations deep in the hills.

TONY MARTIN (Mercury 3052)
Would You Believe Me?—FT; VC.
If I Love Again—FT; VC.

In these days when name boy singers on record are all beginning to find imitators on rival wax, Martin is one of the few fortunate enough not to have competition. Guy has a newie and a standard, both of which are deserving of his lush throating. *Would You* has a lyric that gets top handling from Martin, while Earle Hagen's ork does fine background work with a pretty melody. Reverse is a creditable standard that's ripe for revival by Martin.

Both sides stand an even chance of hitting the top ranks.

HARRY COOL (Mercury 3052)
I Won't Be Home Anymore When You Call—FT; VC.
You Gotta Have a Little Mahzel—FT; VC.

Harry Cool's ork, which did a very original job on *It's Dreamtime*, using the echo chamber, with a gal singing behind Cool's vocal for nice effect, comes up with another new effort

that pays off on *I Won't Be Home*. Ditty starts with a phone ringing and Cool answering to tell the fem who's calling that he just won't be there anymore when she rings. Intro gets listeners' interest immediately and the ensuing vocal and musical scoring keeps the ear attentive. Mating is a cute scoring of the widely waxed Mahzel, featuring some very kosher trumpeting and an ending that has Cool doing a cantor like fadeout on the vocal.

The originality on both arrangements of these tunes makes them worthy of heavy interest.

JOHN LAURENZ (Mercury 5049)
There Is No Greater Love—FT; VC.
Here We Are—FT; VC.

This pairing is the first Mercury release for John Laurenz, late of the Pan-American wax stable. Guy sings with a tinge of Columbo and Como, but has enough originality to warrant billing of his own. Does a fine job with *No Greater Love*, putting plenty of oomph to sock the song across, but side is badly marred by some very sloppy solo and oligato trombone. At one point, tramping is so poor that Lorenz hits a vocal clinker. On the flipover, Earle Hagen's heavy string and reed ork does far better accompaniment job of another ditty, which shows the Laurenz pipes to advantage.

Laurenz's first for Mercury will get only mild reception.

JACK FINA (Mercury 5050)
Stella By Starlight—Instr.
We Knew It All the Time—FT; VC.

Stella By Starlight, which has been getting plenty of wax attention recently, is handled as an instrumental by the adonis of the keyboard on this disk. Whole side features the mellow rhythm of the Fina band, with Jack's crackling keyboard standing out for the solo passages. Reverse is a fair-to-middlin' lyric and melody, which features the Fina aggregation in its bounciest bit for wax yet. Band proves that it can handle the faster tempos nicely with this one, with gets just mediocre baritone-ing from Gil Lewis.

For those who like pretty music instrumentally, sans vocal, Fina's *Stella* is the answer.

JACK GUTHRIE (Capitol 406)
You Laughed and I Cried—FT; V.
It's Too Late To Change Your Mind—FT; V.

With fiddles and guitars setting the Western beats, Jack Guthrie chants these folk tunes in a righteous manner. He wails the woes of unwanted love in *You Laughed*, while tempo brightens on the reverse as he explains in typical sagebrush fashion why *It's Too Late*.

Rural jukes will jingle with this two-some.

BOBBY SHERWOOD (Capitol 404)
We Knew It All the Time—FT; V.
There's Them That Do—FT; V.

Them That Do is a simple but catchy little novelty pleasingly warbled by the maestro and Lynn Stevens. Band cuts it sharp and with a bounce. Miss Stevens injects a romantic lilt into her pipes to sell the *All the Time* ballad. Reeds and subdued brass provide an appropriate background.

If *Them That Do* registers, this will be a moneymaker. *All the Time* will snare some loose change.

(Continued on page 131)

FOR SALE

All or part, JUKE BOX and PIN BALL ROUTE in Hazard, Kentucky Coal Field. 18 Juke Boxes, Pin Balls, Records, Tools, and several other coin operated machines all in first class condition. Several new machines and complete assortment of parts. Have several Theaters to look after. First \$10,000.00 Takes All. Cash and terms to suit. Contact

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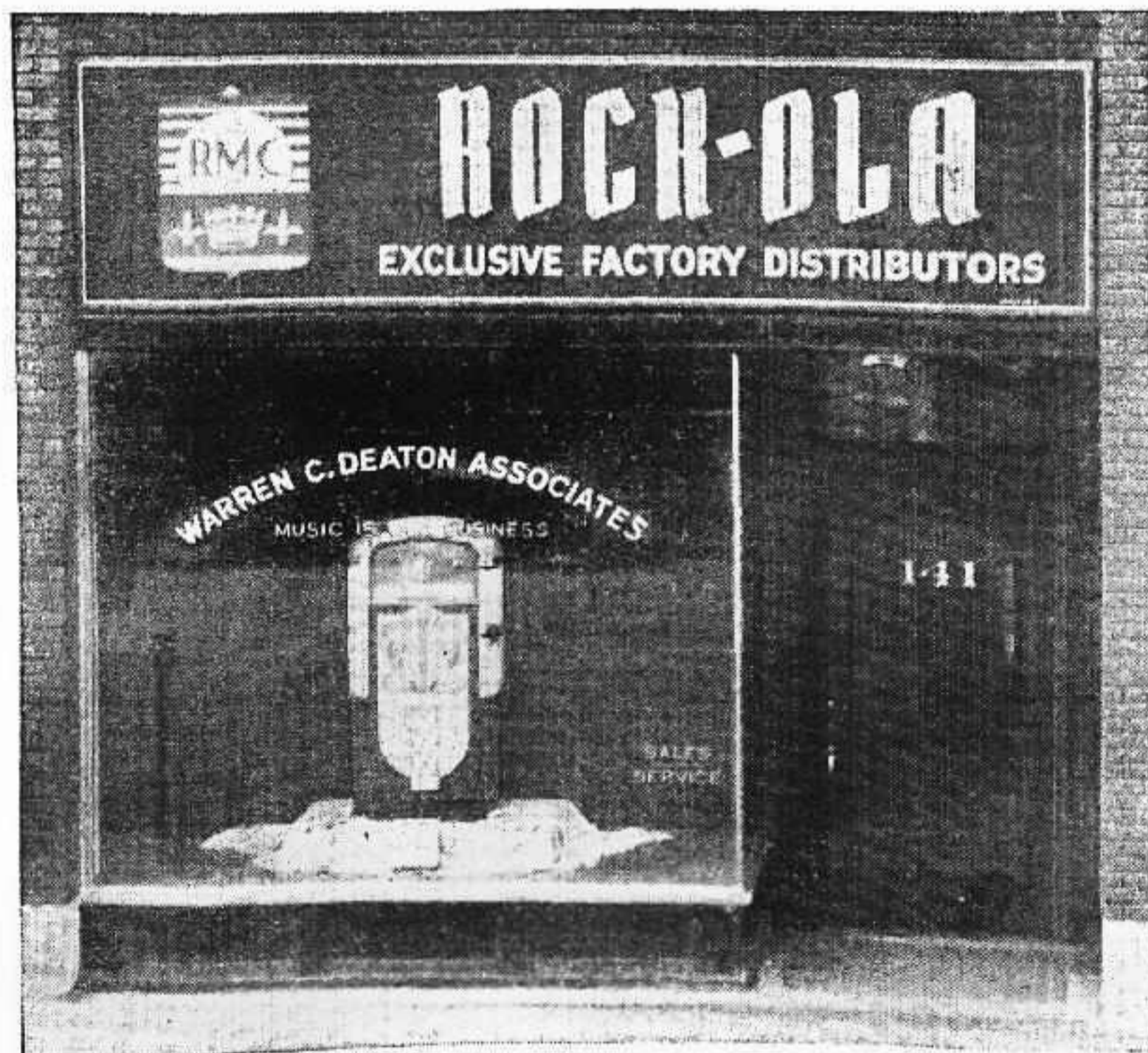
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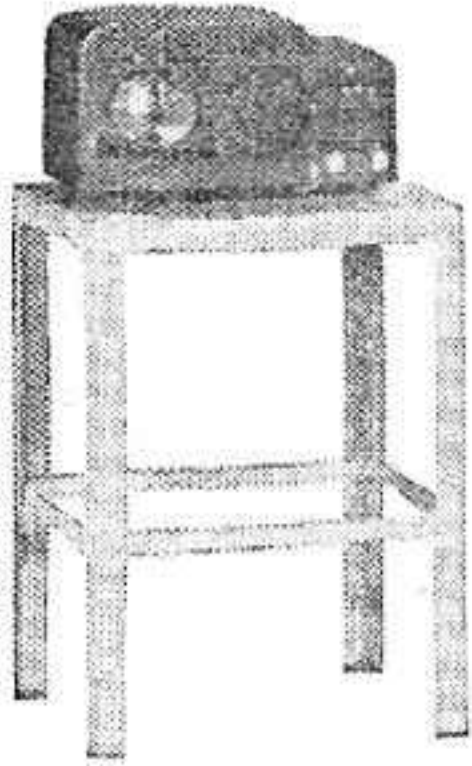
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AMERICAN FOLK TUNES

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Artists' Service Bureau

Artists' Service Bureau of Frankie More and Gene B. Johnson is handling the bookings for seven of the leading amusements in Eastern Pennsylvania. They book such acts as Lulu Belle and Scotty, Smiley Burnette, Slim Bryant's Wildcats, Cackle Sisters, the Duke of Paducah and others. More was head man of the Log Cabin Boys when they were playing at WWVA and other stations. Due to a serious injury in an automobile accident, Frankie gave up active radio work. Dale Cole, known as Tee-Bone, now heads the act, which is known as Tee-Bone and the Log Cabin Boys.

The act consists of five people, Tee-Bone, Cactus Bill, Junior and Slim and Ginger, a team. Frankie books the group exclusively. It will operate Valley View Park, seven miles east of York, Pa., this summer. Frankie also handles the booking of the 101 Ranch Boys, who will operate Indian Echo Cave this summer.

New Program

The Western Swingbillies, Syracuse, are now broadcasting over WAGE, the show being the first one of its kind to be aired in Syracuse in over six years. Act is composed of Bob Mason and Lloyd Cornell, former Down Homers and network stars; Steve Bell, accordion; Duke Dixon, banjo, and Texas Bob McCoy, formerly of West Virginia.

America's Folk Balladier, Al Rogers, under the American Artists' Bureau, Pittsburgh, has just completed a series of broadcasts for Groves Laboratories over radio Station WJAS in Pittsburgh.

Jerry Leary and her sister, Peggy, are now heard over radio station KLCN, Blytheville, Ark. Act is known as The Carolina Sunshine Girls. Jerry's husband Johnny Johnson, formerly with the Blues Chasers, was seriously injured during rodeo work last December.

Wilma Lee (another Leary sister) Cooper and her husband, Stoney, have left KLCN and have gone to North Carolina. Other entertainers on KLCN at this time are Butter Ball and the Red River Boys. Hal Smith, formerly of WSM, is with the Red River Boys. Al Robinson is now at Dyersburg, Tenn.; Woody Williams and Ray Myers are at Little Rock.

Fowler Fans

Wally Fowler now has a fan club. President is Peggy Hobbs, of Pardee, Va. Curly Kinsey, bass singer on Wally's show, is recording some numbers for Sterling soon, including *Unlock the Door, Since You Turned Me Down, Wasting My Time and You're My Darling, You're My Sunshine.*

Radio Station WADC, Arkon, O., takes care of the eating problems for their employees in a unique manner. Underneath the studios they have a big kitchen where the employees may eat each day. The kitchen has a freezing unit and usually they serve about 21 meals a day.

The station has some 40,000 standard dance band numbers, and many albums and recordings of all the best folk-song entertainers. Banjo Murphy and his Radio Jamboree can be heard daily over this station from 5:30 to 6:30 a.m., with five minutes off for news at 6 o'clock. Latest addition to Murphy's big Jamboree show is Smiling Tommy Cantrell, formerly of WCHS, Charleston, W. Va.

Skeets Yaney, KMOX, St. Louis, recorded the number, *Before You Break My Heart*, written by Mary Jean Shurtz, Shorty Warren and Chaw Mank for the Town & Country label. Number is published by Mank's Blue Ribbon Music Company, Staunton, Ill.

Nettles Records

Johnny and Jack and the Tennessee Mountain Boys recently recorded Bill Nettles' song, *Too Many Blues* or *Apollo* records, which is the third

recording of the tune—other two a Bullet by Bill Nettles and His Dixie Blue Boys of KMLB, Monroe, La., and a Decca label by Red Foley, *Grand Ole Opry* star, of Nashville. Also the tune has been released by Bourne, Inc., Publishing Company, in counter-sale copies, with title page carrying the picture of Smoky Rogers (member of Spade Cooley's band).

Dan Dedmon, member of the Bill Nettles' Group, has written two tunes that are reportedly well received. They are *Untrue Love* and *I Don't Even Want You (as a Friend)*.

Too Late To Say You're Sorry Now, by Lew Mel, Peggy Ann Munson and Ethel Kustenbarter and published by M. M. Cole Publishing Company, of Chicago, is starting to find a spot on folk tune programs thruout the country.

**Riddle Loses Court
Fight Against IBEW
Location Picketing**

NEW YORK, May 3.—Aifred Riddle, juke box operator, was denied a temporary injunction against the Automatic Music Operators' Association (AMOA) and Local 6 of the International Brotherhood of Electrical Workers (IBEW), the juke box operators' union, Thursday (1) by Justice Daly, of Queens Supreme Court.

Riddle's aim was to stop the union from picketing some locations where he had installed juke boxes. He charged the combination (AMOA and IBEW) was injurious to his trade, was illegal and was operating in restraint of trade.

Sidney H. Levine, general counsel, represented the AMOA, and Samuel Mazansky the IBEW.

**Aero Firm Claims
Corner on Osmium**

CHICAGO, May 3.—The only available supply of osmium, one of the hardest metals known, has been cornered by the Aero Needle Company, according to Paul Bezazian, co-owner and treasurer.

A member of the platinum family, osmium is used by Aero in manufacturing a wear-resistant alloy for use in needle points.

Only known sources of supply of the metal are in Russia, Tasmania and South Africa, according to Bezazian. Russian supplies are unavailable for the American market, he added, and the other two sources have been placed under contract with Aero.

**L. A. Aireon Branch
Moves Headquarters**

LOS ANGELES, May 3.—Aireon Manufacturing Company, headed here by Ed Wisler, Western sales manager, closed its suite of offices at 1027 North Highland Avenue this city Wednesday (30). Smaller offices will be maintained in the same location, however.

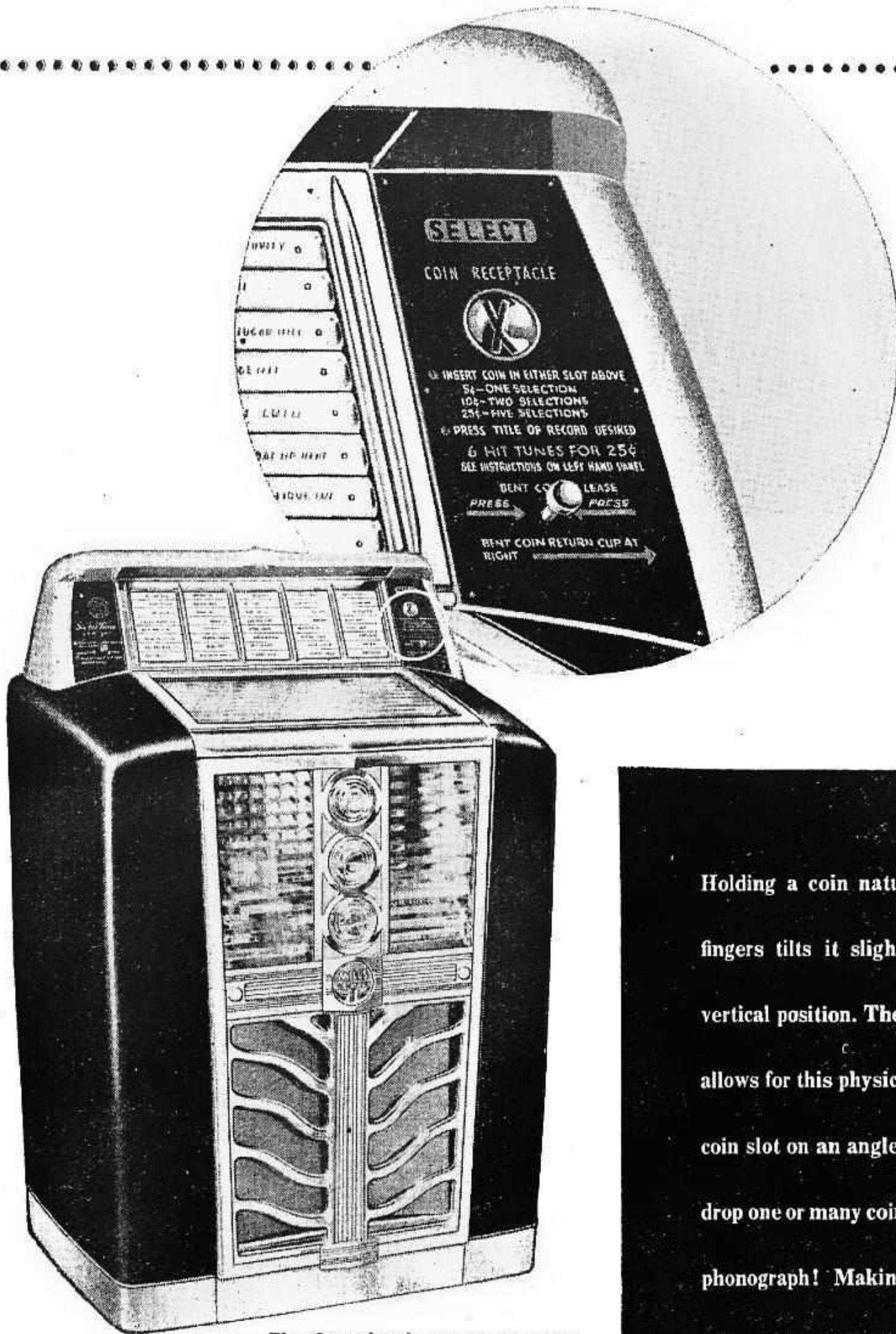
Speaking of the change, Wisler said, "These offices were maintained for the purpose of closing the accounts after the sale of the Burbank plant and, also, the subsidiary, Lewis Electronics, Los Gatos, Calif. The job has been done, so there is no further need for this space. The new offices are more in line with the space I need."

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Not more than 5% Blues or Race Records.
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Holding a coin naturally between your fingers tilts it slightly from an exactly vertical position. The Mills Constellation allows for this physical fact by having the coin slot on an angle, making it easier to drop one or many coins into this X-cellent phonograph! Making it easy to insert coins in the Constellation saves time—which means more money in the box—seconds saved mean more silver for you.

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Master Ordered To Make Report On Penn. Ass'n

HARRISBURG, Pa., May 3. — Thomas C. Zerbe, Harrisburg attorney, has been appointed master in the charter application of the Pennsylvania Automatic Music Machine Operators' Association now pending before Dauphin County Court.

In appointing Zerbe master in the case, President Judge William M. Hargest, of County Court, ordered that Zerbe "inquire and report to the court concerning the lawfulness of the intended corporation."

Previous Action Halted

A previous application for a charter by Music Machine Operators was halted by allegations of the American Federation of Musicians (AFM). Both the Philadelphia and Harrisburg locals of the AFM objected to the charter on the grounds that it did not conform with the provisions of the non-profit charter act.

Earlier petition for charter was withdrawn last February and Edward Friedman, association counsel, has said the new application does not contain features objected to by the unions.

Current petition outlines the purposes of the organization as being "to foster and advance the interests of automatic machine operators . . . to bargain collectively with organized labor unions on rates of pay and hours of work for the employees of the members of the association."

ALBUM REVIEWS

(Continued from page 38)

NEW ORLEANS JAZZ—KID ORY'S CREOLE JAZZ BAND (Columbia C 126)

It's the old-time New Orleans jazz that first blossomed in the Storeyville section that old-time tailgate trombonist Kid Ory brings to this set of six sides. And with such New Orleans greats as Mutt Carey on trumpet and Barney Bigard on clarinet, to which a rhythm section is added, it's all nostalgic tootling reminiscent of the honky-tonks. They never really get going, but then again, they never lose their old-time flavor. Nor does the singing of Helen Andrews and guit' man Bud Scott add anything to the musical appeal of the spinning, altho Kid Ory fares better when singing his *Creole Bo Bo* in French patois. Selections take in everything from *Tiger Rag* to *Joshua Fit de Battle of Jericho*. Hot diskophiles will find these of historical interest, with some merchandising tie for the stores with the forthcoming *New Orleans* movie in which Kid Ory appears. Symbolic trombone figure makes the front cover design, with a picture of Kid Ory and notes on New Orleans music for the inside page.

HAMP'S BOOGIE WOOGIE (Decca 523)

A re-issue of eight Lionel Hampton favorites, packaged to make for bulk selling and serving well for those seeking to fill in their Hamp diskography. Six of the sides standard instrumentals, taking in *Hamp's Boogie Woogie*, *Tempo's Boogie*, *Flying Home*, *Beulah's Boogie*, *Two Finger Boogie* and *Hamp's Walkin' Boogie*. Maestro adds his husky rhythm chanting to *Hey! Ba-Ba-Re-*

Bop and Ridin' On the L and N. Picture of Hamp and album titles makes for the cover design. Most of the sides will serve the music ops for nickel-pull in the music boxes.

WILL BRADLEY—BOOGIE WOOGIE (Columbia C 123)

It's the boogie-woogie dynamics of Will Bradley's band when the trombonist had Ray McKinley beating the drums and bellowing the wordage, plus Freddie Slack fingering the black and whites eight to the bar. Spinning stands the test of time and makes it all the more difficult to figure out why the maestro had to drop his band out of the ork whirl. Four records spin out all familiars, taking both sides of the biscuit for the eight-beat classic, *Beat Me Daddy*; featuring the trio for *Down the Road A-Piece*; the jump-inspiring *Celery Stalks At Midnight* which does not fall in the eight-beat frame; *Scrub Me Mama With a Boogie Beat*, *Boogie Woogie Conga*, *Fry Me Cookie With a Can of Lard* and *Chicken Gumboogie*. Titles and credits grace the cover page with photo of maestro and notes on the boogie music for the inside flap. Most of the sides still spin plenty bright to attract coins along the music box circuits.

FOLK MUSIC OF THE CENTRAL EAST, Vol. 1 (Disc 30)

This is the first in a series of sets to be produced by the label providing the authentic folk music from many countries. This first set of three records is on-the-spot recordings from the Central East section of Soviet Russia. The instrumental music and singing, while hard on the ears, are characteristic of the region where they were recorded, with the result that this ethnic set represents a documentary cultural contribution for the student rather than for the music lover. In fact, the album fairly makes for a textbook. Apart from the Soviet design on the front cover, inside page explains the label's proposed ethnic series and an accompanying booklet on the music and instruments presented in this first set is easier to read than the records themselves.

RODGERS AND HART (Victor P 170)

Eight familiar Rodgers and Hart songs from the hit musicals of this famous tunesmithing team are packaged here. Only there's no real show sparkle to the spinning. Moreover, the singing leaves almost everything to be desired. While comedian Milton Berle has name value for the selling, and Betty Garrett is off the show-stopper behind the footlights, it's something else to hear them sing sight unseen. For *This Can't Be Love* and *Ev'rything I've Got*, which they sing together, it's a fine exposition of nasal harmonies that discourage needling. Nor do they fare any better when Miss Garrett goes it alone for *The Lady Is a Tramp* or Berle allegedly sings with the chorus for *Mountain Greenery*. Vic Damone's tenor voice holds up well for *Manhattan*, but Miss Garrett brings him down. Does himself proud, however, when singing with Marie Greene for *There's a Small Hotel* and for *Falling in Love with Love*, the outstanding spin in the set. Miss Greene polishes off the set with *Here In My Arms*, joined by the chorus. Orchestra and chorus directed by Lehman Engel.

EARL WILD—MELODIC RARITIES OF CHOPIN (Majestic MZ-2)

With a sensitivity for the music of Chopin, Earl Wild, piano soloist with the NBC Symphony, meets the tonal and technical demands for the seven all-familiar Chopin melodies presented on these six sides. These include the *Prelude in D Minor*, *Aeolian Harp Etude*, a medley of the

\$50 Tax Bill Hearing in Ill.

(Continued from page 114)

that operators could now purchase disks for 28 cents, and the music operators present immediately asked for the name of the record distributor who could provide standard pop disks at that price.

Cunliffe explained that the gross income from phonograph routes has been badly misrepresented in the public's mind. He commented that there are some locations which are excellent revenue-producers, but that these are greatly outnumbered by the average location where the operator today is barely able to keep his profit and loss statement in the black.

Would Hurt Production

William M. Taylor, assistant business manager, International Brotherhood of Electrical Workers (IBEW), Local B-713, who said he represented 2,000 workers in coin machine factories in Chicago, told the sub-committee that he believed passage of the bill would mean curtailment of production and results in losses to labor.

Taylor was followed by James T. Mangan, Mangan & Eckland, consulting firm, who said that the "glamour of the coin machine industry misleads many," with the result that the public's idea of profits is misplaced.

James McDonald, business representative of the International Association of Machinists, District 8, who said he represented 3,000 workers in the manufacturing end of the industry, agreed with Taylor, of IBEW, that the proposed tax, if enacted, would force people out of work.

Reaffirms Statistics

Dick Schreiber, coin machine editor of *The Billboard*, reaffirmed statistical information on juke box operations and corrected an earlier statement by the sponsor of the Illinois measure in which it had been implied that Iowa had recently enacted a similar tax on juke boxes and pin games. (Actually, the Iowa measure merely included gross receipts from juke and game operations under the State's existing 2 per cent sales tax act.)

Martin Moran, executive secretary of the Illinois Tavern Owners' Association, stated that an estimated 85 per cent of the juke boxes on location are in taverns. He said that the tavern, which is already suffering business losses, could not afford to lose its juke box, and he cited marginal locations which are already faced with possible loss of their juke boxes because high operating costs make it impossible for operators to keep machines there.

Cites Hardship Factor

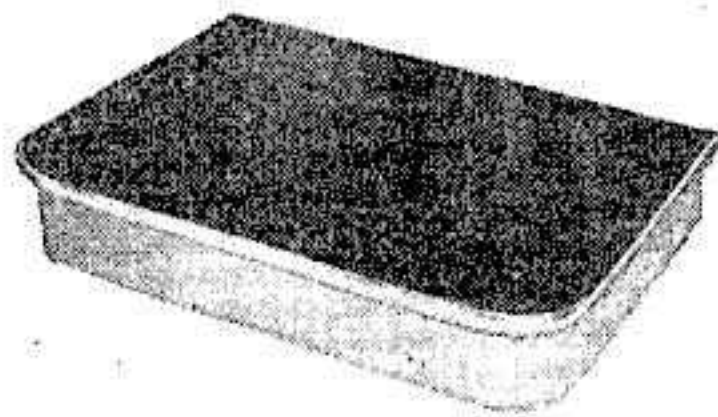
Gordon Sutton, president of Illinois Simplex Distributing Company, Wurlitzer distributors for the area, closed the opponents' arguments to the measure, saying that, if passed, it would cause great hardship to the State's juke box industry. Sutton said that all phases of the business, from manufacturing to operating, would feel the effects of the measure should it be enacted.

Others who argued against the measure included Walter Cromwell, of the Juvenile Protective Association, and Col. Martin H. Foss, representing the corporation counsel's office of the City of Chicago. No spokesman in favor of the measure, except the sponsor, appeared to defend the bill at the hearing.

Butterfly and *Black Key* etudes, *Revolutionary Etude*, and the waltzes in G-flat Major and in E Minor, and all played with artistic skill. Front cover is a title page with photo of Wild and notes on the Chopin music covering the two inside pages.

(Continued on page 138)

BEAUTIFY AND PROTECT YOUR MACHINES WITH THE NEW . . . ULTRA MODERN PEERLESS PHONOGRAPH STANDS



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26" DEEP
6" HIGH

DELUXE UNIVERSAL MODEL ONLY \$19.50

Fits practically all Phonographs—new or used. Brings Selector and Titles up to eye level. Makes machine appear larger. Attracts more play.

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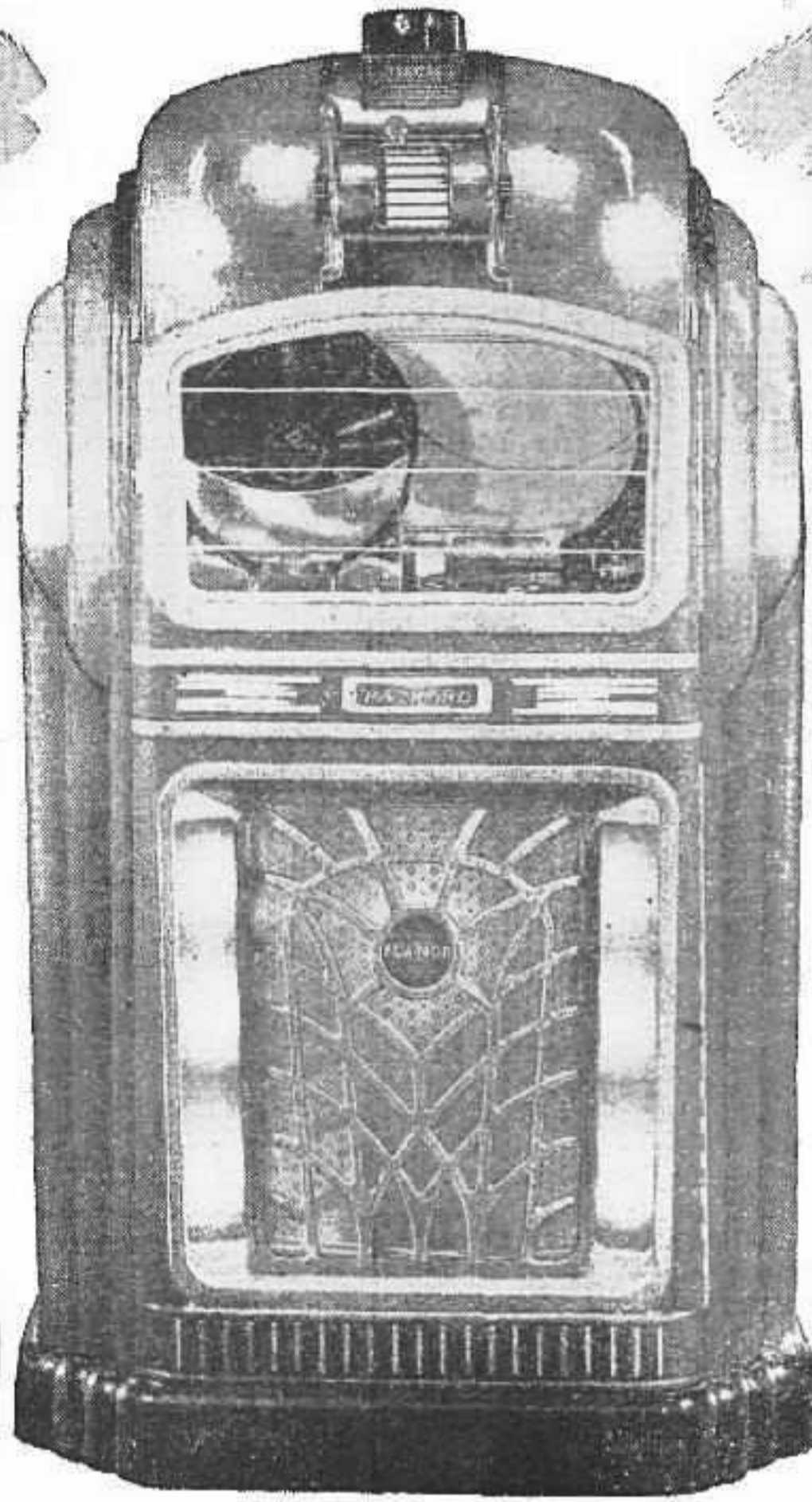
4 Panorams. Ea.	\$250.00	6 125 Wall Boxes. Ea.	\$ 10.00
1 Mills Empress	175.00	9 120 Wall Boxes. Ea.	10.00
1 Seeburg 1465	525.00	1 Rock-Ola Commando	259.00
1 Seeburg Major, RC-ES	210.00	3 Rock-Ola Supers, '40. Ea.	235.00
1 Seeburg Classic	175.00	2 Rock-Ola Masters, '40. Ea.	210.00
1 Seeburg Regal	155.00	2 Rock-Ola Std. Dial. Ea.	179.00
2 Seeburg 12 Record. Ea.	60.00	1 Imperial 20, in Steel Cabinet, With A.D.	125.00
1 Wurlitzer 950	325.00	3 Imperial 20. Ea.	125.00
1 Wurlitzer 600-R	80.00	10 Rock-Ola Model 1501 Wall Boxes. Ea.	7.50
1 Wurlitzer 24	160.00	2 Model 1504 Bar Boxes. Ea.	7.50
3 Wurlitzer C.M. 61, With Stands. Ea.	100.00		
1 412 Wurlitzer	75.00		

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K. C. Juke Operator Sparks Debut Disks For New Label Firm

KANSAS CITY, Mo., May 3.—First releases of a new record label, Melody Lane, are expected to be made here in about three weeks, George G. Gasaway, of Kansas City Music Sales Company, reported.

New label is scheduled to kick off with a quartet of tunes waxed by Jimmy Boutman and His Indiana Drifters, a local hillbilly instrumental trio which has made a hit at Stone Arch Tavern on Van Horn Road here. Idea for dinking the Drifter trio came from George Wormington, operator of Melody Lane Music Company here, but Wormington is reported to have no financial interest in the new label.

Two Disks Already Placed

Two disks of the Drifters, however, have been placed on Wormington's juke box in the tavern, and he reports that play on them has been excellent. In fact, he says, these two platters, which were cut at a local recording studio, launched the idea of the Melody Lane label.

Gasaway reported that masters already have been cut on all four sides. The tunes are *I Told Them All About You* and *Hula Chimes*, which are on the juke at Stone Arch, and *Gone and Left Me Blues* and *Drifter Blues*. Trio, which includes bass and electric and Hawaiian guitars, also vocalize.

Gasaway's firm, which was established about two months ago, will handle distribution as well as cutting and pressing of the disks. Company, which is located at 907 North 18th Street, Kansas City, Kan., is a partnership of Gasaway and Leroy Davidson. It now handles party labels such as Pearl, Good Humor and Courtney. Actual pressing of Melody Lane disks will be done by Star Piano Company at Richmond, Ind., Gasaway said.

ADVANCE RECORD RELEASES

(Continued from page 34)

BORN TO BE BLUE	Cliff Bruner (WON'T YOU)	Decca 46044
CANDLELIGHT AND ROSES	Elton Britt (The Skytoppers) (I WISH)	Victor 20-2269
DREAM TRAIN	Bill Boyd and His Cowboy Ramblers (NEW FORT)	Victor 20-2270
I COULDN'T BELIEVE IT WAS TRUE	Denver Darling and His Smoky Mountain Hillbillies (OLD SHEP)	De Luxe 5036
I WISH YOU THE BEST OF EVERYTHING	Elton Britt (The Skytoppers) (CANDLELIGHT AND)	Victor 20-2269
I'M COUNTING THE DAYS	Hank Penny (STEEL GUITAR)	King 528
IT RAINED DOWN SORROW	Capitol Hillbillies (Tommy Summers) (OUT OF)	Super Disc 1035
(You Say) IT'S ALL OVER NOW	Cliff Carlisle (STAY AWAY)	King 529
IT'S TOO LATE TO CHANGE YOUR MIND	Jack Guthrie and His Oklahomans (YOU LAUGHED)	Capitol 406
KEEP THEM COLD ICY FINGERS OFF OF ME	Pee Wee King and His Golden West Cowboys	Victor 20-2263
KENTUCKY WALTZ	Pee Wee King and His Golden West Cowboys (KEEP THEM)	Victor 20-2263
MISSISSIPPI GAL	Sam Nichols (Melody Rangers) (NOBODY'S FOOL)	MGM 10015
MY LITTLE BOY BLUE	Buchanan Brothers (Georgia Catamounts) (MY LOVELY)	Victor 20-2264
(Don't Cry) MY LOVELY ISLAND BABY	Buchanan Brothers (Georgia Catamounts) (MY LITTLE)	Victor 20-2264
NEW FORT WORTH RAG	Bill Boyd and His Cowboy Ramblers (DREAM TRAIN)	Victor 20-2270
NOBODY'S FOOL	Sam Nichols (Melody Rangers) (MISSISSIPPI GAL)	MGM 10015
OLD SHEP	Denver Darling and His Smoky Mountain Hillbillies (I COULDN'T)	De Luxe 5036
OUT OF SIGHT, OUT OF MIND	Capitol Hillbillies (Tommy Summers) (IT RAINED)	Super Disc 1035
PO' FOLKS (All the Time)	Roy Acuff and His Smoky Mountain Boys (Roy Acuff) (THERE'S A)	Columbia 37345
ROLY POLY	Denver Darling and His Smoky Mountain Hillbillies (TENNESSEE CENTRAL)	De Luxe 5034
SOMEDAY YOU'LL KNOW	Bennie Hess (Texas Dandies) (YOU JUST)	Black & White 10018
*SPARKLING BLUE EYES	Bill Carlisle's Kentucky Boys (WABASH CANNONBALL)	Decca 46045
STAY AWAY! DON'T BOTHER ME!	Cliff Carlisle (IT'S ALL)	King 529
STEEL GUITAR STOMP	Hank Penny (I'M COUNTING)	King 528
TENNESSEE CENTRAL (Number 9)	Denver Darling and His Smoky Mountain Hillbillies (ROLY POLY)	De Luxe 5034
THERE'S A BIG ROCK IN THE ROAD	Roy Acuff and His Smoky Mountain Boys (Roy Acuff) (PO' FOLKS)	Columbia 37345
THINGS ARE GONNA BE DIFFERENT	Cowboy Copas (THREE STRIKES)	King 605
THREE STRIKES AND YOU'RE OUT	Cowboy Copas (THINGS ARE)	King 605
*WABASH CANNONBALL	Bill Carlisle's Kentucky Boys (SPARKLING BLUE)	Decca 46045
BOB WILLS ROUND UP ALBUM	Bob Wills and His Texas Playboys	Columbia C-128
Big Beaver		Columbia 37308
I Can't Go On This Way (Tommy Duncan)		Columbia 37307
Miss Molly (Leon McAuliffe Trio)		Columbia 37309
New San Antonio Rose (Tommy Dunnean)		Columbia 37306
Roly-Poly (Tommy Duncan)		Columbia 37309
Take Me Back to Tulsa (Tommy Duncan)		Columbia 37307
Time Changes Everything (Tommy Duncan)		Columbia 37308
Trouble in Mind (Tommy Duncan)		Columbia 37306
WON'T YOU MEND MY ACHING HEART	Cliff Bruner (BORN TO)	Decca 46044
YOU JUST WON'T DO	Bennie Hess (Texas Dandies) (SOMEDAY YOU'LL)	Black & White 10018
YOU LAUGHED AND I CRIED	Jack Guthrie and His Oklahomans (IT'S TOO)	Capitol 406
RACE		
A THOUSAND TIMES A DAY	Joe Alexander (Dave Cananaugh Ork) (I'LL STRING)	Capitol 407
BABY, IT'S FUN	Jack McVea and His Door Openers (HANG-OVER)	Black & White 811
BLUES IN "C" MINOR	Wilbert Baranco Quartet (LIL' VICTOR'S)	Black & White 120
BLUES WITH A FEELING	Rabon Tarrant (Jack McVea and His Door Openers) (SLOWLY GOIN')	Black & White 119
DEAD MAN'S BLUES	Phil Moore Four (Phil Moore) (EH, BABY)	Black & White 820
DON'T DRIVE THIS JIVE AWAY	Estelle Edson (Oscar Pettiford and All Stars) (GOODY GOODY)	Black & White 840
DOWN THE ROAD A PIECE	Al (Stomp) Russell Trio (Doc Bosso-Al Russell) (SHY ANN)	De Luxe 6002
EH, BABY	Phil Moore Four (Phil Moore) (DEAD MAN'S)	Black & White 820
GOODY GOODY BABY	Jo Evans (Maxwell Davis Ork) (DON'T DRIVE)	Black & White 840
GET UP THOSE STAIRS, MADE-MOISELLE	Big Three Trio (LONELY ROAMIN')	Bullet 274
GO TO SLEEP, LITTLE BABY	Cecil Gant (MY, MY)	Bullet 265
HANGOVER	Jack McVea and His Door Openers (BABY IT'S)	Black & White 811
HEY JOHN! (Keep Your Glasses On)	Delta Rhythm Boys (I'M AWFULLY)	Victor 20-2271
HEY, SWEET POTATO	Buddy Johnson Ork (ONE THING)	Decca 48028
I GOT A LYIN' WOMAN	Wynonie Harris (Oscar Pettiford Band) (REBECCA'S BLUES)	Apollo 387
I WANT TO BE LOVED (But Only By You)	Lionel Hampton and His Hamptonians (LIMEHOUSE BLUES)	Decca 23879
I'LL STRING ALONG WITH YOU	Joe Alexander (Dave Cananaugh Ork) (A THOUSAND)	Capitol 407
I'M AWFULLY STRONG FOR YOU	Delta Rhythm Boys (HEY, JOHN!)	Victor 20-2271
JACK, YOU'RE DEAD	Steve Gibson (The Red Caps) (SAN ANTONIO)	Mercury 8038
LIL' VICTOR'S BOOGIE	Wilbert Baranco Quartet (BLUES IN)	Black & White 120
LIMEHOUSE BLUES	Lionel Hampton Quartet (I WANT)	Decca 23879
LONELY ROAMIN'	Big Three Trio (GET UP)	Bullet 274
MELLOW POT BLUES	Buster Bennett Band (Buster Bennett) (SIGNIFYING WOMAN)	Columbia 37346
MY, MY, MY	Cecil Gant (GO TO)	Bullet 265
ONE THING I NEVER COULD DO	Buddy Johnson Ork (HEY, SWEET)	Decca 48028
REBECCA'S BLUES	Wynonie Harris (Oscar Pettiford Band) (I GOT)	Apollo 387
SAN ANTONIO ROSE	Steve Gibson (The Red Caps) (JACK, YOU'RE)	Mercury 8038
SHY ANN	Al (Stomp) Russell Trio (Doc Bosso-Al Russell) (DOWN THE)	De Luxe 6002
SIGNIFYING MONKEY	Big Three Trio (YOU SURE)	Bullet 275
SIGNIFYING WOMAN	Buster Bennett Band (Buster Bennett) (MELLOW POT)	Columbia 37346
SLOWLY GOIN' CRAZY BLUES	Rabon Tarrant (Jack McVea and His Door Openers) (BLUES WITH)	Black & White 119
YOU SURE LOOK GOOD TO ME	Big Three Trio (SIGNIFYING WOMAN)	Bullet 275

*Re-issue.

MAPE'S BETTER BUYS!

PHONOGRAPH
 Replacement Plastics
 for all popular Phonograph Models. Guaranteed perfect fit. Write for prices.

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 Super Bonus Bells
 Singles, two-ways, three-ways. Slightly used, refinished. Write for prices.

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SEEBURG Baromatics, 5, 10, 25¢. Wireless	\$34.50
SEEBURG Baromatics, 5, 10, 25¢. 3-Wire	29.50
SEEBURG Wallomatics, 5¢. Wireless	27.50
SEEBURG Wallomatics, 5¢. 3-Wire	24.50
PACKARD Wallboxes (used)	24.50
BUCKLEY Chrome Boxes	17.50
BUCKLEY Chrome Boxes	15.00

FEATURE ITEMS

PICKUP COILS (for all Seeburgs exc. Hitones)	\$ 1.50
FIBRE INSERTS (for Seeburg Wall Boxes) Sets each, 25¢—Minimum Order, 10 sets	2.50
SEEBURG Wall Box Covers. Cream or Brown	4.95
FIBRE Main Gears (Wurlitzer or Seeburg)	3.25
Lots of 10, \$2.75. Quantity Lots	2.50
B-3 CRYSTAL PICKUPS, Dated, Rock or Mills	2.75
FLOCKING KITS (Includes Gun, Ivory and Brown Felt Flock, Undercoats, Thinner, Brush, Instructions). Dealers' Net	6.45
STAPLE DRIVER (Walsco). Dealers' Net	4.25

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For Wurlitzer-Seeburg Phonos. Ea. \$22.50
 110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.

PLASTIC SHEETS

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 SAN FRANCISCO
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All Merchandise TRIPLE-WARRANTED by Pacific Coast's Largest Distributor of Coin Operated Equipment

New York:

John Hopkins, of J. & H. Music Company, and Al Miniaci, of Paramount Music Company, are expecting to become fathers soon. . . . Barney Schlang, manager of the Automatic Music Operators' Association (AMOA), gave a party Wednesday (30) for the first birthday of his daughter, Judith Carolyn.

Herman Silver, Empire Automatic, left Friday (2) for a short vacation up-State. . . . Ben Chicofsky, of Ben-Ray Music Company, is fully recovered from his illness. . . . Sal Trella, Elkay Music Company exec. and secretary of Automatic Music Operators' Association, has left for his third trip to his winter Florida home. . . . Bill Goetz, of Capitol Music, is back from Florida until fall. . . . George Connors, of Connors Music, is laid up with ulcers.

Coin-operated lockers in the coaches of the Lackawanna Railroad are reported doing a good biz. Not only do travelers check their bags in the lockers, an official states, but "they check their coats and hats when they want to go to the diner or club car."

Max Levine, Scientific Machine Corporation, rated a big hand after his talk at last week's Victory Lodge (B'nai B'rith) executive board and committee meeting, according to Al Bloom, Speedway Products prexy, and Max Factor, Brooklyn operator. . . . Bill Rabkin, president of International Mutoscope and chairman of the Automatic Coin Machine Division of the 1947 campaign of the United Jewish Appeal (UJA) of Greater New York, will head a luncheon meet of coinmen on behalf of UJA Thursday, May 8, at 12:30 p.m., in the Champs Elysees.

Al Schlesinger, Square Amusement, Poughkeepsie, N. Y., played (See NEW YORK on page 124)

Buffalo:

Edward Britt, music operator, Lockport, N. Y., is expected back soon from Arizona, where he spent the winter. Britt's routes were run by Homer Furey during his absence. . . . Mr. and Mrs. Lewis, Tonawanda, N. Y., are expecting a visit from the stork very soon.

Redd Distributing Company has added a new sales promotion and advertising manager, Sam V. Parlato. Sam used to be a drummer with Benny Goodman's band and played percussion here with Buffalo Philharmonic Orchestra. Redd is planning a big promotion campaign for the music operating trade, tied in with Wurlitzer's national campaign of distributing bar displays, neckties (for bartenders), decals, etc.

Lew Wolf Enterprises had an impressive window display of Packard's Musical Bar, which may be set up to operate with coins. Two models were exhibited for the first time in this area at Buffalo and Rochester Sportsmen's Shows. . . . Earl Snyder, of Empire Vending Company, who now lives in California, where he also has large routes, was a recent visitor here for about two and a half weeks checking on the local set-up and renewing acquaintances. Charles Broderick takes charge of Earl's local routes, which include cigarette and music machines.

Mr. and Mrs. Bob Miller were involved in an auto accident recently, and despite being hurled on the pavement escaped with minor injuries. They are now well again and back in circulation. . . . Jim Blakeslee, Iroquois Amusement Company, is doing some jobbing of amusement games now, besides operating. . . . Frank J. Bradley, well-known candy operator, who owns Automatic Equipment Company, has a big schedule cooked up and is wading into it. . . . John R. Zimmerman, who specializes in penny peanut machines, is praising the value of gas station locations these days.

COINMEN YOU KNOW

Los Angeles:

Bill Schrader, head of Allite Manufacturing Company, Inc., is putting the manufacture of Strikes 'n' Spares on an assembly line basis, with production to run over 500 machines per month when the plant is in full force. Allite has 15,000 square feet of manufacturing space. Employees are now being trained in the wiring of the machine. Jack Nelson, of Chicago, was recently named to head the sales end of the business. . . . Fred Allen, Bakersfield, was looking over equipment on coin row.

Joseph Duarte, of Badger Sales Company, is readying his files preparatory to launching a drive for export business. . . . Niles Smith a buyer from Oildale. . . . Golden Williams will soon move from California Amusement Company in San Diego to the M. S. Wolf Distributing Company in Los Angeles. . . . Ben Korte, Glendale operator, still discussing his trip to South America. . . . A. J. Fox, of San Diego, visited the city in connection with his amusement and vending machine business. . . . Tony Parina, of San Diego, back East on business. . . . B. N. Hart, of Los Angeles, making the stops along West Pico.

Al Bettelman, of C. A. Robinson Company, reports that the open house held for the Jennings line drew many congratulatory messages. . . . C. Sharpsteen, of Warren, Ariz., was in town for his regular buying trip. . . . Out-of-town visitors during the week included D. D. B. Brymer and E. E. Simmons, both of Paso Robles. . . . Barney Fishman, who has Sportland in Ocean Park, has opened another arcade on the pier. He is still (See LOS ANGELES on page 125)

Phoenix:

Franklin A. and Ernest V. Stricker, of Stricker Brothers, 135 South Fourth Avenue, Tucson, have taken over the peanut, gum and cigarette routes owned by Paul Devereaux. . . . H. C. Denny and Frank Mariscal have sold the C.A.C. Music Service, Claypool, Randal T. Sullivan, Blake K. Upshaw and O. A. Simpson are the new owners.

Phoenix Distributing Company, which distributes vending machines in Arizona, Southern California, New Mexico and parts of Texas, was purchased by James Kelly from M. W. McBroom. McBroom is moving to Chicago. Kelly was formerly sales manager of Brown and Bigelow Company, Minneapolis. Paul E. Erickson has opened Arizona Tradio Sales, will handle coin-operated radios manufactured by Tradio Company, Asbury Park, N. J.

Kansas City:

J. Renz Edwards is back on the job of Cigarette Service Company for a few hours each day. Altho, he must still take it easy, he was able to attend the National Association of Tobacco Distributors' convention held in Chicago. R. I. McBee, manager of Cigarette Service, reports a pick up in sales the past week. The upswing was in all locations, and the reason, says McGee, must be the warm weather and everybody feeling better.

L. P. Donohue, of Confection Service Company, has just returned from a trip thru Illinois, Missouri and Kansas. He reports that Joe Mills, of Kennet, Mo., has set up a new candy vending operation there. Mills is also in the wholesale candy business and the new vending operation is a natural.

William Betz, of W. B. Novelty Company, St. Louis, was in last week for a confab with Harry Silverberg, of W. B. Music Company. . . . Reed Whitney, district manager of the Seeburg factory, is expected in this week and he and Silverberg will make a tour of the territory. . . . And that nice office girl at W. B., Barbara Walberg, has become engaged. The lucky man is Irwin Burstein. Wedding bells will ring in the fall.

K. D. Smith, of Coin-O Amusements, St. Joseph, recovered his new Maizie pin game, lost from the truck between K. C. and St. Joseph several weeks (See KANSAS CITY on page 125)

Detroit:

Joseph Budjack, who is developing the new Charact-O-Graph, has left for a long stay in Texas. . . . G. M. Copeland, owner of the Band Box Music died suddenly. He was formerly an operator of a postage stamp vender route and in recent years entered the juke box field here.

Mrs. Harry D. Ryther will continue to operate the Detroit Amusement Company, music machine operation, founded by her husband who died a few months ago. Thomas Ayotte is remaining as active manager of the business. . . . Gordon McBain, former peanut and gum machine operator, has returned to the city after nearly a year's absence, and is continuing development work on a new book match vender he is designing for production.

Joseph Gautherat, formerly with the Wayne County sheriff's office, has opened a small juke route under the name of Gautherat Music Company. Gautherat is operating in scattered suburban locations, and may later (See DETROIT on page 127)

Chicago:

Nate Gottlieb, of Dave Gottlieb & Company, reports as visitors this week Lou Wolcher, Advance Automatic Sales Company, San Francisco, and Ed Heath, Heath Distributing Company, Macon, Ga. . . . World Wide Distributors has lost Al Stern to the road for a week. Al left Chicago by plane May 1 and flew to Kansas City. He intends to contact operators also in St. Louis and Des Moines before returning. Meanwhile the business is being guided by Wallace Fink, who is being ably assisted by Mary Lennon. Al says Mary is one gal who is tops in efficiency and often burns the midnight oil in the World Wide offices.

Frank Mercuri, Exhibit Supply Company, says the firm's offices and showrooms have been newly decorated. . . . Bell-O-Matic Corporation's Grant Shay lists as visitors Fred Davis, Newcastle, Ind.; J. H. Wagner, Cedar Rapids, Ia.; Frank Averkamp, Clinton, Ia., and George Coleman, Rockford, Ill. Another operator, Charlie Davis, of Albuquerque, N. M., came in to pay a return call on the firm's sales department member, Johnny Kelley.

Visitors at United Manufacturing Company's plant this week included H. W. Shaw, Mid-State Distributing Company, Fairmont, W. Va.; Lou Wolcher, Advance Automatic Sales Company, San Francisco, and Chicagoans Morrie Ginsberg, Vince Murphy and Gil Kitt.

Joe Kline, Atlas Novelty Company, reports Nate Feinstein is doing a fine job in Mexico. Joe says Nate should be back in Chicago about May 10 and is looking forward, with the rest of the Atlas boys, to seeing him again. In his travels about Mexico, Nate reports that he has found the country very coin machine minded. . . . Murray Rosenthal, Coinex Corporation, says Herman Friedman, firm salesman, left for Iowa April 28 and already has turned a number of orders into the office. Murray claims Ida Brotman, secretary, is the instigator of all the vacation talk about Coinex.

James H. Martin & Company, vic sales manager George Solar, informs us that its general offices are being remodeled. George also says a model record shop is being built adjoining the offices; both jobs will be completed in about a week. Fran Jackson, Martin publicity manager, celebrated a birthday April 29 with a big party in the firm's offices. Fran received (See CHICAGO on page 126)

Indianapolis:

H. R. Nash has been appointed sub-district distributor in the Northern third section of the State for Rock-Ola juke. Headquarters are in Ft. Wayne, Ind. Another recent Rock-Ola distributorship appointee is Carl J. Spies, who will cover the Southern third district of Indiana and is located in Evansville, Ind., according to Peter Stone, of Indiana Automatic Sales Company, Rock-Ola distributor for the State. Stone says new '47 Rock-Ola is now on display at showrooms of Indiana Automatic.

Kyle Herder, manager of Brandt Distributing Company, reports April as the best month for business so far this year. "Sales of Wurlitzer equipment have been very satisfactory," he said. Herder thinks future prospects are also good. R. E. (Dick) Wagner, Southern sales representative for Brandt, has just returned from a business trip over his territory and claims conditions good with business on the upturn.

Harry Vich, Richmond, Ind., operator, was on coin row this week buying new equipment. . . . O. M. Daily, Newcastle, Ind., was another operator visiting distributors and buying equipment.



INFORMAL DINNER party after Peoria, Ill., showing of Bally Rocket, sponsored by Coven Distributing Company. Left to right: Mrs. Richard Frasco; Al Koppasch and Bob Schaefer, both with Coven; Mr. and Mrs. Woods, Richard Frasco, and Mr. and Mrs. L. T. Sprague.

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Big Time\$25.00	Legionnaire\$37.50	Stars\$ 47.50
Bolaway 45.00	Majors '41 37.50	Strip Tease ... 50.00
Bosco 49.50	Monicker 39.50	Superliner 179.50
Champ 32.50	Mystic 49.50	Ten Spot 37.50
Click 37.50	Seven-Up 37.50	Topic 45.00
Gold Star 29.50	Sky Ray 29.50	Towers 39.50
Horoscope 39.50	Slugger 37.50	Velvet 29.50
Jungle 39.50	Snappy 35.00	Victory 47.50
Knockout 69.50	Star Attraction .. 39.50	Venus 39.50

3 LATE PHOTOMATICS
VERY CLEAN \$650.00 each

SPECIALS:

Mills Panoram	\$295.00
Play Golf	125.00
Sky Fighter	125.00
Total Roll	295.00

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Growing Steadily Ever Since!

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

COINMEN YOU KNOW

New York:

(Continued from page 123)
most almost every day last week to large groups of coinmen who wanted to visit the plant and give Sportsman's Roll a look-see. Recent visitors included J. Newton Eager, Middletown, N. Y.; Joe Hannan, Manhattan coinman; Bob Lawrence, Albany, N. Y.; John Wilson, Newburgh, N. Y., and Gordon Browne and Teddy Rubenstein, of Beacon, N. Y.

Ed Ravreby's New York City Amusement Arcade was held up last week by two thugs. . . . Action on revised city council bill Number 241 is expected in a few weeks. . . . National Association of Amusement Owners' president, McKim (Mac) Smith, reports veterans' mechanic school program well under way and headed for a successful group of sessions, as far as the trade is concerned. . . . Mike Rheims, Dallas game machine operator, is in town visiting friends.

Nat Cohn and Earl Winters, Modern Music Corporation executives, have their hands full taking care of the ops coming in and looking over the new Mills juke box. . . . W. L. Keets, Los Angeles coinman, was a visitor last week to Harry Berger's West Side Distributing Corporation showrooms. . . . Dave Lowy, of Dave Lowy & Company, reports export biz is still gaining. . . . Sidney Jacobs and Arnold Robinson have formed a new vending machine operating firm in Long Island. Firm name is still uncertain, but they have decided to operate milk and ice cream venders. . . . Ice cream vending machines are becoming harder and harder to get.

Al Liebman, Electromaton, Inc., president, is about set to spring a new game machine. . . . Coin-operated coffee venders are being talked about by operators these days more than any other new type of coin-operated machine. . . . LeRoy Stein, Music Guild of America executive director, has been busy writing reports since his return from his Midwestern biz trip.

Article in the May issue of Science Illustrated with four pages of coin machine pictures, credits Vend magazine and The Billboard for help. . . . Robert Rosenfield and Al Hartman, both Florida coinmen, are in town. . . . Paul Freid, up-State coinman, was one of the late visitors to coin machine row last week. . . . Oliver Gould, former Manhattan op, is reported operating a route of music machines in the Indianapolis area.

Roy Torr, of the firm of the same name in Lansdowne, Pa., was in town last week looking over the ground for some of his future plans. . . . Jerry Golumbo, of J. J. Golumbo & Company, Boston, reports that his new headquarters' open house party last week was a huge success. Over 500 ops and celebrities were present. Among those attending were Ray Dorsey, Larry Green, Eddy Howard and Mike Riley.

STANDARD METAL TYPERS

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

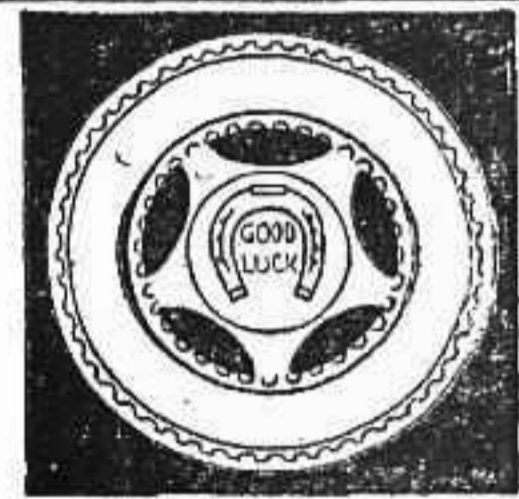
EXPERT REPAIR SERVICE

FINEST QUALITY METAL TYPER DISCS

Priced from \$7.50 Per 1,000

NEW COLORED DISCS

NOW AVAILABLE Guaranteed to increase your receipts. WRITE FOR SAMPLES AND PRICES.



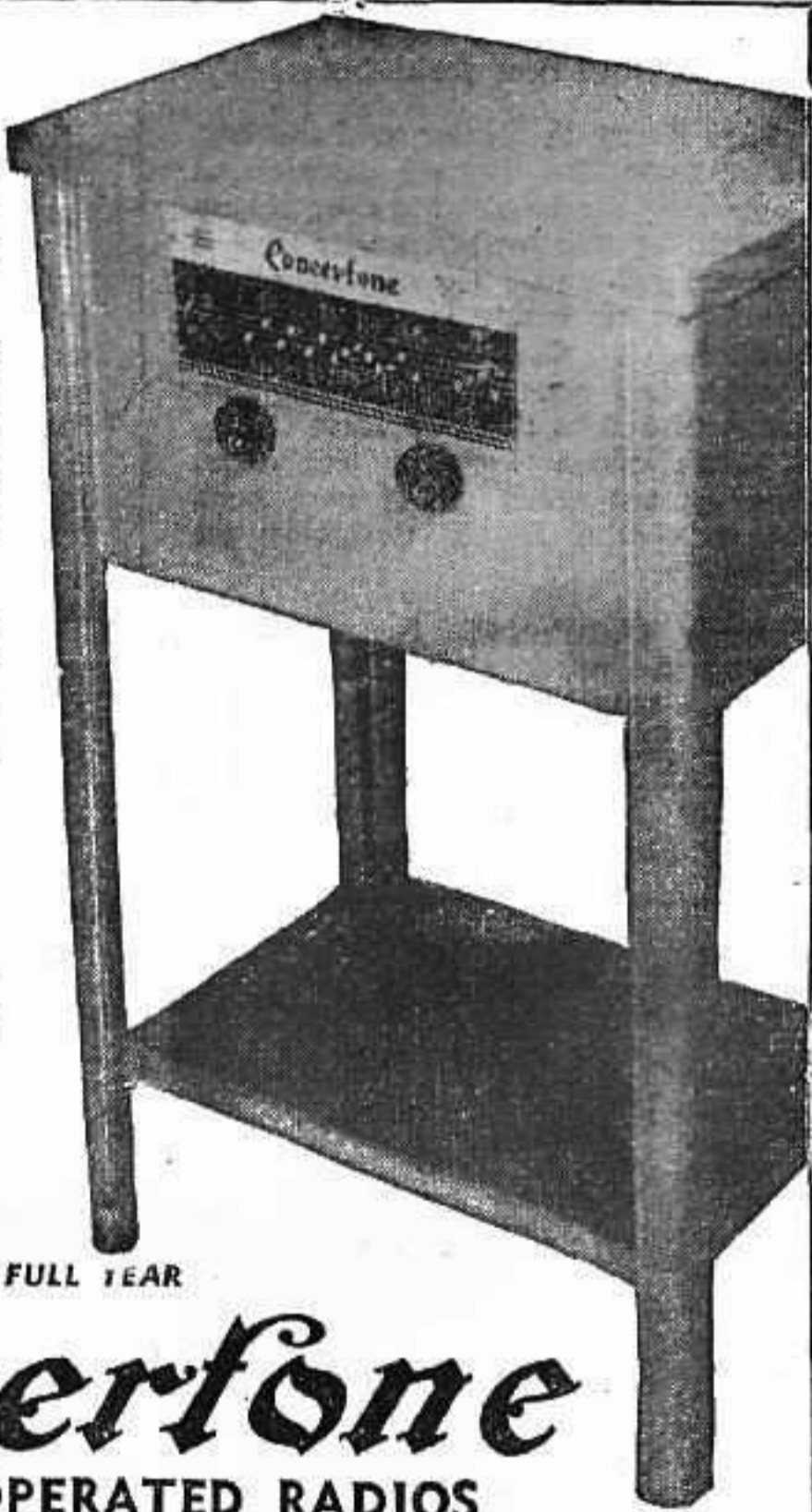
STANDARD SCALE CO.

715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.

I HEREBY GUARANTEE

the following:

1. YOU CAN'T JAM SLOT WITH ANY COIN OR SLUG.
2. DELIVERY NOW ON ANY ORDER.
3. A BETTER DEAL. A LOWER PRICE.
4. GETS MORE STATIONS.
5. TONE IS MORE MELLOW.



than any other COIN RADIO signed:

GOTT RADIO MFG. CO.
6517 WEST BLVD., INGLEWOOD, CALIF.

DISTRIBUTORS, ATTENTION!
Territories Open

GUARANTEED ONE FULL YEAR

Concertone
COIN OPERATED RADIOS

PUNCHING BAG BLADDERS

Seamless Heavy Rubber Inflates to 14 Inches — Will Fit Any Bag, Easily Patched — Will Not Split.

Guaranteed Better Than Any Bladder You Have Ever Used.

- 1 BLADDER\$1.50
- 6 BLADDERS\$7.50
- 12 BLADDERS ...\$12.00

N. R. GLASS 1220 S. 5th St., Philadelphia 47, Pa.

4-1946 MODEL BUCKLEY TRACK ODDS

Used Three Weeks, Latest Model, Twin Tube. Guaranteed Like New.

\$795.00 each

1/2 Certified Deposit Must Accompany All Orders.

HEATH DISTRIBUTING CO.

Phone 2681-2682
217 Third St. Macon, Georgia

RAY GUN OPERATORS

"BAG-A-BUNNY" IS A HONEY!

A Conversion Unit for your Seaburg Guns That will make you \$\$\$\$ Money!



FEATURES 2 MOVING TARGETS!!

Complete, Ready for Installation on Location. Order Today! — Price Only

\$39.50

COIN AMUSEMENT GAMES, INC.

1335 E. 47TH ST., CHICAGO 15, ILL.

FOR SALE

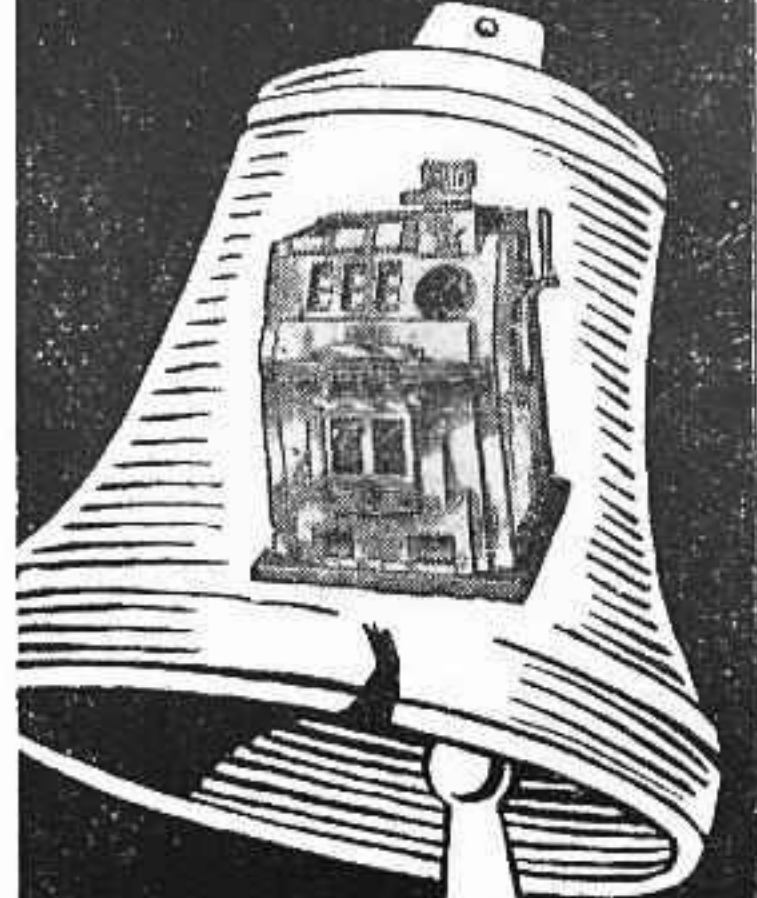
REFINISHED, RECONDITIONED, IN A-1 CONDITION, READY FOR LOCATION:

10 Mills, 123's (with Spinner)	\$ 55.00
3 Flat Tops	90.00
3 Laura	90.00
1 Wagon Wheel	109.00
2 Streamliners	85.00
3 Canteens (conv.)	90.00
5 Stage Door Canteens (Only slightly used)	135.00
1 Oklahoma	90.00
1 Trade Winds	125.00
1 Surf Queen	99.50
1 Chicago Coin Goaleo	250.00
1 Record Time, F.P.	75.00
1 Dark Horse, F.P.	65.00
1 Sport Special, F.P.	75.00

TERMS: 1/3 DEPOSIT WITH ORDER

TEXAS NOVELTY CO.
1724 R. Congress Ave., Austin, Texas

PACE
The **BIGGEST**
NAME in BELLS



Deluxe
Chrome Bells
5¢ - 10¢ - 25¢ - 50¢ - \$1.00

PACE
MFG. CO. INC.
2909 INDIANA AVE. CHICAGO, ILL.

Kansas City:

(Continued from page 123)
ago. A farmer found it lying on the highway and dropped a postcard to W. B. Music, whose name was on it. They in turn notified Coin-O Amusements. Broken glass was the only damage.
Irvin Weiler, of Consolidated Distributing Company, reports the Rock-Ola show held last week in Wichita was well attended. Jerry Adams, one of Consolidated's salesmen, stayed over to call on the trade in that area. Weiler is all set to fly to Chicago this week and promises some "very interesting" news when he returns. Maynard Todd, Rock-Ola factory representative, spent the past week greeting callers at consolidated.

This year, Nick Evola, of Paramount Music Company, is shooting the golf course with his 16mm. movie camera as well as with clubs, and making nice shots with both. Evola scores in the low 70's, and when he whittles that down into the 60's he'll quit work, he laughs. Right now, tho, Paramount's personnel is "working like dogs," and the refrigeration line, recently added to the business is going swell. Fellow coinman and golfer, Frank Fasone, of Acme Candy & Tobacco Company, and Evola have their first contest of the season scheduled for the week-end.

Numerous Kansans were in to call on the trade the past week. Among them were Lee Hughes and Fred Meader, Ottawa; T. J. Massa, of Royal Music Company, Galena; Harvey Taylor and Paul Chance, Topeka; Don Evans and Frank Tosche, of Emporia Novelty Company, Emporia; John Williams, of General Novelty Company, Chanute; Joe Sheldon, of Cardinal Service Company, Garnett; John Emick, of Lawrence, and M. C. Mueller, of Mueller Specialty Company, Wichita.

Visiting coinmen from out in the State included Paul Compton, of Automatic Music Company, Joplin; John H. Fling, of Brookfield; Ben Baier, of Midland Music Company, Nevada; M. E. England, of Purdy, and O. K. Getty, of Lebanon.

Carl Hoelzel, of United Amusement Company, was off for a business trip to Texas and other Southern States last week. . . . And Fred Lamb, of Automatic Coin Machine Company, and his wife, Maryanne, are happy they have finally found an apartment. Even tho it is located in Mission, Kan., Lamb is able to get to work in Missouri in 15 minutes and it used to take 45 when he lived in Missouri.

Al Stern, of World-Wide Distributors, was down from the Chicago office a few days last week to check up on the K. C. office. Stern was singing praises of Virginia Carson, his tall blonde office girl, for the way she handles the officer office here while he is in Chicago. There are plenty of pin games at World-Wide, says Stern, and quick delivery.

Cincinnati:

Harry Hester, B & H Vending Machine Company, returned from a week's vacation at Dillsboro, Ind. Harry is the new vice-president of Automatic Phonograph Owners' Association (APOA). . . . Jerry Levy is in the Jewish Hospital where he recently underwent an operation. APOA members regret to hear of Jerry's illness and wish him a speedy recovery. . . . Phil Kennedy, legal counsel for APOA, is convalescing at his home after an operation on his eyes. Association members also hope for a quick recovery for Phil.

Los Angeles:

(Continued from page 123)
operating his store fixture manufacturing plant. . . . R. Post, of Glenwood, renewing acquaintances along Pico. . . . Paul Slaughter, who has Canteen Service in San Diego, puts in a long day. In fact, he starts out at five in the morning.

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

BEWARE!!!
"TALKING GOLD"
PLASTIC GRILLE CLOTH
IS BEING IMITATED
With Genuine "Talking Gold" you are assured of . . .

- Full Brilliant Color
- No Tarnish
- No Rub Off
- Perfect Tone
- Maximum Volume

"TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	\$2.40	Casino	\$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95

ROCK-OLA
Standard \$2.55

If your model is not listed above, write for further information.

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

SPEEDWAY PRODUCTS, INC.
502 W. 45th ST.
N. Y. 19, N. Y.

AL BLOOM
President

Tel. LOngmeadow 5-0371

LET THIS TRUCK DO YOUR WORK

JUST RELEASED
Brand new steel stools that will serve a thousand uses

Lighten your bar with these famous stools for added comfort that means added profits. The ideal work stool for the shop, convenient in the home, extra enjoyment at your pin game locations.

LIGHT
Weighs only 24 pounds.

STRONG
Hundred pound weights mean nothing to this sturdy, well balanced truck.

INEXPENSIVE
Built by one of America's largest manufacturers, mass production makes this low price possible. 44" high, all welded steel construction, 5" Solid Custom Rubber Wheels. Excellent to take along for store deliveries.

ONLY \$8.95 EACH
(\$7.85 in Lots of 6)

CLARK INDUSTRIAL EQUIPMENT COMPANY
RIDGE AVE. and SPRING GARDEN ST. PHILADELPHIA 23, PA.

ONLY \$4.95 EACH
\$4.85 Quantities of 70
4.25 Quantities of 25
4.00 Quantities of 100

FOR SALE

1 ROCK-O-BALL SKEE BALL ALLEY, 14'	\$150.00 Ea.
2 BOWLETTE SKEE BALL ALLEYS, 14'	135.00 Ea.
2 SKILL BOWL SKEE BALL ALLEYS, 14'	135.00 Ea.
10 A.B.T. BIG GAME HUNTERS	32.50 Ea.
25 NEW MALLORY RECTIFIERS, F20HIP	1.90 Ea.

WANT TO BUY
TEN STRIKES, SEEBURG RAY GUNS, Ten Strike High Dial Scoring Units, Seeburg Ray Gun Parts.

RELIABLE SKEE BALL CO.
2512 IRVING PARK RD. CHICAGO 18, ILL.

AMUSEMATIC LITE LEAGUE
CLEAN AS NEW \$149.50

UNITED REVAMPS
Trade Winds, Oklahoma, Arizona, South Seas, Streamliner. \$89.50 Ea.

SOUTHERN AMUSEMENT CO., 628 Madison, Memphis, Tenn.

FLASH "75"
SOLDERING GUN



Pistol Grip Perfect Balance
WEIGHS ONLY 6 OUNCES!
QUICK HEATING—Operates directly from 110V, A.C. or D.C. line. Cool, non-tiring pistol grip—easy to operate. It's the answer to the skilled service man's demand for a handier, fast heating soldering tool.
4 INTERCHANGEABLE TIPS—Available for all types of soldering work. Saves you time—speeds up the job.
REPLACEABLE HEATING ELEMENT—You'll appreciate this "Flash" feature no end—greatly prolongs life of gun—you never need be hung up with a burned out iron.
\$4.95. See your coin machine distributor or send check or money order with coupon and we will send a Flash "75" postpaid direct to you.

BAKER PHILLIPS CO.
2816-9 Aldrich Avenue So. Minneapolis 8, Minnesota.
 Send circular on Flash "75"
 Enclosed is _____ for _____ Flash "75" Soldering Guns at \$4.95 each, postpaid.

Name _____
Address _____

5 WURLITZER SKEEBALLS
All in excellent condition.
ANY REASONABLE OFFER ACCEPTED!
Write, Wire or Phone CHerry 6425
SKILL AMUSEMENT CO.
1846 E. 23RD CLEVELAND 14, OHIO

WANTED—THOROUGHLY EXPERIENCED MECHANIC on Phonographs and Pin Balls. Must have own testing equipment for Amplifiers. Fifty-six hour week. Prefer middle aged, married man. Can furnish house. Apply by letter, stating salary expected and experience. No boozers need apply.
WHITFIELD MUSIC COMPANY
Wildwood, Florida

COINMEN YOU KNOW

Chicago:

(Continued from page 123)
orchids from the boss, Jimmy, and everyone had a swell time.

Williams Manufacturing Company, thru Fulton Moore, reports that Ed Shaffer was a visitor this week. Ed is boss of Shaffer Music Company, Charleston, W. Va. Fulton laments the lack of news from Tony Gasparro, who left vacation-ward two weeks back. Boys at Williams expect Tony to wind up at the Kentucky Derby.

Bob Gnarro, ABC Music Service Corporation, took delivery on a new Oldsmobile last week. "Thought I'd never get it," he said. Bob says one of the firm's top servicemen, Edward Holstein, was promoted last week with his appointment as outside contact man. . . . Amusematic Corporation's Ted Kruse returned to the fold April 26 after successfully conducting an Eastern business trip. Ted's comment: "Looks like business is picking up."

Roy Bazelon, Monarch Coin Machine Company, says five-ball pin games appear to be the biggest seller at present. Clayton Nemoroff returns May 5 from his Southern pleasure-business jaunt. Roy had a card from Clayton proclaiming that business looks promising. Visitors here this week included Phil Mason and Dave Lowy, partners in the Dave Lowy Company, New York; Wally Clark, Waukegan, Ill.; Robert McLean, Kenosha, Wis., and M. R. Cavis, Marion, Ill.

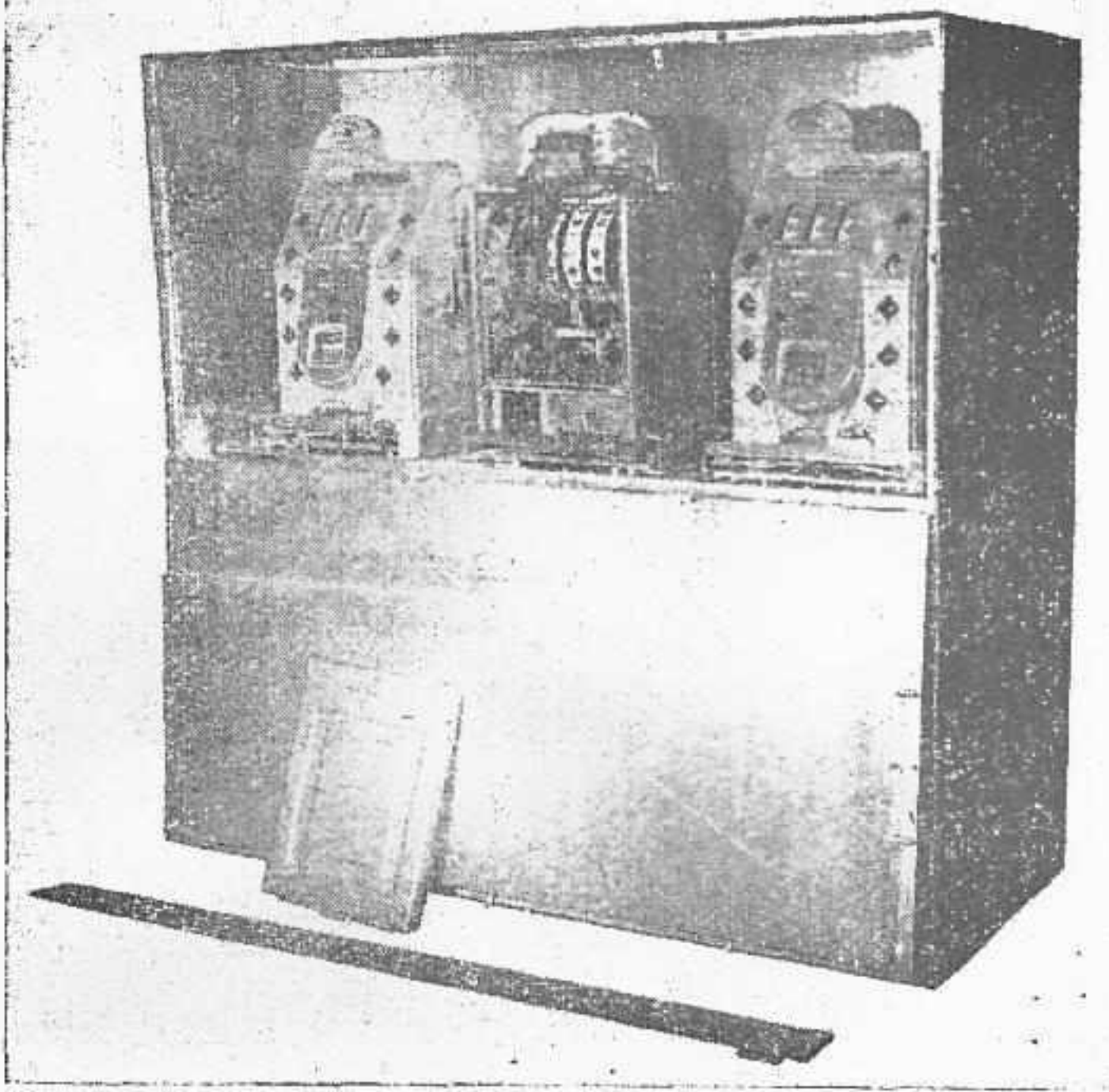
Leo Lewis, Lewis Coin Machine Service, says the boss (meaning Mrs. Lewis) has returned from a month's vacation. Business, he says, is "on an even keel." . . . Mike Spagnola, Automatic Distributing Company, claims he can't get enough juke boxes to fill demand. Empty floor attests to the sell-out in these machines, he says. . . . Mid-State Company's Bruno Kosek returned from his Washington-Oregon trip April 29. Bruno reports business very good with machines moving rapidly.

Bill Perry, Marvel Manufacturing Company, tells us the new glass front on the Marvel building will be completed in about two weeks. There will be a champagne party for office and customers when the grand opening takes place, Bill said. He reports a large number of inquiries from Mexican coinmen during the last few weeks. Visitors during the week were Roy McCinnis, Baltimore; Norwood Veetch, Central Distributors, St. Louis; Stanley Miller, Wisconsin Novelty, Kenosha, Wis.; Hy Branson, Louisville and Ted Busch, Busch Distributing Company, Minneapolis.

Les Stivers, Buckley's salesman in Southern territory, is back on the job after recovering from a long attack of the flu. Smith says many arcade men have been in during the last several days which he believes is because resorts using this equipment have been opening up earlier than usual this year.

Buckley Manufacturing Company reports a number of visitors this week. R. E. Smith says they included R. C. (Tex) Willett, of Oelwein, Ia.; Steve Sosohacki, Gary, Ind.; Morris Hankin, Atlanta; Dick Manning, Rock Springs, Wyo., who also has an office in Salt Lake City, and Jack Welch, Barrington, Ill. Mr. and Mrs. Clarence Erikson, of Laramie, Wyo., were also in. Mrs. Erikson is well known as a bowling champion in Wyoming. Recently she took part in the Women's National Bowling Tournament in Grand Rapids, Mich.

Bernard and Charles Schutz, Coin Amusement Games, returned April 27



OPERATORS

Protect your machines and profits with our new heavy duty steel rollaround cabinet, the strongest cabinets built with the latest and best turntable on the market. Try one and you won't have any others. We have them in SINGLES, DOUBLES and TRIPLES.

SINGLES\$165.00
DOUBLES 250.00
TRIPLES 275.00

1/3 DEPOSIT

TOLLE AMUSEMENTS

3217 WEST TUSCARAWAS STREET

CANTON 3, OHIO

THIS IS IT!

NEW -- GREATLY IMPROVED

ACE FEATHER-LITE COIN COUNTER

Incorporating the proven features of Ace Coin Counting Equipment . . . plus improvements and added time saving features . . . plus the same low price.



\$159.50
Complete with Carrying Case and Money Tubes

ACE COIN COUNTING MACHINE CO.

3715 N. SOUTHPORT

CHICAGO, ILLINOIS

NEW GAMES — WRITE NOW!!

CARNIVAL

- Un. HAVANA
- Exh. MYSTERY
- Goff. MAISIE
- Exh. BIG HIT
- Bally SURF QUEENS

Send for Price List of Used Games

COUNTER GAMES PRACTICALLY NEW

- Baby Puritan, F. R. \$17.50
- 1c Amer. Eagle, F. R. 19.50
- 5c Bally Reserve (Cig. Reel) 10.50

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

MARVELS

'POP-UP' . \$49.50

BELL MACHINES

- Mills Brown Hammerfold, 5-10-25¢ (Matched Set) . \$550.00
- Mills Chrome, 5¢ . 175.00

ARCADE

- Periscope \$134.50
- Hellcats 89.50
- Chico'n Hockey (2 Men) 139.50
- Score-a-Barrel, 10 1/2 Ft. 399.50
- Score-a-Barrel, 7 Ft. Write
- Boomerang (New) . Write

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Everglade 2545

"OVER 40 YEARS' EXPERIENCE"

Manufacturing

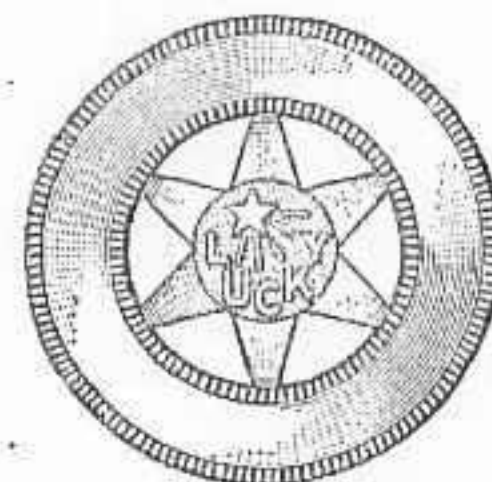
Harvard Identification Medal Machines

AND

SUPER QUALITY

STANDARD SIZE

Harvard Deluxe Medals



\$10.00 Per 1,000

Especially Manufactured for

Finest Embossed Print

Samples Upon Request

HARVARD AUTOMATIC MACHINE CO.

JAMESTOWN, N. Y., U. S. A.

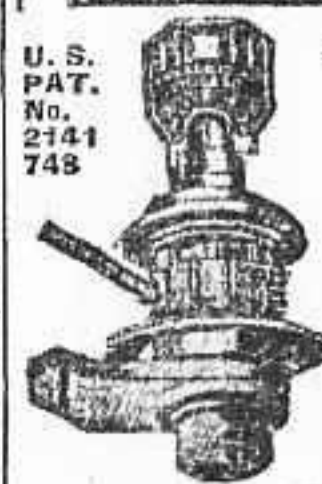
Est. 1905

The Famous, Patented Chicago "Ace" Lock

insures

UTMOST Security!

U. S. PAT. No. 2141 748



Only the Ace ROUND Key Opens it.

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

CHICAGO LOCK CO.

2024 N. Racine Ave., Dept. 68, CHICAGO

Still Delivering

POP-UP

\$49.50

See your nearest distributor or write to us

MARVEL MANUFACTURING CO.

2847 FULLERTON AVE. EVERGLADE 0230 CHICAGO, 47

SPECIAL THIS WEEK!

- 40 EXHIBIT SUPPLY IDEAL CARD VENDOR (Slightly Used) . . . \$ 19.50
- 2 WURLITZER SKEE BALLS, 14 Ft. 195.00
- 1 SUPREME BOLA-SCORE 125.00
- 5 SUPER SKEE-ROLLS, 9 Ft. . . 165.00

CRATING \$5.00 EXTRA . . . WE CARRY A FULL LINE OF PARTS

MARCUS KLEIN

577 10th Ave. New York 18, N. Y. Phone: LOnghoro 5-8879

**ORDER DIRECT
FOR FASTEST
DELIVERY**

**THE NEW
WILLIAMS
CYCLONE**

5-BALL GAME

*Rapid-fire fast play
... a cyclone of
action with irresist-
ible appeal. Balls
ride the shoot-the-
chute. Unusually
high score.*

*For Your Source
It's Scott-Crosse*

**Scott-Crosse
COMPANY**

1423 Spring Garden St., Phila., Pa.

**FIRESTONE
GAMES**

Top-Flight Machines

**FIRESTONE
GAMES**

Top Money Makers

**FIRESTONE
ENTERPRISES, INC.**

1604 Chestnut St.
Brooklyn 30, N. Y.
ESplanade 5-5700



Coin Machine Sales Co.

3804 TRAVIS STREET HOUSTON 6, TEXAS

BARGAIN OF THE YEAR

We have for immediate delivery 500 good—clean
—guaranteed used games—just off location.
**DON'T DELAY—WRITE ORDER WITH
1/3 DEPOSIT TODAY.**
PRICES F. O. B. YOUR CITY

MIDGET RACER	\$125.00
BIG LEAGUE	110.00
SURF QUEENS	95.00
STAGE DOOR CANTEN	95.00
SUPER LINER	145.00
FAST BALL	125.00
BIG HIT SINGLE	95.00

Over 1000 Good Used Games—WRITE

EXCLUSIVE BALLY DISTRIBUTORS

Coin Machine Sales Co.

3804 TRAVIS STREET HOUSTON 6, TEXAS

????????????????????????????????

**WHAT'S
COOKING?**

????????????????????????????????

DECAL TRANSFERS

Inexpensive method of putting your firm name,
service phone number and instructions plate on
your machines. Colorful, easy-to-apply printed
message of any size or design, which when trans-
ferred becomes a permanent part of any surface.
Designed, manufactured to your specifications.
Immediate delivery.

CLEVELAND DECALS, INC.

2515 CANAL RD. CLEVELAND 13, O.

from a 12-day auto tour to New York. Bernard says they covered all the major towns between Chicago and New York, taking a different route on the return trip. The ray gun conversion units the boys plugged on their trip were accorded a good reception, they claim.

Dave Lovitz's mother passed away May 1 after a long illness. The entire O. D. Jennings organization joins in an expression of deepest sympathy for Dave. J. R. Bacon says that April was the biggest month, in point of sales, since Jennings was formed in 1906.

Gil Kitt, Empire Coin Machine Exchange, had an informal luncheon at the Union League Club with Homer E. Capehart, Bob Bleekman and Bill Krieg, all Packard officials. Gil and Paul Glaser flew to Cincinnati for a one-day trip April 30 to contact coinmen there. . . . Dan Neidig, Midwest Vending Service, PX cig vender distributor, says the recent defeat of the Wisconsin bill prohibiting cigarette machines is good news.

Detroit:
(Continued from page 123)
add other types of vending or amusement equipment.

B. L. Howes, Howes-Shoemaker Company, reports new cigarette machines coming thru much better of late. . . . Mark Blacker, of Washington, distributor in several Eastern States, was in town visiting at the Bang-A-Fitty factory. . . . R. H. Wann, president of Hotel Radio Corporation, has returned from a trip to Florida.

Harry Stanton, general manager of Robinson Sales Company, now back from a swing around the State, reports up-State business prospects very good, with operators getting ready for an anticipated big summer and resort area business. . . . Jack Flanagan, of the Macomb Specialties Company, Roseville, who returned from a visit to Baltimore, finds things looking good there for pin games.

Stan Pietrzak, of Stan's Amusement in Flint, reports expansion plans for his skee ball route. . . . Joe Vaughn, of the Flint Amusement Company, has opened a new arcade in Flint, and reports business booming. . . . Joe Chlebus, of Jackson, is readying his route in the Irish Hills section of South Central Michigan for a heavy resort trade.

Michigan's machine business has developed on the artistic side—Mrs. Dorothy Kremiski, wife of Al Kremiski, of the Great Lakes Amusement Company at Flint, who has achieved wide repute as a painter in oils, has entered her latest work in the summer art show at Flint.

L. V. Rohr, of the Rohr Sales Company, is counting on increased supplies of venders and parts for early delivery to improve local vending machine operating conditions. . . . Arthur J. Jacques is making arrangements for production on his recently developed shoe shine machine and may have it on the market late this year.

Carl L. Richter, formerly in the drug business here, and Arthur L. Daily are starting a music route under name of R & R Music Company. Firm is being organized as a small business at present, with plans for steady expansion as experience and conditions permit.

Henry Higson, of Higson Radio Tube Service, has dropped plans to add a complete line of coin machine accessories. He will concentrate on merchandise lines. Ben Okum and Alan Smith have organized a mixed music and cigarette machine route under the name of O-Kay Vending Company.

FOR SALE

Phonograph and Pin Game Route, mostly new equipment. Located in prosperous college town in South-eastern Ohio. Established 15 years. Gross receipts \$1,000.00 monthly. Buyer will have first chance to purchase modern six-room home with separate workshop. **PRICE \$24,000.00.**

Box D-488, The BILLBOARD, Cincinnati 22, O.

Special Cleanouts
on used 5 balls and legal pieces

SUBJECT TO PRIOR SALE

What Do You Need? Ten to One We've Got It at Ridiculously Low Prices! Following is a partial listing. We have many others too numerous to mention, all thoroughly reconditioned and ready for location. *Terms: 1/3 deposit, Balance C. O. D.*

5 BALLS—USED		
Zig Zag	\$32.50	Army & Navy
Armada	17.50	Knock Out
Horoscope	24.50	Conversion . \$49.50
Attention	24.50	Miami Beach . 24.50
Speed Ball	24.50	Jungle 39.50
Marines At		Spot Pool 44.50
Play	29.50	Target Skill . . . 24.50
Soft Ball Queens		4 Roses 32.50
(new floor		Power House . 19.50
sample)	69.50	Monicker \$39.50
		Big Top (new
		floor sample) 69.50
		10 Spot 34.50
		Triumph 14.50
		Silver Skates . . 24.50
		Knockout 64.50
		Topic 34.50
		Victory 44.50

SLIGHTLY USED FLOOR SAMPLES

Look at these low prices!

3—14' Bank Ball	\$199.50	Bally Convoy Ray Gun . . . \$ 99.50
1—9' Bank Ball	169.50	Chic Sam (Rifle Range
7—12 1/2 Premier Barrel		Conv.), refinished 139.50
Rolls, Like New	349.50	Wolf Black Lite Conv.,
9—10 1/2 Premier Barrel		refinished 169.50
Rolls, Like New	299.50	5 Red Balls, Like New . . 124.50

1 BALLS—USED		
Sport Special . \$50.00	Blue Grass . . \$ 60.00	Pimlico \$159.50
Record Time . . 50.00	Club Trophy . 99.50	Long Acres . . 199.50
Dark Horse . . . 60.00	'41 Derby . . 129.50	Thorbred . . . 199.50

5 BALLS—USED		
All American . \$19.50	Alert \$24.50	Gun Club . . . \$39.50
Air Circus . . . 49.50	5-10-20 64.50	Marvel Baseball 59.50

**WRITE!
WIRE!
PHONE!**

ALFRED SALES, INC.

1006 Main St. LI 9107 Buffalo 2, N. Y.

*Exclusive Distributors of Airon Electronic Phonographs
and Accessories in Western New York*

FOR IMMEDIATE DELIVERY!

29⁵⁰ EACH

39⁵⁰ EACH

UNITED INDUSTRIES

525 PARKER ST • CHESTER • PENNA.

OFFERS

Big Chief	Monicker
Belaway	Legionnaire
Clover	On Deck
Champ	School Days
Fleet	Spot Pool
Fox Hunt	Show Boat
Line Up	Victory (Defense)
Majors, '41	Gun Club
	Venus

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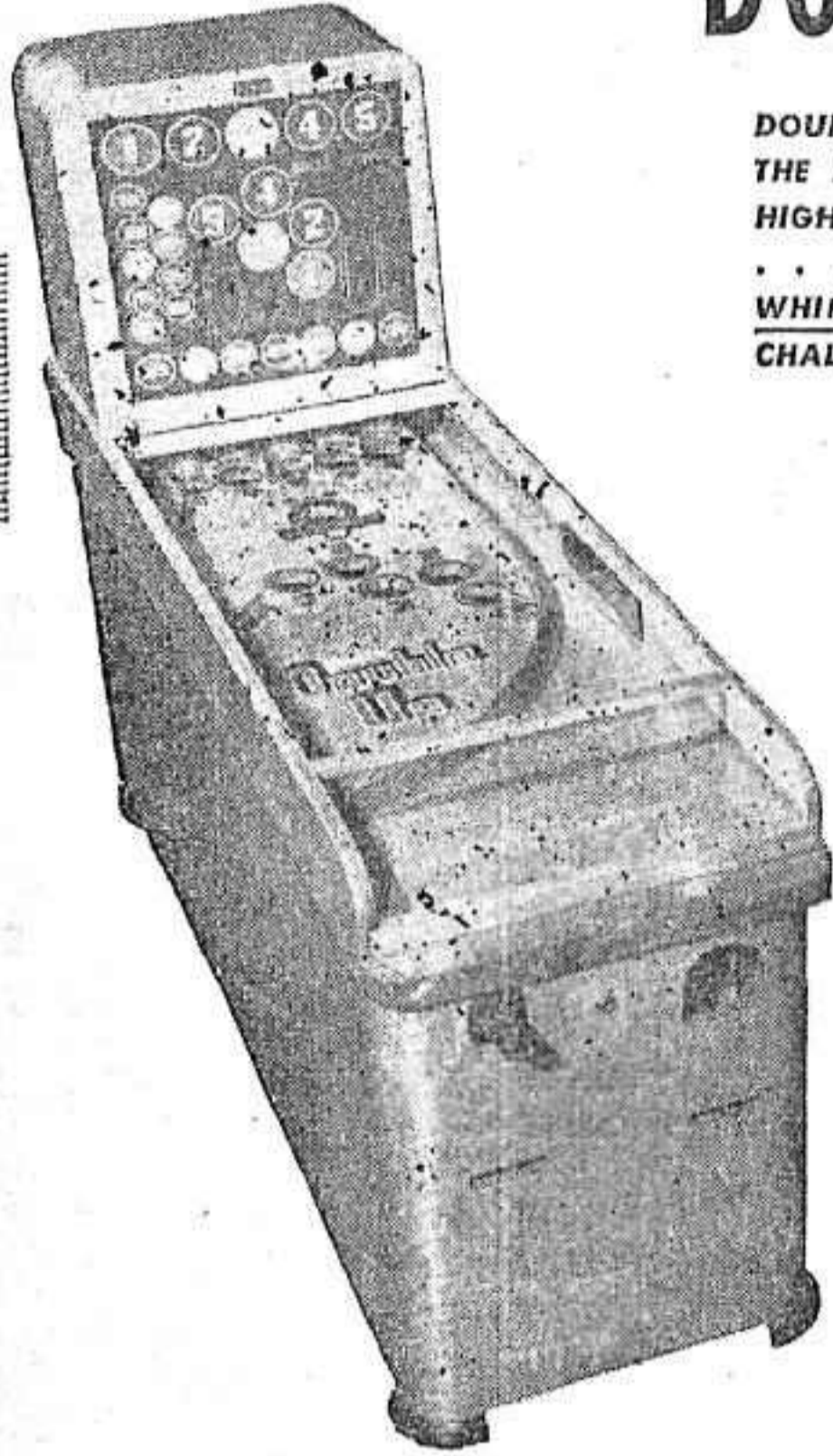
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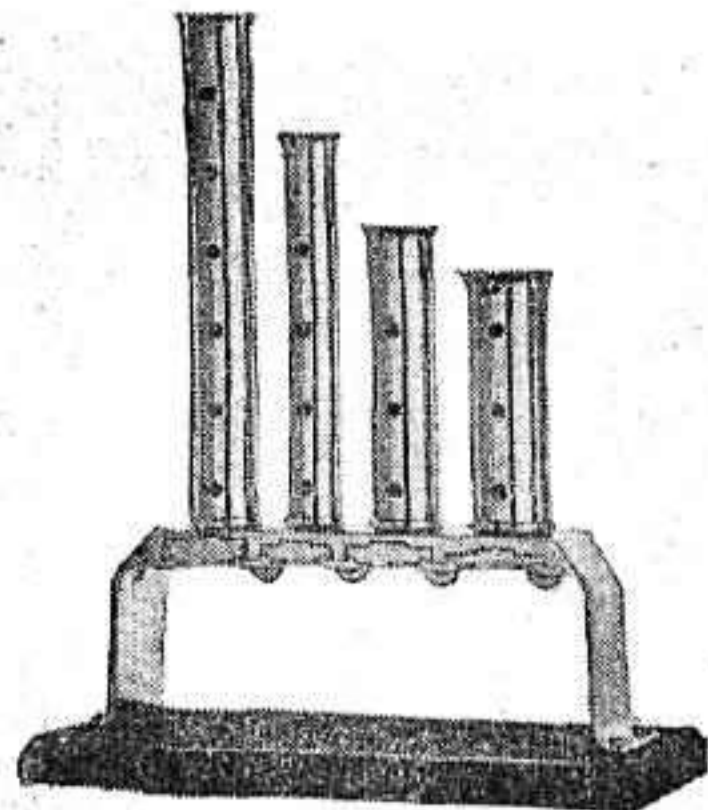
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James Gilmore Is Washington Ass'n Speaker

WASHINGTON, May 3.—About 75 coinmen gathered at the Hotel Hamilton Wednesday (29) night for the second annual banquet of the Washington Coin Machine Association (WCMA). They heard James A. Gilmore, secretary of Coin Machine Industries, Inc., (CMI), speak on public relations.

Other speakers were Evan Griffith, WCMA president; Horace Biederman, secretary-treasurer, owner of Bierderman Amusements; Ira T. Byram Jr., general manager of Silent Sales System; Ben Rodins, Marlin Amusement Corporation executive, and Ken Jensen, of *The Billboard*. Arch MacDonal, radio baseball announcer was toastmaster.

Others attending included Irv Blumenfeld, of General Vending, Baltimore; Max Lessnich, of Musical Sales; Earl Like, of Roy McGinnis Company, Baltimore; Leo Belfy, of O. D. Jennings, Chicago; A. D. Kristall, of Seaco Vendors; Chuck Branham, of Decca Records, and J. H. Phillips, of Phillips Novelty Company.

Columbia Twin Falls Being Delivered by Groetchen Mfg. Co.

CHICAGO, May 3.—Groetchen Tool & Manufacturing Company is now delivering its Columbia Twin Falls bell console, according to an announcement made May 1 by Edward Hanson, firm's vice-president and sales manager.

Previewed at the Coin Machine Industries show and convention at the Sherman Hotel here in February, the new twin console measures 5 by 2½ by 2½ feet, may be set up to play two nickels, two dimes or two quarters, nickel and quarter, and dime and quarter.

Two Bells in One

Since Twin Falls has two individual coin chutes, two separate jacks-pots and two separate scoring mechanisms, it can be played by two players simultaneously or one player can play one or two coins at the same time.

New console has a light-up scoreboard on the top rear of the cabinet that lights up bell fruit combinations which stop in a one, two, three action. Twin Fall's cabinet is styled in modern walnut.

Another Twin Bell

Groetchen also announced that production is now under way on a similar twin bell console, slightly larger in size, that features half-dollar play.

Combinations available on this machine, which operates the same and has identical features and bears the same name as the previously described Twin Falls, are nickel and half dollar, dime and half dollar, quarter and half dollar, and also two half-dollar coin chutes.

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- 1 Love-O-Meter . . . 25.00
- 1 Wind Jammer . . . 39.50
- 3 Shipman's Select-A-Views @ . . . 29.50
- 1 Poker and Joker . . . 25.00
- 1 Muto. Photomatic . . . 375.00
- 2 Muto. 5¢ Card Venders @ . . . 32.50
- 3 Muto. Viewing Machines @ . . . 20.00
- 1 Pikes Peak (Counter) . . . 17.50
- 1 Muto. Gypsy Queen Fortune . . . 65.00

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Copper Supply Seen Increasing in June By Fabrication Man

NEW YORK, May 3.—Coin machine producers, hampered by the critical shortage of copper, should find increased supplies of this metal available by the latter part of June, according to a prediction of a spokesman for copper fabricators.

American-owned mines in Peru, Chile and Mexico will soon be shipping copper in volume to the U. S. now that the two-year suspension of the 4-cent copper tariff appears assured, the spokesman said. Competition for the metal with Great Britain will exist, however, as U. S. buyers will be paying 21½ cents a pound, compared with Britain's 23¼ cents a pound. "While the 4-cent tariff remains, very little foreign produced copper is being sought as fabricators must pay around 27¼ cents a pound for it and have to leave the foreign market to the British," the spokesman said.

Effect of Tariff Removal

With the tariff removed the wide difference between the world price and the domestic price of copper is expected to be narrowed soon, leading fabricators feel. Any and all foreign imports could be used at once, they said, to swell the volume of finished copper and brass products for the automotive, electrical and appliance fields, where the shortage is most keenly felt.

C. Donald Dallas, chairman of Revere Copper and Brass, Inc., while agreeing that the congressional action "brings relief at a time when it is badly needed," added: "It will be many years before American mines are able to produce enough of the red metal to keep pace with increased consumption by American industry."

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5¢ Jumbo Parades, P.O.
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Keeney Anti-Aircraft Guns 25.00
Evans Tommy Guns 75.00
Bally Rapid Fires 100.00
5¢-10¢-25¢-50¢ Black Cherries—Golden Falls and Club Falls.

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A. M. Moss' Coin Machine Training Course Successful

PORTLAND, Ore., May 3.—Coin machine maintenance training course for veterans, begun last September by A. M. Moss, of Wolf Distributing Company, has turned out 38 trained mechanics to date, not counting those now studying, it was announced by the course's originator this week. Moss said there have been more requests for graduates to fill jobs than he has men for the work, and that applications by men from Coast to Coast to train under the G.I. Bill of Rights approved course have been mounting.

"The publicity given the course in *The Billboard* and other publications has received wide attention," Moss said. Curtailment of the program, however, was necessary because of lack of facilities and trained personnel. He stated that instead of taking classes of 16 veterans at a time for the 14-week course, classes now consist of eight men.

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1 Baker Pacer \$ 89.00
1 Jennings Derby Day 39.00
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Free Play or Regular A.B.T. Coin Chutes, 1 to 10, Ea.	3.25
11 to 25, Ea.	3.00
25 or more, Ea.	2.75
5c Coin Slides for Above A.B.T. Chutes	.95
1 1/8" Steel Balls and 1-1/16" Steel Balls, 1 to 10, Ea.	.18
Over 10, Ea.	.15
Independent Pin Game Locks	.10
Spring Tip Rubber Male Plugs	.95
Lubriplate White Grease	2.50
Laval Cleaner for Mechanisms	.75
Perfection Cleaner for Pin Games	4.50
28 Junction Rectifiers, for All Pin Games	.09
Live Rail Rubber, Per Ft.	.03
Plastic Zip Cord, Per Ft.	5.00
General Electric Milliameters	.75
Micro Switch Make or Break	.55
Pfanstiehl Needles, Ea.	2.75
\$1.25 Pickup Scale FREE With Each 25 Needles	
Rock-Ola or Mills B-1 Pickup Heads	5.00
Mills 4-Bell Glasses (Set of 5)	10.00
Case of 15-25 Watt Bulbs (120 to Case)	4.00
Western Baseball Kicker Coil	.50
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Artist & Models (Star Attr.)	47.50	Jeep	47.50
Big Chief	27.50	Jungle	50.00
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Big League (Genco)	27.50	Knockout	55.00
Big Parade	60.00	Majors '41	37.50
Bolaway	42.50	Marines	40.00
Bombardier (Victory)	50.00	Midway	45.00
Brazil	95.00	Shangri La (Gottlieb)	60.00
Bubbles	60.00	Sky Chief	60.00
Catalina	60.00	Sky Raider (Big Parade)	60.00
Champ	40.00	Streamliner	90.00
Defense	45.00	Sun Valley	55.00
Dixie	37.50	Tall Gunner (Ten Spot)	32.50
Five-Ten-Twenty	57.50	Ten Spot	32.50
Four Aces	57.50	Toplo	47.50
Four Diamonds	37.50	Venus	55.00
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Coin Washers Cut Absentee Rate in Georgia Factories

ATLANTA, Ga., May 3.—Coin-operated washing machines are helping Georgia's industrial plants cut down absenteeism, particularly among women personnel, according to the Atlanta Journal. Several large industries in the State have made installations of Bendix equipment, thru the Telecoin Corporation, New York. U. S. Rubber Company, Hogansville, Ga., now has 10 of the coin-operated automatic washers located in the community house which stands near-by the rubber plant. Whittier Mills, Chattahoochee, has six machines; Scottsboro Mills, three, and Georgia Duck and Cordage Company, Atlanta, has two.

The washing machines, placed conveniently to the plant itself, gives women workers excellent opportunity to do up the family washing without missing time on the production line. At present, the Mohawk Carpet Mills, Amsterdam, N. Y., is installing 30 of the Bendix machines, without coin chutes, to be handled by an attendant, according to Telecoin.

10,000th American Radio Timer Made

SPRINGFIELD, Mass., May 3.—Production of the 10,000th Series-153 coin radio timer was celebrated at Plant No. 1 of the American Time Corporation last week with a surprise party for Frederick H. Hunter, firm president.

Sharing the spotlight at the celebration were Robert G. Page, Steve Dymek and Joseph A. Lombard, firm engineers.

The timing unit is normally supplied for one and two-hour timing at 110 volts 60 cycles and is designed for 25-cent operation.

Coin Ops Leading Toledo Licensees

TOLEDO, May 3. — Amusement game operators have paid \$116,700 of the \$152,000 collected this year by the city license division, which includes all business and taxi permits, according to Paul Cromley, city license clerk.

City has made no change in its ordinance, licensing all pinballs at \$100 per machine.

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Invasion	\$49.50
Midway (rev.)	49.50
Bubbles	59.50
Big Top	59.50
Grand Canyon	69.50
Catalina	69.50
Flat Top	69.50
Liberty	69.50
Laura	89.50
Big Hit	99.50
Dynamite	150.00
Spellbound	150.00
Cover Girl	85.00

Your Choice \$34.50 each
Any Three for \$95.00

Eagle Squadron	Gobs
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Seeburg 9800	\$250.00
Seeburg 8800	250.00
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Flat Top	\$ 69.50
5-10-20	49.50
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Arizona	69.50
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Idaho	\$ 74.50
Laura	74.50
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WILLIAMS TORNAO	304.50	DAVAL FREE PLAY	WRITE
MARVEL CARNIVAL	249.50	ACE COIN COUNTER	139.50
UNITED HAVANA	295.00	SILVER KING, 1¢ or 5¢	13.95
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CHICAGO COIN GOALEE	329.50	METAL TYPER, 10¢	482.50
ARIST-O-SCALE	115.00	GENCO ADVANCE ROLL	499.50
MIR-O-SCALE	125.00	AMUSEMATIC BOOMERANG	295.00

Daval Best Hand, Mexican Baseball, Oomph, \$59.50 Ea.; Daval Skill Thrill, \$57.50.

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MILLS 5¢ BLACK CHERRY	\$248.00
MILLS 25¢ BLACK CHERRY	258.00
MILLS 5¢ GOLDEN FALLS	268.00
MILLS 10¢ GOLDEN FALLS	268.00
MILLS 25¢ GOLDEN FALLS	268.00
MILLS VEST POCKET BELL	74.50
MILLS BOX STANDS	27.50
GROETCHEN COLUMBIA, J.P.	145.00
DELUXE CLUB COLUMBIA	209.50

CONSOLES

KEENEY 5¢ SUPER BONUS	\$740.00
BALLY DRAW BELL, 25¢	497.50
BALLY TRIPLE BELL	895.00
BALLY DE L. DRAW BELL	512.50
EVANS BANGTAIL, 5¢ J.P.	871.50
EVANS WINTERBOOK, 5¢	826.00
EVANS RACES, 5¢ J.P.	931.00
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1 Mills 5c Play, Smoker Bell	@ 65.00	Each
10 Mills 5c Play, 1946 Vest P. Bells	@ 37.50	Each
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10 Challenger Target Skills, 1946 Model	@ 30.00	Each
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JACK SMITH (Capitol 403)
Cu-Tu-Gu-Ru—Ft. V.
Oh! My Achin' Heart—FT; V.

All the necessary cleffing ingredients that go to make a click novelty are poured into the Latin-spiced *Cu-Tu-Gu-Ru*. Contagious ditty is tailor-made for Jack Smith's buoyant singing style, while the Clark Sisters and Earl Sheldon's ork blend talents to deliver a sparkling and thoroly rollicking spinning session. Adoing considerably to the enjoyment are the Clarks' saucy, chuckle-spurring asides. Smith proves himself capable on the ballad flip. Sisters blend softly in the background, with ork providing suitable mood support.

Smith's *Cu-Tu-Gu-Ru* is a jackpot hit.

SAM DONAHUE (Capitol 405)
I Never Knew—FT; V.
Why Did It Have To End So Soon?—FT; V.

Bill Lockwood's sirupy vocal manner dovetails with the Sam Donahue soft ork harmonies to make for an appealing version of *Why Did It Have To End So Soon?* Aimed at the hand-holding crowd, it's sweet and dreamy spinning here and on the flip. For the latter, the vocal group (The Blue Hues) softly weaves a mellow background while Lockwood's sugar-coated bary pipes express the lyric sentiments. Smacking of the old TD formula, the dream tune sales concoction is still satisfying.

Both sides will collect wherever they like it sweet and dreamy, with *End So Soon* the better bet.

THE BIG THREE TRIO (Bullett 274 & 275)
Get Up Those Stairs, Mademoiselle—FT; VC.
Lonely Roamin'—Blues; VC.
Signifying Monkey—Spiritual; VC.
You Sure Look Good to Me—FT; VC.

The Big Three Trio makes its debut on wax with this quartet of sides, which reveal them as a flexible group of sepia harmonists, backed by standard rhythm, highlighting a gutty, lowdown piano. *Get Up Those Stairs* is pared of its blue innuendo for this platter, with the Trio giving it a jumpy treatment, highlighting a Slim Gallairdian patois chorus. Reverse is a blues ditty, done in very slow, cotton-field tempo and is almost a dirge. Side is so different from usual run of blues and warrants interest. *Monkey* is the well-known spiritual about the battle for supremacy of the jungle between the lion and the simian, done in a bounce tempo. *Mating* shows the Trio again in a despondent mood for a standard blues.

Scattered interest in these first sides but this threesome may build.

CECIL GANT (Bullet 265)
My! My! My!—FT; VC.
Go To Sleep, Little Baby—FT; VC.

Cecil Gant turns to Fats Waller for vocal inspiration on the *My* ditty, getting the same spontaniety and enthusiasm in his lyricising as did the late 88-great. Side has nice beat and spots adequate tenor and electric git solos for pacing. Reverse is in much slower and saccharine mood, spotting Gant in a more soulful vocal. Tune, like his old hit *I Wonder*, has catchy lyrics and a very simple, yet contagious melody.

Both sides will create nickel pull at the the slots.

THE FOUR CLEFS (Bullet 268)
The First Thing in the Morning—FT; VC.
Am I Still Your Baby?—FT; VC.

This Nashville label has come up with a potent cocktail group in Chappy Chapman's Four Clefs. Group, unlike most of the small sepia units currently getting shellac attention, is precise and clean musically as well as vocally. Combo features two guitars, bass and piano and on *First Thing*, the fronter tenors his way thru an original tune that is better than the average hit ditty. Flipover features Martha Artis in another original, which is just average in melody and lyrics. This quartet may hit paydirt in ofay as well as sepia locations.

The First Thing pushes the Four Clefs stock up 100 per cent.

RECORD REVIEWS

(Continued from page 116)

JOE ALEXANDER (Capitol 407)
I'll String Along With You—FT; V.
A Thousand Times a Day—FT; V.

A purposeful balladist aimed at the race register, Joe Alexander is a lad with rich bary pipes and plenty of know-how when it comes to peddling a tune. Dave Cavanaugh's ork setting prudently utilizes sustaining strings with a touch of Ernie Felice's accordion and Jack Narshall's guitar, show-casing Alexander's full voice to its best advantage. Balladist is equal-

ly convincing in *I'll String Along With You* (the screen tune oldie) and *A Thousand Times a Day*.

Especially suitable for race locations. Both sides are nickel worthy.

ABBOTT & COSTELLO (Enterprise 501)
Who's on First?—Dialog—Parts 1 & 2

Something a little different in grooved disks, this is an off-the-air waxing of the well-known Budd Abbott-Lou Costello *Who's on First?* comedy baseball routine. With the gag team turning over platter royal-

ties to the Lou Costello Youth Foundation Fund, this item is in for some high-voltage ballyhoo. With kick-off of the baseball season, disk is to be pushed at all ball parks, get top plugs on disk jockey shows plus plenty of newspaper space. Tho all for charity's sake, such exploitation should build a hefty buyer demand. Spinner opens with a few bars of *Take Me Out to the Ball Game* and fades into the *Who's on First?* portion of an Abbott & Costello broadcast. Special dinking for disk jockey use has Costello making the charity appeal over the organ intro, explaining disk's proceeds will go to the worthy cause.

Not for music machines, but should prove a hot over-the-counter item.

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You can't make money on promises. You must install sets now in order to get cash returns. Tradio—the pioneer coin-operated radio—has proven this fact to thousands of operators.

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MEMBER

Legislative Action Slow; \$20 Tax on Coin Machines Passed by Oklahoma House

Michigan Bell Bills Still Pending—Four Adjournments

CHICAGO, May 3.—Four more State Legislatures adjourned this week, and legislative activity slowed up correspondingly except in Michigan (see The Billboard, May 3), where the lawmakers were considering two measures proposing licenses for coin machines.

Outside of Michigan, where the two license bills were still in committee as this is written, Oklahoma was the only State taking action on measures directly affecting the operation of amusement and music machines. The House has now passed Oklahoma H. B. 165, which would place a \$20 annual tax on all coin-operated amusement and music devices.

Telephone Music Bill

The Oklahoma measure makes specific provision for telephone music installations, placing the \$20 tax on them under a section of the proposal. The bill reads: "In the instance where the coin-operated reproduced music is first played or originates in a central studio or upon a record-playing or music-reproducing mechanism and is transmitted to certain terminals or premises or locations, separate and apart from said

studio or mechanism, where it is heard, the annual license fee of \$20 shall be deemed to be due upon each location or premises or terminal where such music is received."

Operators of music and games are given some limited protection from additional taxes which might be imposed on their routes by municipal officials by a section which limits the local tax to a maximum of \$10.

In Lieu of Some Taxes

"The license tax herein levied," the measure reads, "is the exclusive license tax to be levied by the State and is in lieu of all other taxes upon coin-operated amusement or entertainment devices, coin-operated phonographs or coin-operated music devices or installations except the sales tax and ad valorem taxes and municipal taxes. It is further provided that no city, municipality or town shall levy a license or occupation tax upon coin-operated amusement or entertainment devices, coin-operated phonographs or coin-operated music devices or installations, or persons operating the same, in excess of the sum of \$10 per annum."

The measure also stipulates that it shall not be construed to legalize any device whereby "money or tangible personal property is offered as a prize, but does authorize the giving of free games."

Summary by States

Alabama—Alabama's 1947 regular session of the Legislature will begin May 6, with a time limit of 36 days.

Florida—April 29 saw Senate passage of S. B. 37, which would exempt all postage stamp vending machines from taxation by any State or local taxing authority. This Senate action came only 15 days after the measure had been introduced, and the proposal is now in the House for action.

Iowa—After passing a measure which places gross receipts of jukes, pinball and bells under the State's 2 per cent sales tax (The Billboard, April 26), the Iowa Legislature adjourned.

Michigan—A bill to place a tax on soft drinks (S. B. 252) has been reported favorably in the Senate but no action has been taken. No action on House Bill 408 or House Bill 362 to license bells.

Minnesota—Legislature, after passing its much-publicized anti-gaming bill, adjourned.

South Carolina—A Senate amendment to H. B. 274 would exempt coin-operated radios located in hotels or tourist cabins from paying the proposed annual license tax on music machines.

Smith, Rodstein, Blendow Begin Interviewing for NAAMO School

NEW YORK, May 3.—More than 30 veterans gathered in one of the classrooms of the Manhattan Trade Center this week for interviews with F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), Al Rodstein, vice-president, and Al W. Blendow, past-president, who are to select the 24 students for the first coin machine mechanics' school. The school is sponsored by NAAMO, with the co-operation of the New York City Board of Education and the Veterans' Administration.

The candidates, ranging in age from 21 to 41, were first addressed by A. P. Henry, who is to be senior teacher in the school. He stressed the fact that the demand for experienced coin machine mechanics far exceeds the supply and that the young men would be fortunate to have the opportunity to earn while learning. Rodstein then spoke on the bright future of coin

machines and the need for mechanics to service them.

The six-month course provided for the 24 successful applicants will be divided into two sections, the first taking 12 weeks and consisting of basic training in use of machine and hand tools, lathe work, electronics, photography, projection, coin chutes, rejectors and totalizers. The second half will consist of actual experience on coin-operated machines, divided into three groups; (1) mechanical, (2) electrical and (3) those that combine radio and electrical mechanisms. Machines from each group will be installed in the school.

Two Board of Education instructors and an occasional guest instructor supplied by co-operating manufacturers for their own machines will compose the teaching staff. All students to be selected are high school graduates and have completed a one-year radio course. Pay of graduates of the school has been set at 85 cents an hour for the first six months on-the-job training period and \$1.25 per hour minimum thereafter for a 40-hour week.

The first class is expected to be graduated around November 15, the second May 15. Owners who will be needing mechanics, whether association members or not, are asked by Smith to write their needs to him at NAAMO headquarters, 1400 Boardwalk, Atlantic City.

Small-Town Survey Reveals Biz Brisk Among Coin Ops

(Continued from page 106)

location, a billiard parlor, also had its own nut vender.

The only other common vender was the nut machine. These were on location in at least one restaurant as well as pool halls, hotels and service stations. But not one candy vender was noted in the town.

However, the scarcity of vending machines in towns this size should not mislead any newcomer to the vending trade into thinking that here lies an undeveloped bonanza. Distance is an item that must not be overlooked in vending. One of the main services which the vender operator sells is convenience, what you might call fingertip retailing. In a town the size of Willmar, it is a matter of only a few blocks across the business district, and with wages below the city level, the difference between a nickel candy bar and the pre-war three-for-a-dime of the chain stores may make a tremendous difference in vender sales.

Probably the best prospects in the small town, if Willmar is typical, are in soft drink venders, penny nut machines and the newer type venders such as ice cream or popcorn. Pocketbook venders also appear to hold some possibilities here, altho it might be difficult to replace the numerous location-owned display racks.

Willmar and surrounding territory support two beverage companies—one a Coca-Cola bottling company which also operates venders. But of three filling stations visited, none had soft drink venders and attendants at all said they needed them. Principal reasons mentioned were the pilfering from coolers and the interruptions of drink sales during busy times.

Venders Neglected

Neglected appearance of most nut venders, especially those which were location owned, indicated that there might be an opening for a well-run penny nut route.

General conclusion would seem to be that anyone planning to launch a vender operation in a farming community this size must either operate the business as a sideline to another, such as candy or popcorn jobbing, or he must look to a wide territory for placing of his machines. A third alternative might be the establishment of a multi-vender route, using, say, candy, popcorn, nut and possibly soft drink venders.

School Official Speaks for Bells

OMAHA, May 3.—A State tax on bell machines for aid to schools has been spoken of favorably by Dr. Harry A. Burke, local superintendent of schools. Bells are now illegal in this State.

Burke said that all school districts are on a State government rather than on a community level. "I would be in favor of an indirect tax in any form, including one on bell machines," he said. Burke favors any tax measure which would enable the State Department of Education to distribute more financial help to schools on a State-wide basis.

Florida Charter Issued To New Merchandising Co.

TALLAHASSEE, Fla., May 3.—Secretary of state has issued a charter to Hart Amusement Merchandising Company, Fort Lauderdale. There are 250 shares of no par value stock. B. C. Hart, Bertha B. Hart and Russel Hawkins are incorporators.

Raleigh Firm Incorporates

RALEIGH, N. C., May 3.—A certificate of incorporation has been filed here with the secretary of state by the Pioneer Distributing Company, Inc., Raleigh, to deal in coin-operated machines of all types. Authorized capital stock, \$100,000; subscribed stock, \$300 by W. H. Richardson, O. L. Crabtree and Stanley H. Liard, all of Raleigh.

Humphrey New Harshe Exec

CHICAGO, May 3.—William V. Humphrey, former managing editor of Industrial Aviation, has joined William R. Harshe Associates, Inc., New York and Chicago relations firm, as an account executive.

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Rocket Buster	\$ 49.50
Submarine	49.50
Tail Gunner	49.50
Air Raider	59.50
Tommy Gun	59.50
Love Teller	69.50
Chicago Coin Hockey ..	99.50
Liberator	99.50
Periscope	99.50
Ace Bomber	129.50
Sky Fighter	129.50
Drivemobile	139.50
Undersea Raider	169.50
Stewart-McGuire Coca-Cola Machine	195.00
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F. McKIM SMITH

Central Pier

Atlantic City, N. J.

Small-Town Juke Box Operator Plans Music Store on Wheels

WILLMAR, Minn., May 3.—Robert More, Willmar juke box operator who recently completed his first year of operating a music store here in addition to his routes, now is planning a music store on wheels. More conducts his music store at 430 Benson Avenue and his phonograph routes under the firm name of Midwest Music Company.

His current idea, which is still in the shopping stage, is to buy a swank polished-aluminum trailer and outfit it as a music store, complete with records, sheet music and instruments, including a small piano.

Reason for Innovation

"In this country there are lots of small towns that are too small to support a music store, but the people there like music just as well as city people," More declared. "But when they want to buy music or instruments they usually go to the Twin Cities. Our traveling music store could drive right up to their school or park on the main street, and I think we could do some business. In summer we could take pianos right out to the farmers. Many of them, I think, want pianos and other musical instruments, but they just never have the time to stop and shop for them."

More also is rounding out his 15th year in the juke and pinball business. He began in 1932 with the old Midwest Novelty Company, operated by Dr. Harry L. Bursell and Bill Colt at Fairmont, Minn., on the southwestern edge of the State. More came to Willmar and launched out on his own in 1938. Today he also operates jukeboxes and pins out of Alexandria, in the lake resort country north of Willmar. Ray Enright, son of a prominent Alexandria operator, handles his operation there, and Dick Henderson handles the routes out of Willmar. All three—More, Enright and Henderson—are veterans.

Served in Pacific

Enright, who is just completing his first year with the firm, is a navy veteran, like More, who saw nearly two years' action in the Pacific on an amphibious personnel attack vessel. Iwo Jima was among the campaigns in which More participated. Henderson had been with the firm before entering the army. He was invalided home after an accident, just in time to

take over the routes as More went off to the navy.

More reports that coin machine operations in a smaller town (Willmar: 8,600) runs along a more even keel than in the cities—at least according to reports he gets from big town colleagues.

"We didn't experience the wartime boom that the big city operators got, but we haven't experienced the post-war ups and downs either," he said. "Of course, we always have the spring drop-off, from about March 1 to May 15, when farmers start their spring planting, but even that isn't too sharp."

Association Member

More is a member of Minnesota Amusement Games, Inc., and he keeps in close touch with the trade thru *The Billboard*. At the time he was interviewed he was planning a trip to St. Paul for a session of the Minnesota Amusement Games group on newly passed Minnesota laws.

His music store—the only one of its type in town—handles no electrical appliances. His only complaint is that his space is off on a side street and it isn't big enough to display pianos and other instruments properly, but he hopes to remedy that soon.

Unlike most music operators who retail new records, he sells his used platters in the same store as the new ones, and he has found that it does not interfere with sales of new disks.

"The trick, I have found, is to select the used records you sell very carefully," More declared. "First of all, don't put any of the current best sellers on the used disk counter. Secondly, you have to remember that the juke box runs ahead of the current favorites of record buyers—sometimes four or five weeks. So for our used disk department we sort out the ones that have just about gone out at the new record counter."

"In a small town, at least, if the operator sells his used disks wholesale to some other store he isn't solving the problem at all, he is just setting up another competitor for sales of new records."

Record business in the small community already has become quite (See *Small-Town Op* on page 136)

Coinmen Expect To Share Boom In Vacation Tourist Spending

CHICAGO, May 3. — Coinmen throuth the nation are expected to share in the proceeds of the vacation boom predicted for this summer when it is estimated that 60,000,000 auto tourists will spend an average of \$100 each, according to American Automobile Association.

Three summer months, June, July and August, will see about 70 per cent of the vacation trips, informed sources predict. A return to the roving type of motor vacation is looked for, with tourist spending being distributed over a wide territory.

More Tourist Locations

Motorists will find a greater number of motor courts this year than they did in 1946, and such spots, along with resorts, will be logical high-play locations for amusement and vending machines.

All vacation areas in the U. S., because of heavy advance reservations, bear out the boom vacation figures for this year. Western resorts report all open dates being filled up rapidly; Southern resorts show an increasing acceptance of this area as

a year-round vacation spot and a very heavy summer tourist mecca. Camping areas and resorts in the Great Lakes region reveal heavier than usual advance bookings. New England and Atlantic City, both doing a top tourist business last year, report indications of an even greater season in 1947.

Expect Canadian Boom

Canada expects to attract a greater number of American tourists this year than the 20,000,000 who crossed the border in 1946. Sportsmen's camps there are now signing up hunting parties for the autumn season, and midsummer tourists will flock into Canadian resorts and motor camps, officials say.

For tourist business of all types, outlook promises an expenditure of about \$10,000,000,000 in recreational traveling by tourists in the U. S. This figure is greater by over one-half than any similar figure for pre-war years. In 1939 tourist trade paid out six billion dollars to American business men; in 1943 this dropped to three billion dollars.

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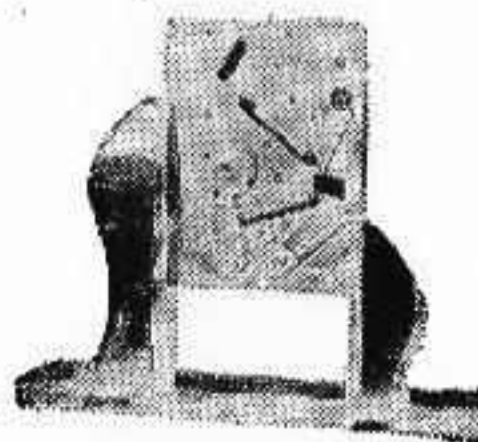
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Self-Styled "Father of Juke" Is Still Going Strong at 73

CHICAGO, May 3.—B. C. Waters, self-styled "father of the present day coin-operated music industry," is a great believer in cycles.

Almost 73 years old and still active in the business after more than 40 years, Waters now is head of the parts department of Illinois Simplex Distributing Company here, distributors of Wurlitzer phonographs.

Having been in the coin music business since 1905, Waters feels he can speak with authority on cycles.

Music Cycles

"The music business goes in cycles of 20 years," he recalled this week, "very similar to the cycles in the piano business. And by the piano business, I mean the old automatic piano as well as the home and concert musical instrument.

"The first cycle was that of the old interior 'player' piano that everybody used to have in their homes. The first of these came out in 1905 and ran exactly 20 years. I don't believe a single one was made after 1925. Then came the first coin-operated rewind piano, the Cremona, in 1906, and it folded up in 1926.

"The first amplified all-selective phonograph, the kind we have today, came out in 1926 but it is still going strong. Of course, the war came along and it may have been the cause of upsetting the phonograph cycle. Right at the present time I can't see the possibility of developing anything to actually take the place of the present-day juke box."

Real Veteran

Waters came to Chicago in 1905 from Iron River, in the Upper Michigan Peninsula, where he had been engaged in the merchantile business. That's the year he got started in the coin music business and he has been in it ever since, leading him to believe that he is the oldest man, in point of continued service, in the industry.

His first enterprise in the music field was the organization of the Marquette Piano Company, a pioneer in coin operation, which produced the Cremona the following year.

"As far as is known," Waters declared, "no exact date is available as to when the first coin-operated musical instrument was made. However, prior to the year 1905, there were various types of coin-operated musical instruments, altho they were few and mostly a novelty at the time."

Juke's Ancestor

Waters gives the Cremona credit for being the direct ancestor of the modern juke box. It was the first such piano to feature 10 rolls, all of which were automatically rewound at the end of the song. The Cremona also had the first magazine register, or switch, which made it possible to insert a number of coins at one time and get a corresponding number of tunes for the money.

"Even in those days," Waters recalled, "tunes were a nickel apiece—something that outlasted the nickel stein of beer that was so popular in those days. The machines weren't cheap, either. They were very elaborate affairs, most of them giving the effect of a full orchestra. The more elaborate ones sold for \$2,500 apiece and we had one theater model, which wasn't coin operated, selling for \$4,000."

Established Routes

Waters also takes credit for establishing the idea of setting up location routes, putting the automatic pianos into dance halls, bars and a few restaurants. However, he declared the difficulty in the operation idea was that the operators neglected the ma-

chines and wouldn't keep them in tune.

"Prohibition was the main thing that killed the piano business," Waters said. "The music business made a comeback of sorts after the end of the World War I but most of the locations were closed up by the Volstead Act. Then the amplified phonograph hit the market and it killed the piano business practically overnight. The public really hadn't become music conscious until the phonograph came along."

Was Chicago Operator

Waters sold his interest in the Marquette company in 1915 and went into the operating field in Chicago for a while. Shortly before the war, he went to Cincinnati and bought the piano factory belonging to the Knabe brothers. There he developed a variation of the old Cremona but war broke out and he found it impossible to obtain materials.

He sold out and came back to Chicago, where he was one of the organizers and general manager of the pioneer in selective, amplified phonographs. It was Western Electric, according to Waters, that produced the first such machine in 1926 under the name of the Electraphone. This wasn't the first amplified juke box produced, he declared, but it was the first to combine amplification and selectivity.

After leaving Western Electric, Waters was an organizer of the Standard Phonograph Company, serving as president and general manager. This company, he claims, was the first to produce machines in the lower price range on which the industry has based its growth.

Less Trouble Then

Asked about some of the early trials and tribulations of the early automatic pianos, he replied: "Actually, we had less trouble with those old machines than we have today.

"I was driving along a street on the North Side here one day about three years ago when I heard music from one of those old-timers. I looked around and located it in the office of a golf-driving range run by a former piano operator who was associated with me in those early days. He is more or less retired now and runs the driving range during the summer just to have something to do. I asked him what he was doing with that old piano and he replied, 'Well, it made about \$5,000 for me and I'm kinda fond of it.'"

D. McCall White Named New Head of M. H. Rhodes, Inc.

HARTFORD, Conn., May 3.—D. McCall White has been elected president of M. H. Rhodes, Inc., manufacturers of parking meters and time control devices here.

White's election followed semi-retirement of M. H. Rhodes, president and founder of the company, who will devote more attention to the engineering phases of the business and will continue to serve as a director.

Directors named for the year are Eugene E. Wilson, Louis B. Stoner, Roger E. Gay, Rallston M. Sherman, Paul E. Callahan and White.

Allite Begins Delivery on Bowling Game Early in May

CHICAGO, May 3.—Jack Nelson, head of Jack Nelson & Company here, and sales director of Allite Manufacturing Company, Los Angeles, announced last week that Allite's new bowling game, Strikes 'n' Spares, will begin to reach distributors the first part of this month.

Atlantic City and N. J. Hotel Assns. Combine Conventions

NEW YORK, May 3.—For the first time in 12 years the combined Atlantic City and New Jersey State Hotel associations are to hold their annual convention together May 5-8 in Convention Hall, Atlantic City. Among the exhibits will be several by manufacturers of coin-operated radios.

The American Hotel Association is holding its Middle Atlantic district convention concurrently with the exhibition. The event is reported to be the testing ground for at least one new coin radio.

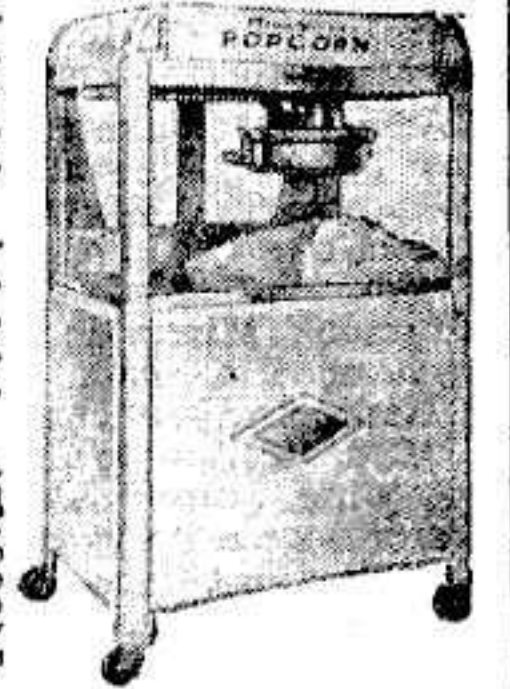
Spot for Slug Rejectors

SPRINGFIELD, Ill., May 3.—During their five and one-half years of operation here the city's parking meters have accumulated a total of 2,500 foreign coins, tavern trade checks and plastic sales tax tokens (from Missouri and Colorado) in addition to the usual pennies and nickels, according to D. Sullivan, who counts the parking meter receipts.

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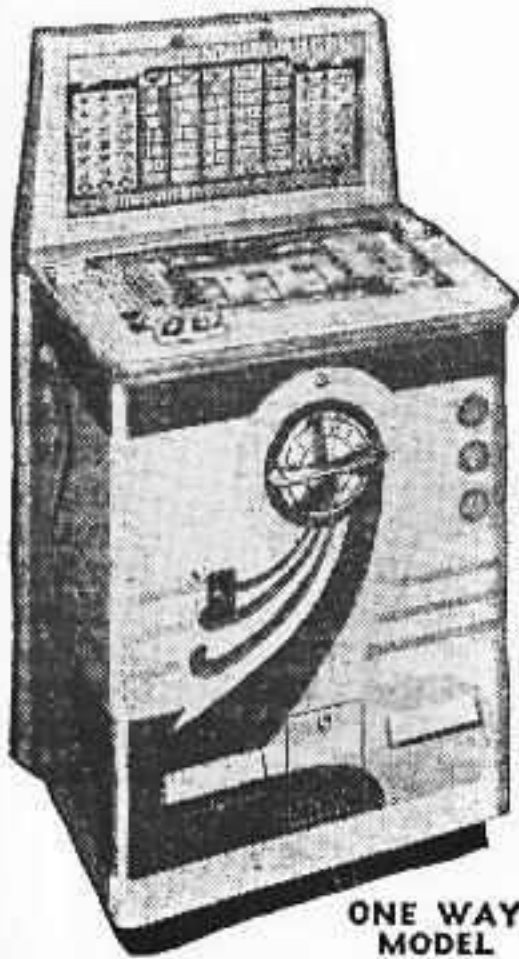
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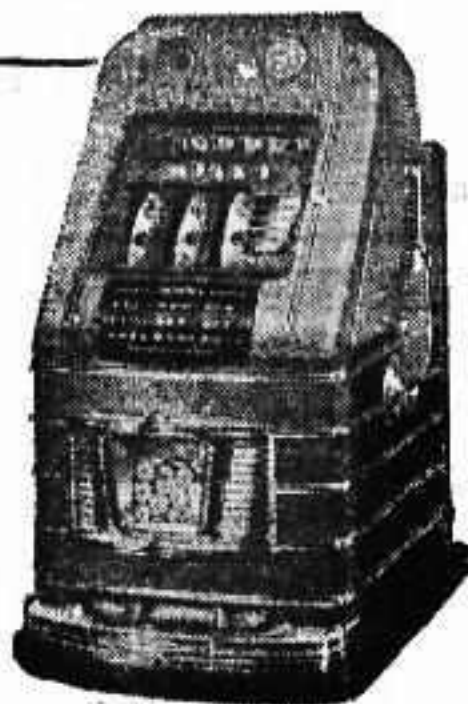
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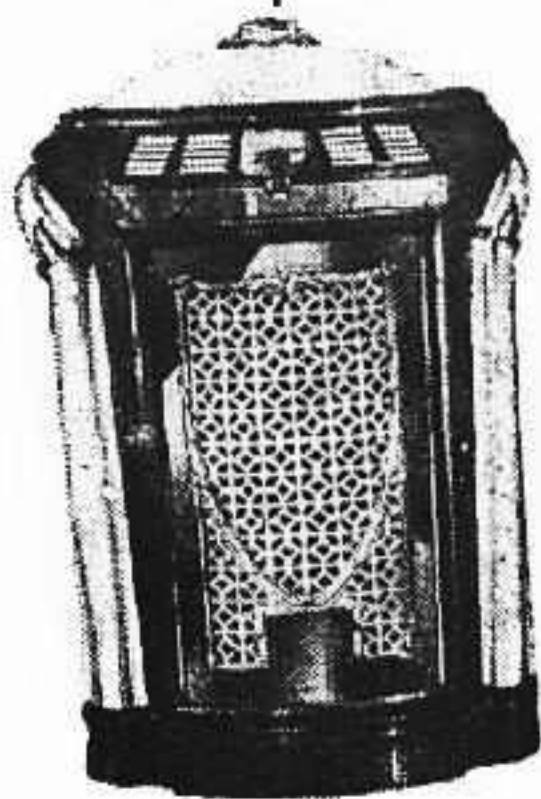
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Beautifully Reconditioned CONSOLES—Ready for Profits!

Baker Pacers, DDJP	\$185.00	Waiting Big Game, FP, 5¢	\$ 79.50
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Bally Club Bells, Comb. 25¢	178.50	Buckley Track Odds, DD	289.50
Bally Hi Hand, Comb. 5¢	119.50	Pace Saratoga, 5¢	69.50
Bally Hi Hand, Comb. 25¢	179.50	Pace Twin Reels, 5¢ & 25¢	169.50
Jenn. Silvermoon, FP, 5¢	79.50	Mills West Pockets, Late	49.50
Jenn. Silvermoon, FP, 10¢	89.50	Bobtail, PO, 5¢	99.50
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ARCADE EQUIPMENT

Ace Bomber	\$189.50	Drivemobile	\$189.50	Sky Fighter	\$189.50
Air Raider	95.00	Chgo. Coin Hockey	129.50	Rapid Fire	99.50
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Seeburg Sponsors Social and Athletic Program for Workers

CHICAGO, May 3.—Firm believer that a well-knit organization should learn to play together as well as work efficiently as a team is the J. P. Seeburg Company, a firm that has extended itself to see that its employees have an activities program that encompasses virtually all athletic and social events.

Beginning in 1937, when a group of employees gathered to discuss the possibilities of forming an employee social and athletic association, the over-all program is now under the guidance of Ralph M. Isacksen, Seeburg's personnel director, who in a brochure, titled *It's a Winner*, explains the set-up as follows:

How Program Operates

"Officers (of the J. P. Seeburg Social and Athletic Association) are elected annually by members of the association. Membership is open to any employee who has been with the company for 30 days and upon payment of monthly dues of 10 cents or \$1 for the year. Association delegates or representatives are elected by individual departments. Each delegate represents about 75 persons. It is the delegate's duty to voice the requests of his or her department at the monthly meetings that are held at a local banquet hall. Persons attending these meetings attend on their own time and are served a regular dinner which is paid for by the company. Meetings last from 6 p.m. to 8:30 p.m., of which 45 minutes is allowed for the dinner and 1 3/4 hours devoted to the business session."

Monthly Meetings

Isacksen further explained that during the monthly meetings discussions are held relative to all social and athletic activities. Other topics dealt with concern what other firms are doing in the employee activity field, which information is frequently obtained from "bulletins and services of the national Industrial Recreation Association, of which we are members."

When it is time for the association to begin work on an activity, Isacksen continued, a committee is formed, which is vested with the responsibility of seeing that this planned event is publicized and promoted to the satisfaction of the membership. Along this line at least one major

activity is provided monthly, planned months in advance, which means that several events are promoted at any given time.

List Some Activities

Besides the major activities, which include basketball, softball, fishing trips, skating parties, golf tournaments, picnics, masquerade balls and Christmas parties, many other activities are held during the year. These take in table tennis, calisthenics, horseback riding, hobby clubs, trap-shooting, hikes, beach parties, first-aid classes, lake excursions, etc.

Most of the activities are financed thru collection of membership dues and commissions received from candy and beverage vending machine sales located in the plant. Major expenses such as the company picnic and Christmas party are paid for by the company.

Aims of Program

Pointing out the aims of the program, Isacksen said: "In order to have a good, sound, recreation program, you must have the help and co-operation of a large number of people. This does two things—first, it takes the load away from one or two persons and, second, and most important, it invites greater interest and stirs up additional employee participation. Most people are happy when they are busy doing something they like to do. The saying, 'It's got to be good to be fun, and it's got to be fun to be good' is a good measuring stick in determining the results of any activity."

States' Sales Tax Receipts Steadily Rise

CHICAGO, May 3.—State collections of sales, use and gross receipts taxes have increased steadily during the 1941-1946 period, with a sizable jump in collections during the last year, according to a report compiled by the Federation of Tax Administrators.

The 1946 rise was to a record \$1,030,800,000, an increase of nearly one-third over the \$779,200,000 collected during 1945 and an increase of 76.5 per cent over the \$583,900,000 collected in 1941, according to the federation report.

Gives Three Reasons

Report, which was released thru the federation's *Tax Administrators News*, attributed the sharp climb in 1946 to three major factors: (1) sudden advance in spending as the result of increased supplies of civilian goods on the market; (2) large sums of money on hand which had not been spent previously because of the scarcity of products and which had been earmarked for use when goods became plentiful again, and (3) climb in prices on products offered for sale.

All States reported substantial increases in receipts during both 1945 and 1946, with 10 States reporting receipts of more than \$20,000,000 during 1945. This number, however, was increased to 12 during 1946.

California Tops List

Leading the 1946 parade in receipts was California, with a total of \$208,900,000. The other 11 States receiving more than \$20,000,000 and the amounts collected were: Alabama, \$23,700,000; Illinois, \$125,200,000; Indiana, \$48,000,000; Iowa, \$35,800,000; Kansas, \$25,700,000; Michigan, \$143,400,000; Missouri, \$53,500,000; North Carolina, \$31,700,000; Ohio, \$106,600,000; Oklahoma, \$26,900,000, and Washington, \$65,600,000.

Frank Walsh Appointed New Burton Browne Vice-Pres.

CHICAGO, May 3.—Frank Walsh has been appointed vice-president of Burton Browne Advertising Agency, Chicago, according to an announcement by Burton Browne, president.

Walsh, who has been a newspaper reporter, copy chief and account executive, has been with the agency three years. Before coming to Browne, Walsh was associated with Sears, Roebuck & Company, where he was editorial director for the firm's national retail sales promotion office.

SMALL-TOWN OP

(Continued from page 133)

competitive, with drug and chain stores and numerous radio stores all retailing disks. More said, Another problem today is the flood of records from many disk makers, he said.

"Why, now they are filling old orders I had forgotten I ever made," he declared. "But we still have trouble getting all we want of some of the most popular hits."

Quality of most records still leaves a good deal to be desired, he said, but some of the best platters, from a wear standpoint, are coming from new companies.

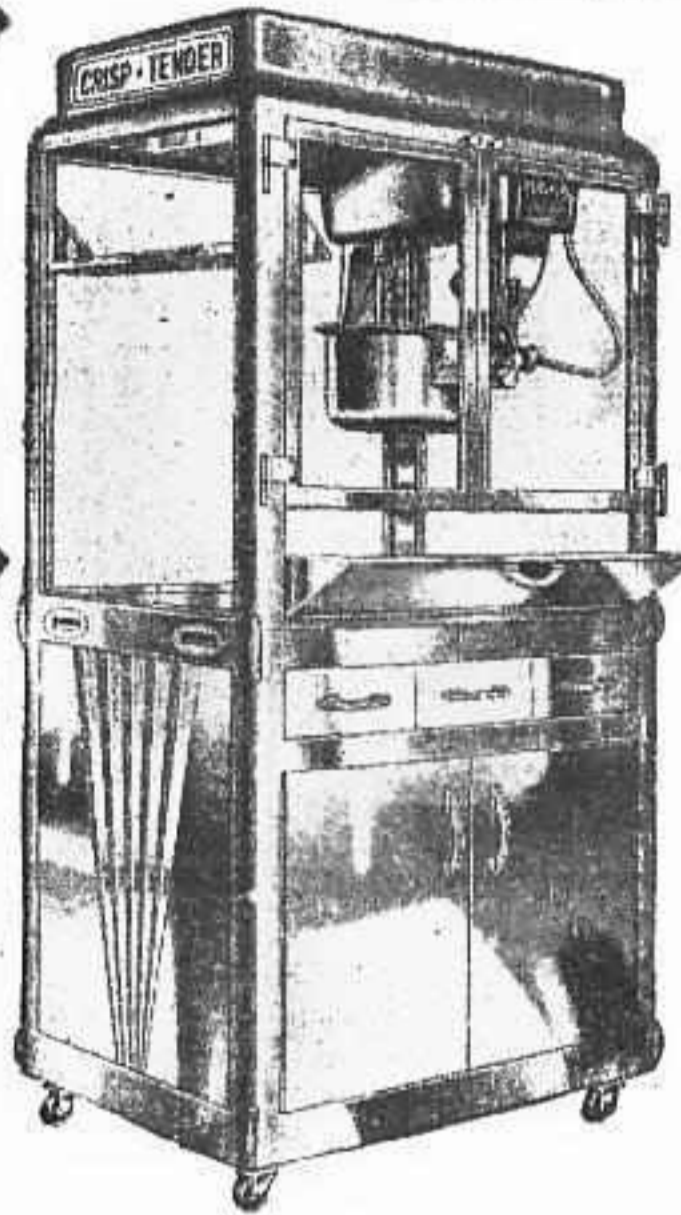
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- SUPER STAR, Theater Model \$599.00
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Mills 3-Bells, 5-10-25; Bally 5¢ De Luxe Draw Bells, Bally 5¢ Regular Draw Bells, Bally Triple Bells, Bally Entry, Bally Special Entry, Evans Winter Book, Evans Bangtails, F. P. P. O.; Keeney Super Bonus Bell, 3-Way; Keeney Super Bonus Bell, 2-Way; Keeney Big Parley, Jennings Challengers, Gottlieb Daily Races.

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Any quantity! Immediate Delivery. First Grade! Minimum order, one carton — 25 pounds per carton, at \$17.25.

ARCADE LIST!

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1 Sky Fighter 165.00	3 Chicken Sams 95.00	1 Tommy Gun 95.00
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1 Magic Finger 165.00	1 Undersea Raider 175.00	Photomatics, Late 595.00
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Voice Recorders, F.S. 1050.00	3 Panorams 295.00	
	25 Total Rolls 295.00	

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- Gottlieb Grippers... 39.50
- Genco Pee Wee... 45.00
- Marvel Pop Up... 49.50
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- Champion Basketball... 49.50

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 - 5 8-col. Unedapak 85.00
 - 1 9-col. 500 Unedapak 110.00
 - 1 9-col. Chrome DuGrenier Champ. 125.00
 - 5 10-col. Rowe Royals 110.00
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- 5¢ Std. Chiefs... \$289.00
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 - 5¢ DeL. Club Chiefs 299.00
 - 10¢ DeL. Club Chiefs 309.00
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- Also Bronze and St. Chiefs, Super DeLuxe Club Chief, and Silver Eagle.

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Twin Play 5¢-25¢, with new chrome top. Two Jackpots, only one mechanism. Eye Appealing, Location Tested! A Winner!

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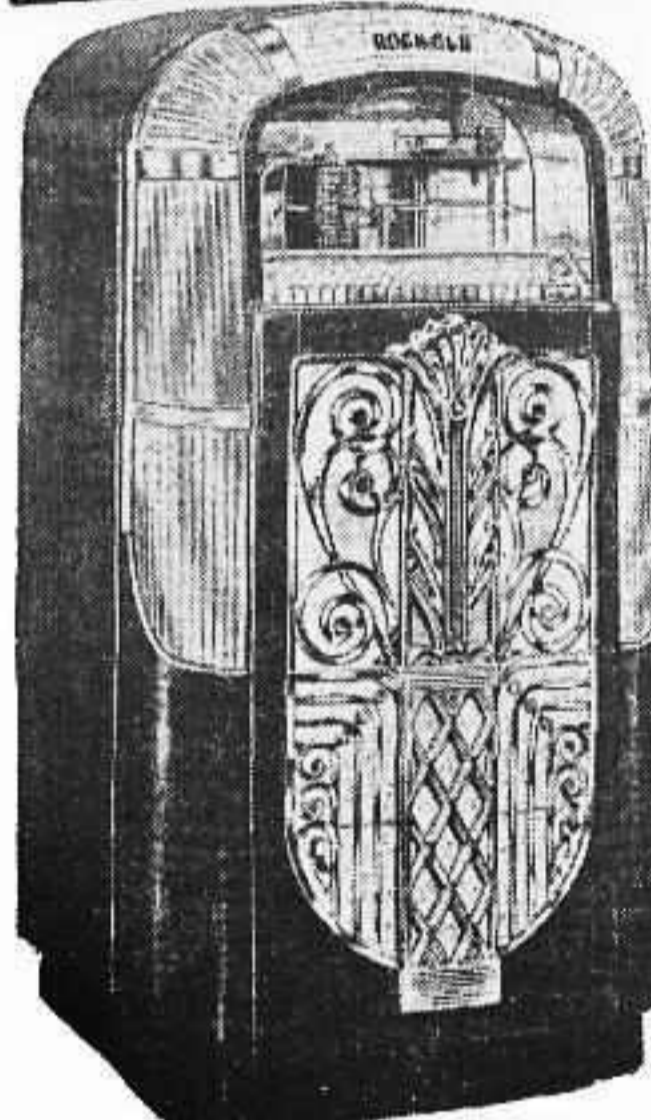
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Phones: PRospect 0310-17



M. S. GISSER, Sales Mgr.

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ROCK-OLA

MODEL 1422-6

The new, improved Rock-Ola phonograph that is the talk of the entire industry. Beautiful design, remarkable color and lighting effects, unusual animation, and superlative quality of tone. Same dependable Rock-Ola performance. Equipped with terminal strip for wired remote control hookup. We will look over operators' locations and help them solve their music problems.

Two action-getters by Gottlieb

DAILY RACES

The famous old 1-ball standby is now available in free play or pay out model. Daily Races has special spotter bumpers, illuminated "live" holes, and slug-proof, drop coin chute. Smart operators know that Daily Races is a money maker in a class by itself!



Maisie

When the players want high, HIGH score — Maisie is their game. Gottlieb's 5-ball thriller has the come-on that brings in the dough. Fast action, socko appeal, and slam-bang earning power!

Also these latest Bally profit producers: Deluxe Draw Bell, Bally Entry, Special Entry, Triple Bell, and Five Ball Rocket. See them today.

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 - Wurlitzer 616, Lite-Up 99.50
 - Rock-Ola Deluxe '39, A-1 Shape 179.50
 - Rock-Ola Master '40, Excellent Condition 219.50
 - A.M.I. Singing Tower, 20 Record, Like New 175.00
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ALBUM REVIEWS

(Continued from page 120)

MAXINE SULLIVAN—ANNIVERSARY ALBUM (International 29)

Marking the songbird's 10th anniversary in the spotlight, the label has called up two record reviewers and four radio disk jockeys to select the six titles for Maxine Sullivan. A good promotion stunt in itself, but it's the songs and Miss Maxine's singing that does the real disk selling. Accompanied by the New Friends of Rhythm directed by Sylvan Shulman, a string quartet culled from the symphony crews to which is added clarinet, guitar and harp, Miss Maxine gets smart musical setting as she sings it plaintively and with fine jazz feeling for the songs and madrigals she has done so well in the past. New Friends remembered for their own recordings on the Victor label almost a decade ago, and Miss Sullivan bring back fond anniversary memories with her singing of *If I Had a Ribbon Bow*, *Mad About the Boy*, *Loch Lomond*, *I Must Have That Man*, *Jackie Boy* and *I Can't Get Started With You*. Picture of songbird and of those purportedly selecting the sides on the front cover, inside page carrying a forward heralding the songbird's anniversary.

MUSIC OF MORTON GOULD (Columbia MM 668)

The composer conducts the Robin Hood Dell Orchestra of Philadelphia for four 12-inchers to take in his own imaginative settings of folk music. However, the symphony orchestra lacks the brilliance and resonance to give these transcriptions the importance they might deserve, with the result that it's a run of the mill reading that comes out of these spins. It is only when Morton Gould selects the strings that the music becomes stirring and beautiful, and such is the case for his transcriptions for the spirituals *Go Down Moses* and *Sometimes I Feel Like a Motherless Child*. The symphony is without the vigor and sentiment for

Gould's *Cowboy Rhapsody* (three sides) which uses *Home On the Range*, *Old Paint* and other familiar Westerns as basic material. Equally lacking in flavor and spirit is *American Salute* which gives a Wagnerian flourish to *Johnny Comes Marching Home*; *New China March*, using a song of modern China as the musical texture; and *Red Cavalary March*, which embellishes the familiar *Meadowlands* melody. Figure of the concert bandstand in the park makes for the front cover design with photo of Gould and notes on his music for the inside page.

DUKE ELLINGTON AT CARNEGIE HALL (Musicraft S-6)

Duke Ellington re-creates his concert stage setting for his concert pieces, all typically Ellingtonia. Two are the impressionistic modern pieces, taking both sides of the platter, with the full ensemble sway for *Overture To a Jam Session* and *Beautiful Indians*, the latter featuring the lyrical soprano song of Kay Davis without words. The individual hot horns step up for the other four sides in the set. Jimmy Hamilton's clary cuts it for a modernistic *Flippant Flurry*; Harry Carney's bary sax carries *Golden Feather*; also saxist Johnny Hodges, per usual, is great in grooving *Sultry Sunset*; and by far the most exciting cutting in the set, *Jam-A-Ditty*, is a Concerto for Four Jazz Horns, bringing on Carney, Hamilton, trumpeter Taft Jordan and trombonist Lawrence Brown. Ellington fans will lap up this set. Records shipped for review without album cover.

BLUES BY LONNIE JOHNSON (Disc 35)

It's the earthy blues chanting of Lonnie Johnson, who picks his guitar strings just as blue, for this package of three records. The blues mood and depth of feeling is always pronounced in both his singing and his playing. And just as exciting is the back-bay blues pounding of the 88's by John Davis, who accompanies Johnson for *Solid Blues* and *Drifting Along Blues* and for the instrumental *Blues for Everybody*. Johnson sings his folk blues to his own gut-box pickings for *Rocks In My Bed*; making his jazz feeling just as pronounced for the pop tune *In Love Again*, and matches the quality of his guitar playing with his singing for an instrumental *Blues In My Soul*. In all, a fine exposition of the blues form by its foremost exponent. David Stone Martin has provided the album with a symbolic cover design, showing musicians on the run with a sleeping cat in the corner. Descriptive booklet with the album.

DIZZY GILLESPIE (Musicraft 485)

It's the re-bop trumpet madness of Dizzy Gillespie that is showcased for the eight sides of this set. The full band and the sextet which Gillespie uses plays it rough and rowdy, screaming all the way and never articulate in its playing. Nonetheless, the package provides plenty of Gillespie's hot and erratic trumpeting, for the most part good. Best sides are the sextet spinnings that show off Slam Stewart's bass bowing and some favorable alto sax passages. Save for *A Hand Fulla Gimme*, for which Alice Roberts mumbles the slow blues, and the jump *He Beeped When He Shoulda Bopped*, for which her pipes platter thin, remaining sides are all instrumentals. All originals excepting *All the Things You Are*, with the speed spinning of the sextet for *Dizzy Atmosphere* the best of the re-bopping. Other sides include *Groovin' High*, *Blue'n Boogie*, *Hot House* and *Ray's Idea*. Packaging solely for the re-bop enthusiasts. Records shipped for review without album cover.

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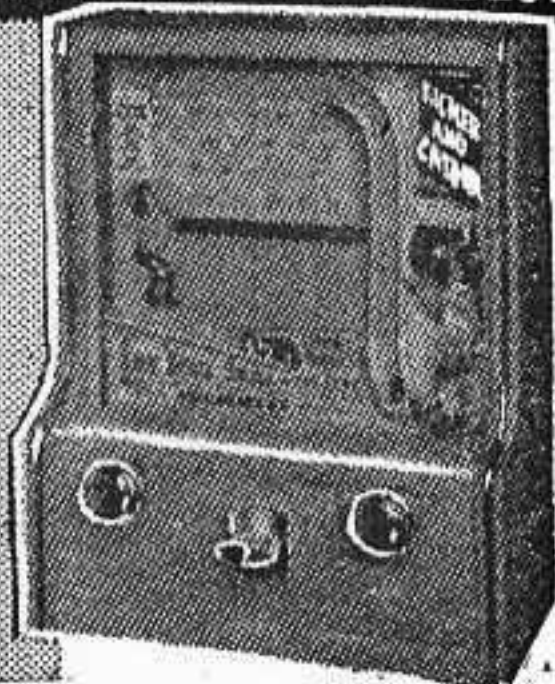
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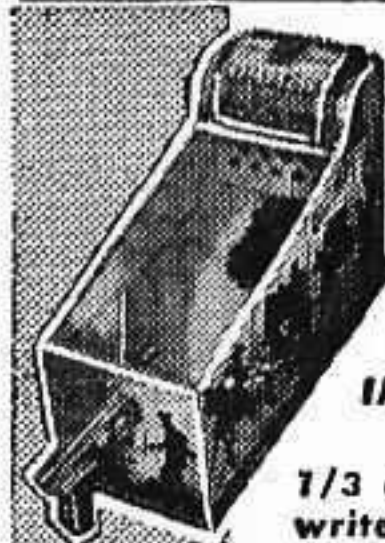
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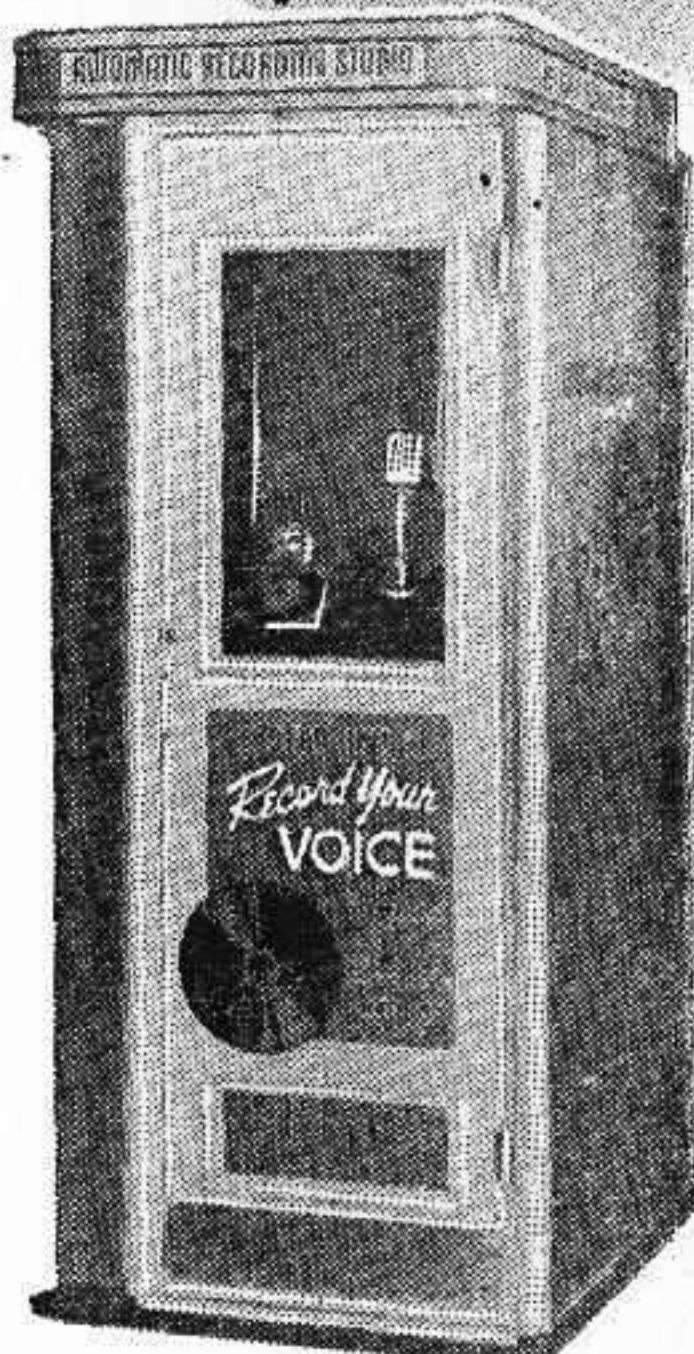
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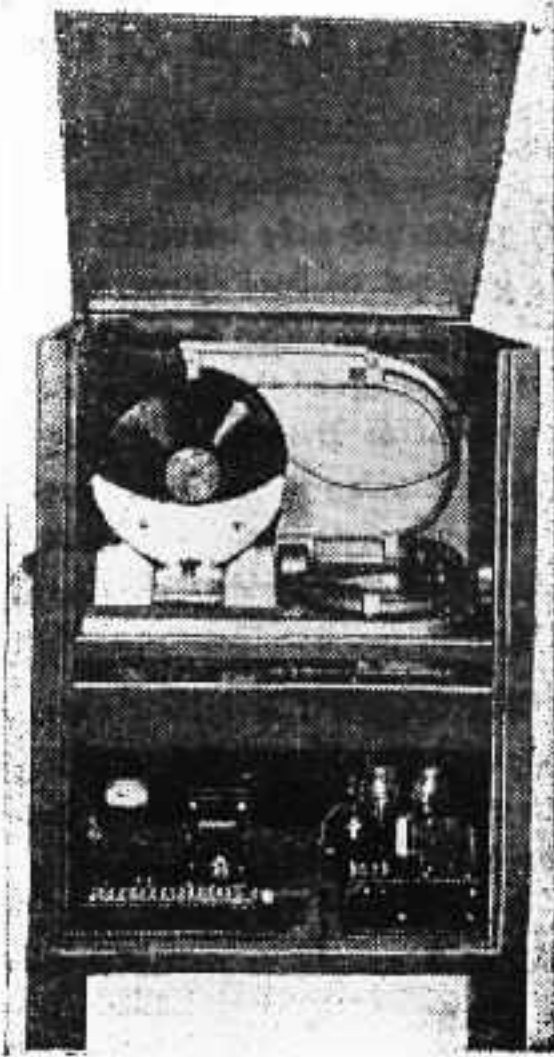
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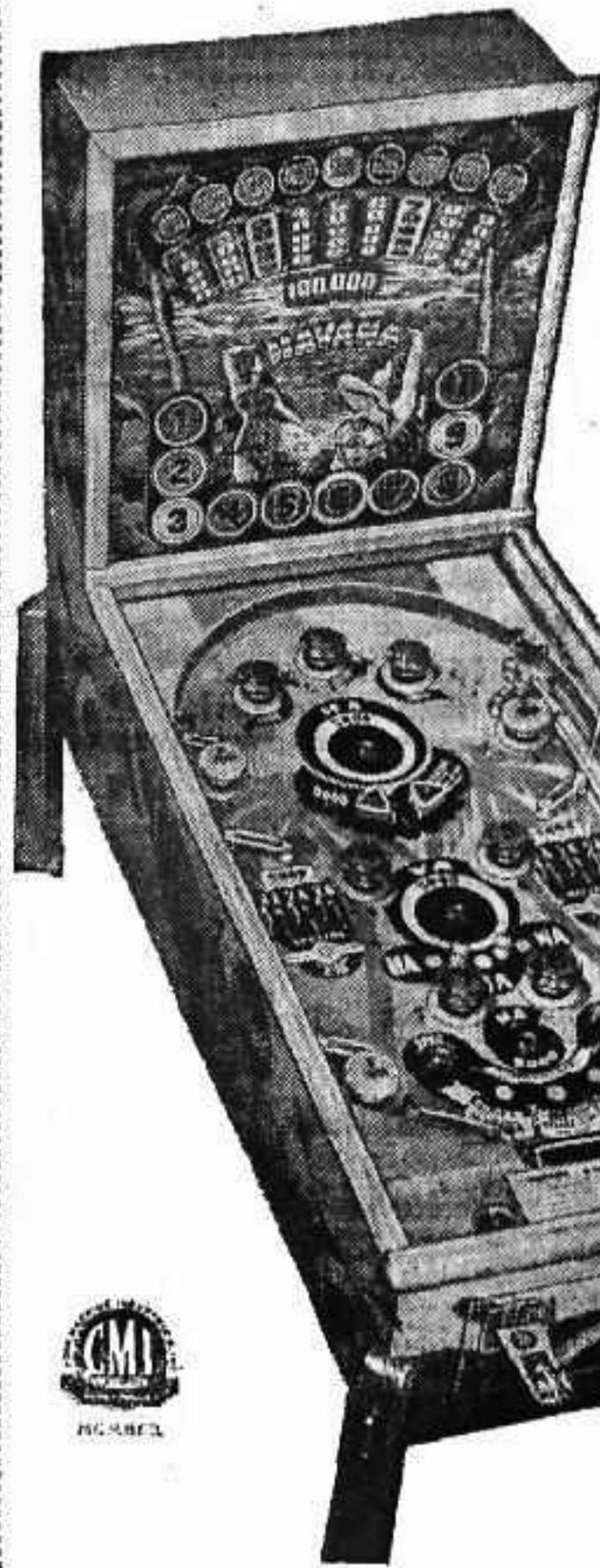
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750 Top Center	5.50	Top Corners (Solid Red,	
750 Middle Sides	2.00	Yellow or Green)	6.00
850 Top Corners	12.50	Lower Sides	9.50
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
850 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

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We may have it in stock!*

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Eagle Coin Machine Co.
1514 NORTH FREMONT AVENUE • CHICAGO 22, ILLINOIS
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Stops taking ways



Pick-resisting, shock-resisting ILCO HERCULOCKS, with built-in dependability, will keep your "take" in the coin boxes where it belongs. Ready to outsmart a "Jimmy Valentine" or baffle a "Raffles", HERCULOCKS afford the kind of protection and security you'll want for every one of your coin machines.

No. 4750 Improved HerculoCK—pick-resisting design. "Shark-tooth" keyway. Double sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Cam movement 90 degrees. Thousands of key changes.

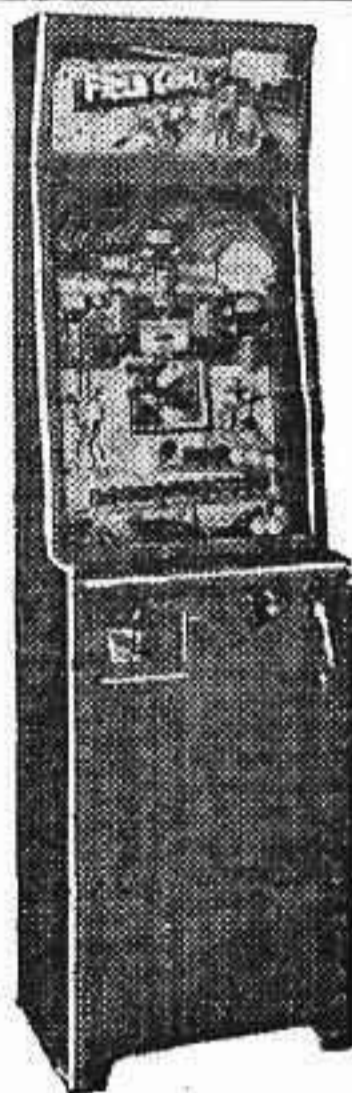
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The Most Complete Line of New Arcade Equipment in the Country



SCIENTIFIC'S FIELD GOAL

\$249.50

Brand New Man-Sized
Basketball Game

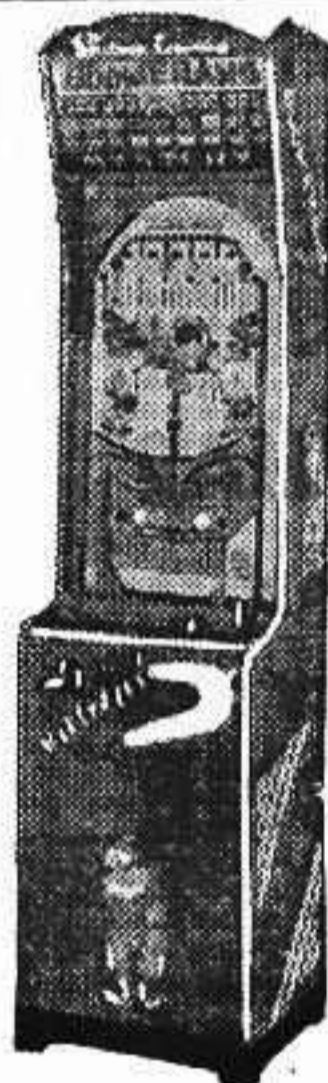
All you do is take in nickels—trouble free. FIELD GOAL features a unique mechanical scoring system. No transformer step-ups. No electrical scoring. A flashy, interesting, skill challenger that draws players as long as you stay open. Floor Size, lite-up Large Cabinet Model.

Amusematic's BOOMERANG

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Speed, Thrills and Appeal
That Keeps the Nickels
Coming.

Here's Amusematic's newest. A colorful, UPRIGHT, all-in-one Cabinet game that occupies less than 3 square feet of floor space. A proven money maker. Good for all locations—especially where space is limited. Fast flashing colored lights. High score up to 260,000. Mystery score up to 50,000. Floor Size, lite-up Large Cabinet Model.

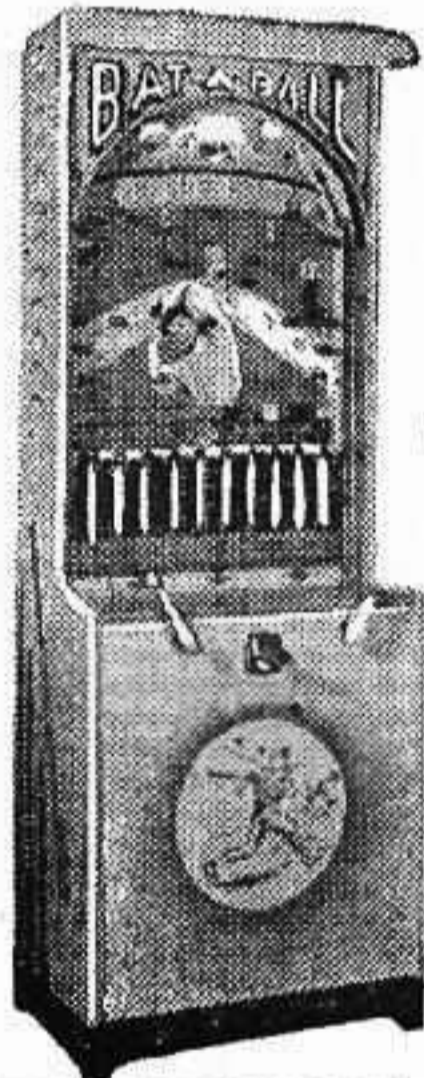


Exhibit's LOVE TESTER

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Keeps the Crowd Roaring
With Laughter

Here's the well-known proven machine, with all the latest modern improvements. LOVE TESTER is a must for every arcade. Keeps everyone in good spirits. Buzzer sounds while bright light rises in the thermometer to player's love rating. Years of proof give it a high profit rating. One of the money Exhibit machines that are the back bone of the Penny Arcade. Floor Size, lite-up Large Cabinet Model.



American's BAT-A-BALL

\$169.50

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Your Profits Up

A big game that draws everyone. When those ping-pong balls are hit they sound like the sharp crack of a bat. All the thrill of real baseball. BAT-A-BALL is the game every operator dreams about. Plays everywhere. No breakdown worries. No maintenance cost. Comes out of the crate ready to play. Floor Size, lite-up Large Cabinet Model

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cramped with the best arcade equip-
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SKEE BALLS — POKERINOS.
ANY MAKE OR MODEL
NEW OR REBUILT
AMUSEMENT MACHINES FOR
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MUNVES
HAS THEM ALL

ESTABLISHED 1912

Firestone's SANTA ANITA HANDICAP

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A two player game
packed with plenty of
player competition.

SANTA ANITA HANDICAP is an exciting race game that depends strictly on the players' skill. Flashy progressive back-board whirls the play up to a fever pitch. A natural in any location. Floor Size, lite-up Large Cabinet Model.



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Correct price is \$39.50.
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SLOTS!

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 5¢ Play 304.00
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 5¢ 289.00
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All reconditioned by factory trained experts!
 Sold on money-back guarantee!

MILLS BONUS BELLS, 5¢ \$175.00
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 MILLS CHERRY BELLS, 5¢ 125.00
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 MILLS CLUB CONSOLE, 10¢ 175.00
 10¢ (2/5) 200.00
 25¢ (2/5) 150.00
 MILLS BLUE FRONT, 10¢ 175.00
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 JENNINGS VICTORY CHIEF, 5¢ 145.00
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Will Accept Any Reasonable Offer!
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VICTORY DERBY \$250.00
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Payout models—late posoneck heads—fruit
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 These are the cleanest in the country! Satisfaction absolutely guaranteed!

\$ 90.00
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Genco ADVANCE ROLL CHAMP \$325.00
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ARCANE — USED

Reconditioned and Guaranteed!

TOTAL ROLL \$245.00
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Keeney's
BONUS SUPER BELL
 One Way — Two Way — Three Way
 "It's here to stay" for endless play!

BIG PARLAY

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WORLD WIDE IS YOUR EXCLUSIVE DISTRIBUTOR IN ILLINOIS AND
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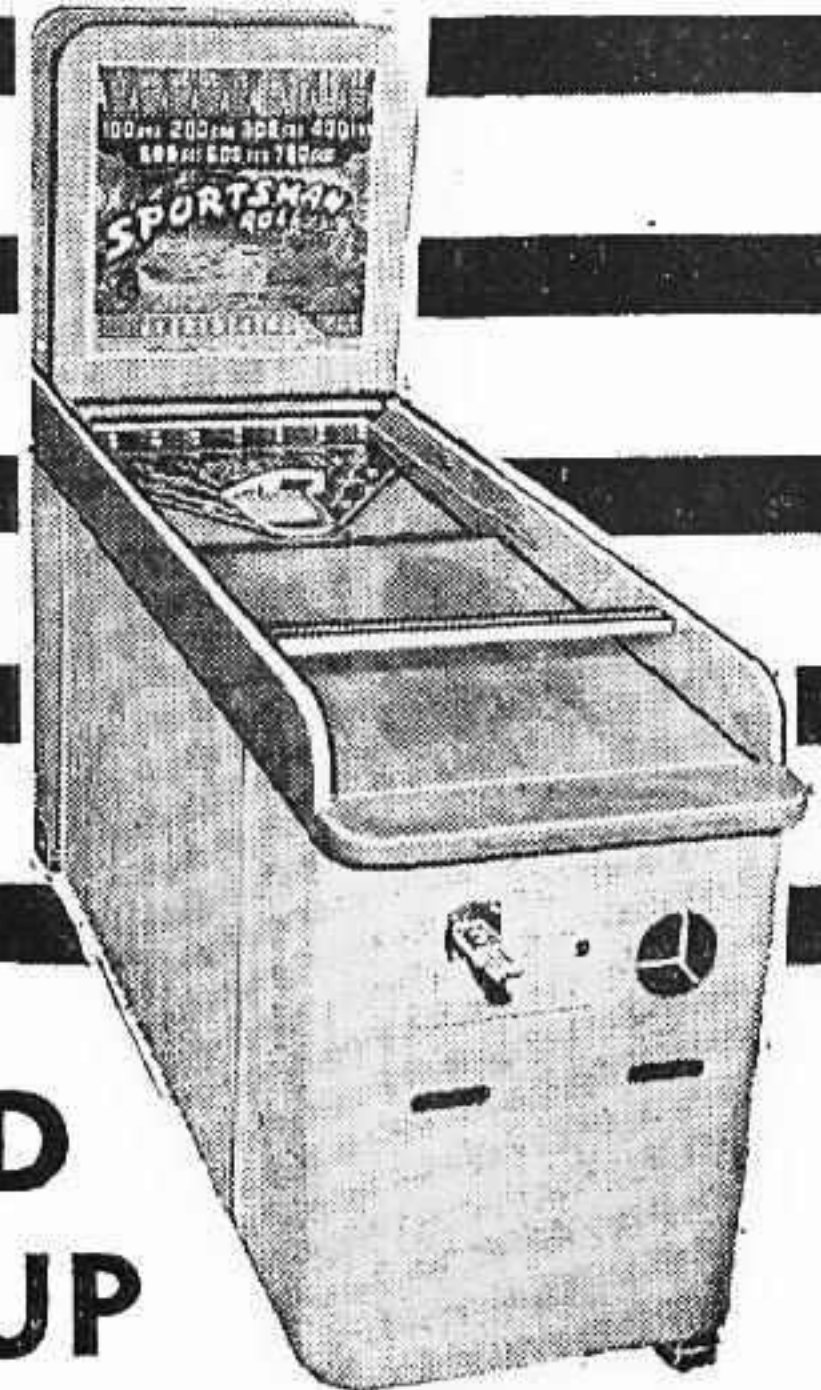
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Skill holes, mystery buttons,
 an alligator that opens its jaws—

SPORTSMAN ROLL

HAS EVERYTHING



CAN OPERATE ANYWHERE

ADD 'EM UP

+ 12 MYSTERY BUTTONS

10,000 points per contact and a ball can hit them over and over again.

+ SKILL HOLE

40,000 points AND when you get the ball in it opens an . . .

+ ALLIGATOR'S MOUTH

action, excitement when those big jaws open. Place the ball in its mouth and it's 100,000 points more.

+ HIGHEST SCORING GAME

yes, this roll down game scores up to 790,000 points.

+ LEATHERETTE FINISH CABINET

lighter than wood, terrifically attractive, easier to clean and handle, less costly to ship.

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COMPARE! COMPARISON PROVES WHEN YOU OPERATE SPORTSMAN ROLL YOU OPERATE THE BEST

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IMMEDIATE SHIPMENT.
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\$217.50
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 JENNINGS CHALLENGER
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GLOBE COIN SORTER . . . \$290.00

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 + DOUBLE SAFE STANDS, a Bargain at \$75.00 Ea. Also 1 TRIPLE at . . . 100.00

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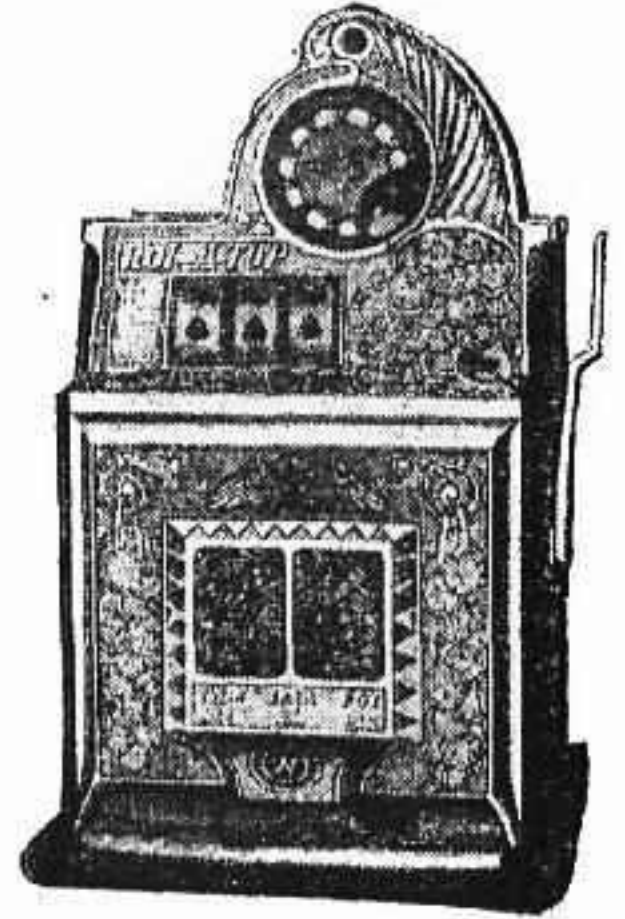
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10c ROL-A-TOP BELL 200.00
25c ROL-A-TOP BELL 225.00
50c ROL-A-TOP BELL 300.00

The Above Prices Are Net F. O. B. Chicago.

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

- 1 CHERRY PAY 2
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- MYSTERY 3-5 PAYOUT, STANDARD
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- NO LEMON ON FIRST REEL



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NON-INFLAMMABLE
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EXPERTLY MOLDED — PERFECT FIT**

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ROCK-OLA Standard, Master, De Luxe or Supers: Each \$12.75 Top Corners (Solid Red, Yellow or Green) Lower Sides (Red or Yellow) Top Door Plastics (Red, Yellow or Green) 6.75 Commands: Top Corners 8.00 Top Center 7.00 Long Sides 12.75 Combination Yellow and Red Color Scheme, SEEBURG "Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25	"Classico"—"Colonel": Top Corners (Solid Red, Yellow or Green) \$ 6.00 "Cadet"—"Major": Top Corners 2.50 WURLITZER Each 800 Top Corners \$16.50 800 Lower Sides 15.00 800 Middle Sides 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) 9.50 800 Top Centers (Onyx) 5.25 600, 500 Top Corners 5.50 700 Top Corners 8.50 700 Lower Sides 9.50 700 Back Sides 8.50 750 Top Corners 9.75 750 Lower Sides 9.75 750 Top Center 5.50	750 Middle Sides \$ 2.25 850 Top Corners 12.50 850 Lower Sides 8.75 850 Top Center 12.50 850 Peacock Glasses 5.00 950 Lower Sides 12.50 24 Top Corners 1.20 24 Lower Sides 5.50 41, 61, 71 Top Corners 5.50 MILLS Available in Red, Yellow or Green. Throne—Empress: Each Top Corners \$14.00 Throne—Empress: Lower Sides 14.00 SHEET PLASTIC Not Painted Non-Brittle 20"x50", Pillable. Per Sheet \$12.50 50 gauge, red, yellow, green or clear. 80 Gauge, Per Sheet \$14.50
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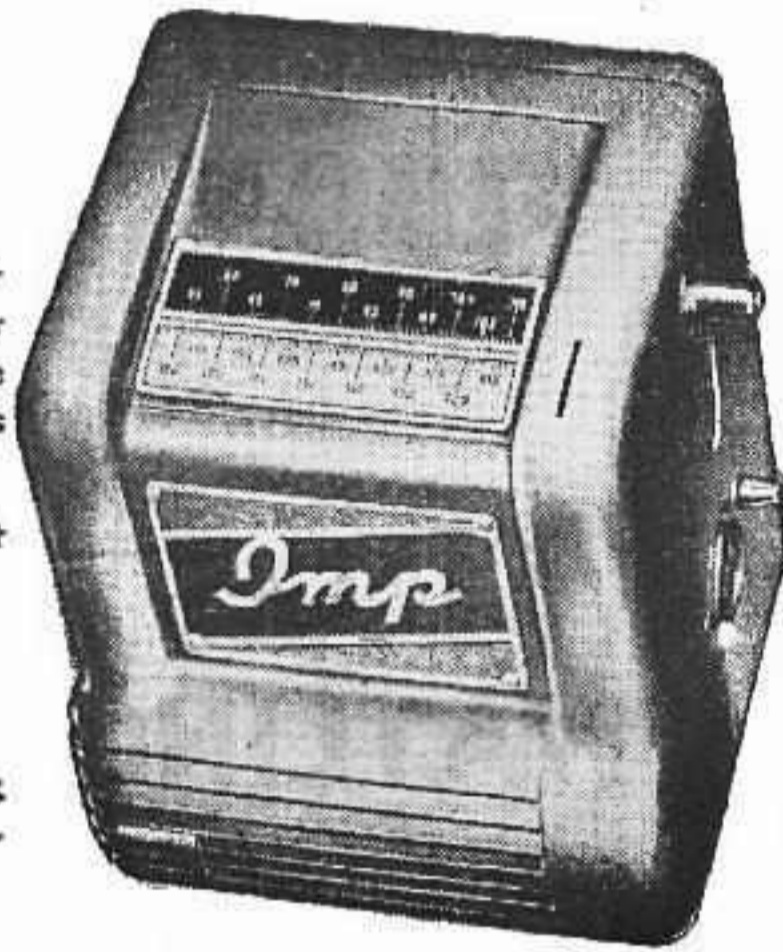
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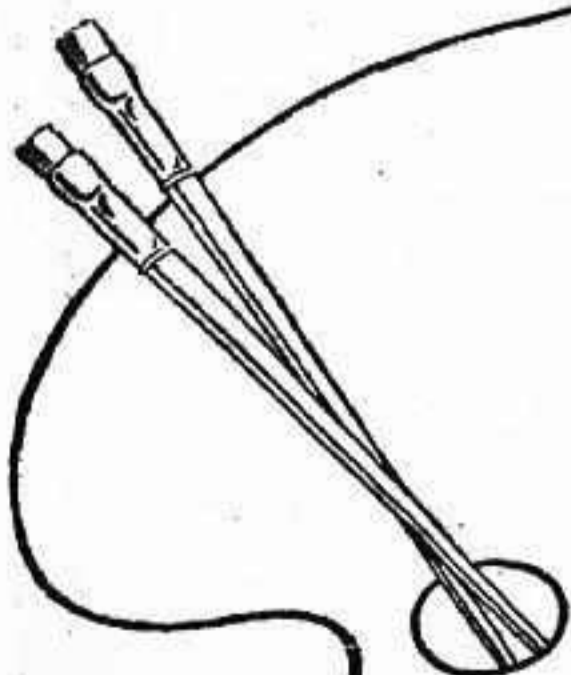
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“ADVANCE ROLL”

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● **MAKES MONEY
FASTER AND LONGER
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BEFORE!**



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YEAR 'ROUND PROFITS with BALLY

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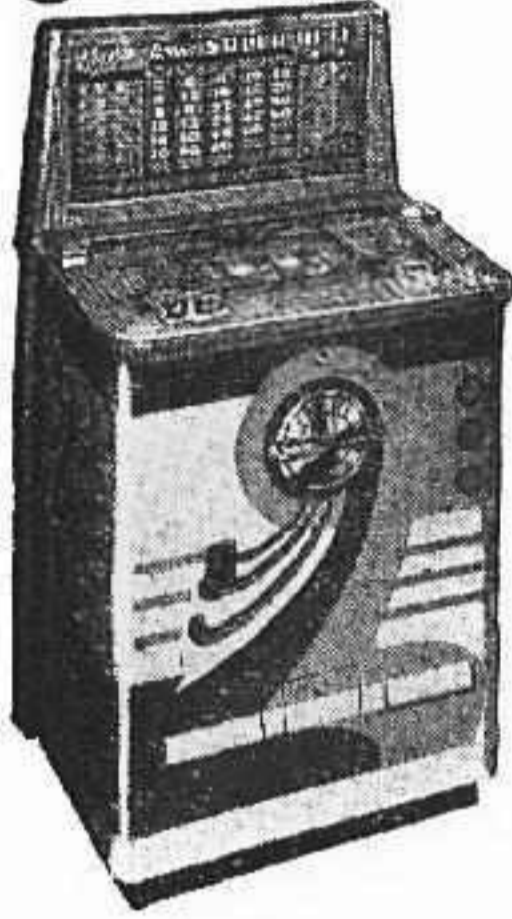
FOR IMMEDIATE DELIVERY—ORDER NOW!

DAVID ROSEN
855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259



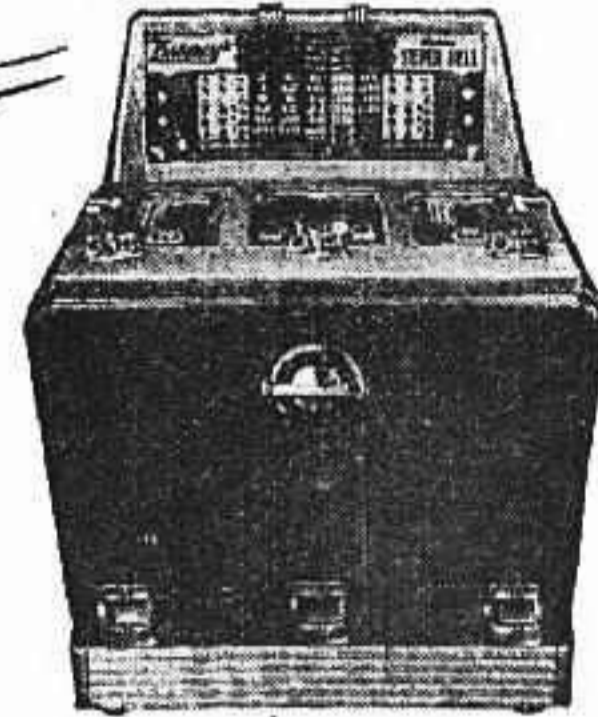
WATCH YOUR SPRINGTIME PROFITS GROW
with KEENEY'S
BONUS Super Bell

ONE-WAY



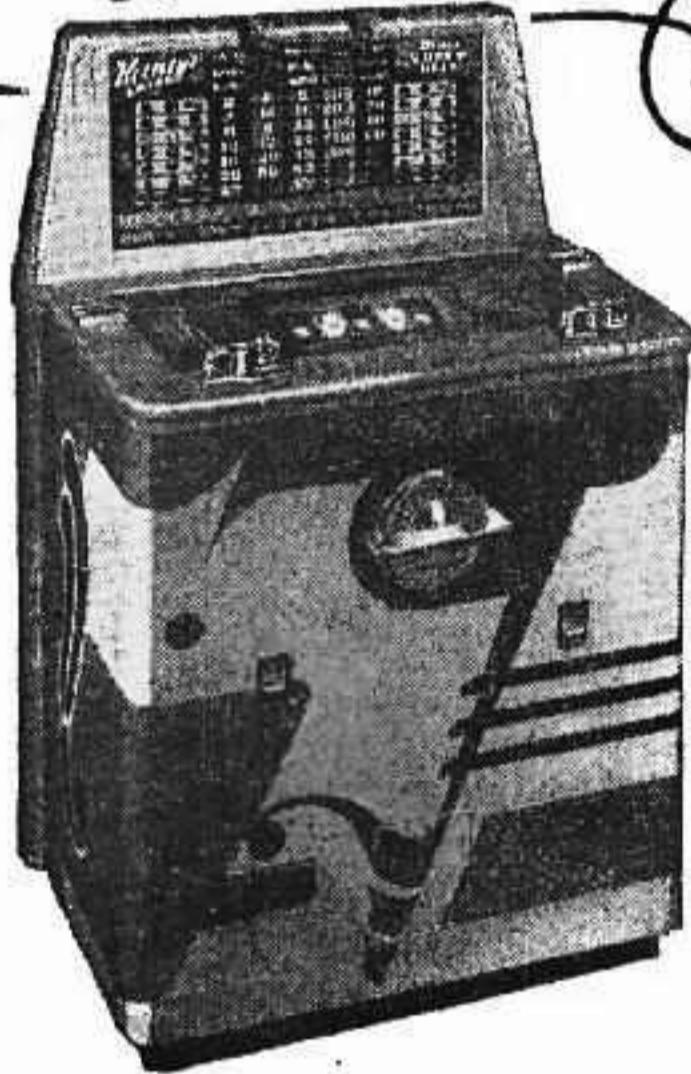
No other machine can equal Keeney's Bonus Super Bell earnings in resort and wayside locations. Keeney's Bonus Super Bell has never lost its popularity in any type of location. It never will. It's here to stay...for endless play!

THREE-WAY



Get all set for Spring - and a long run into Summer, Fall and year-round profits with Keeney's Bonus Super Bell. Those popular resort spots will soon open up and alert operators will recognize the big advantage of getting in early with the best... the very best... Keeney's Bonus Super Bell. See your Keeney distributor now...today!

TWO-WAY



J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

YOUR CHOICE \$29.50 Each ANY THREE \$85.00

- A.B.C. BOWLER
- ALL AMERICAN
- MISS AMERICA (Conversion)
- ATTENTION
- BOLOWAY
- CHAMP
- CROSSLINE
- DOUBLE PLAY
- GOLD STAR
- HOME RUN '40
- HOROSCOPE
- MAJORS

- MONICKER
- PLAY BALL
- SEA HAWK
- SCHOOLDAYS
- SILVER SPRAY
- SPORT PARADE
- SKY LINE
- SNAPPY
- STAR ATTRACTION
- STRATOLINER
- SHOW BOAT
- VICTORY

BALLY HIGH HAND \$94.50

BALLY CLUB BELL \$94.50

BIG HIT \$119.50

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LAURA \$79.50

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YOUR CHOICE \$44.50 EACH ANY THREE, \$130.00

- HOME RUN '42
- SPOT POOL
- TOPIC
- SKY BLAZER

1/3 WITH ORDER, BAL. C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St. Philadelphia 30, Pa. Fremont 7-4495

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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

KICKER and CATCHER

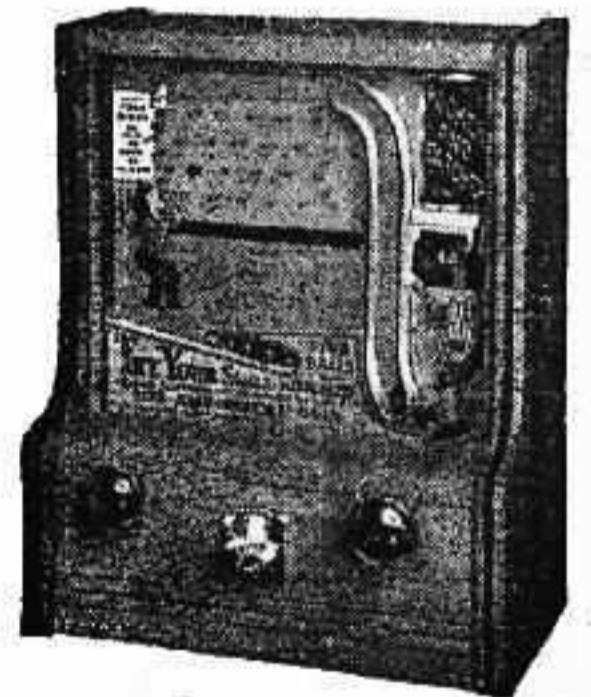
THE BIG HIT FOR PROFITS! 100 PER CENT SKILL!

EARNS MORE PER DOLLAR INVESTED THAN ANY OTHER GAME MADE!

Three Balls for One Cent— Automatic Score—Returns Goal Ball for Extra Kick. Takes in Pennies — You Count Dollars!

ONE CENT PLAY \$37.50

Add \$3.75 for Nickel Play



Order Today — Satisfaction Guaranteed!

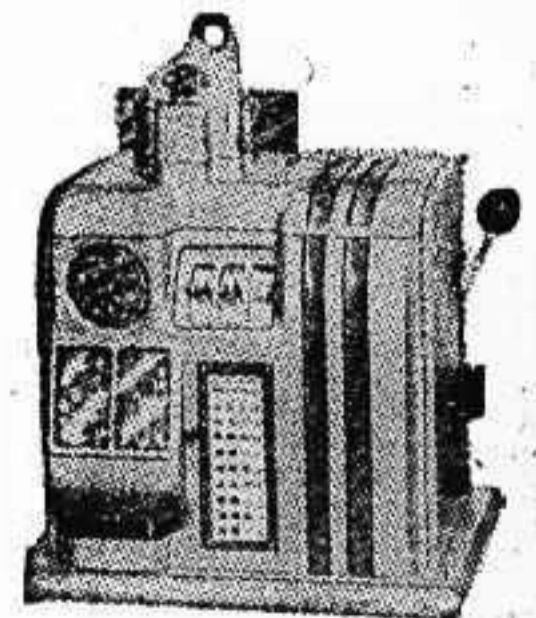
THE NEW COLUMBIA BELL

THE OLD RELIABLE SMALL PAYOUT MACHINE FOR THOSE SPECIAL SPOTS

Four Machines in One — Quickly Convertible to Penny, Nickel, Dime or Quarter Play

LARGE TWIN JAK-POTS ABSOLUTELY SLUG PROOF!

1/3 Deposit Required With Order



PRICE \$145.00 F. O. B. PEORIA

CENTRAL ILLINOIS SALES CO.

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PEORIA, ILLINOIS

GOT YOURS YET?

Chicago Coin's
KILROY

THE *Greatest*
**5 (or 3) BALL
EVER MADE**



CHICAGO COIN MACHINE CO.
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"CONTACT-KIT"

Service calls due to electrical causes are simplified with CONTACT-KIT—packed in a patented plastic box.

No. 10 CONTACT-KIT
Contains:
Assorted silver contact points
Assorted fibre lifters
Fibre separators
Insulating bushings
Assorted phosphor bronze leaves
Insulating fish papers
Flexible pig-tail wire
Set of contact point adjusters, etc.

PRICE \$7.50

No. 20 CONTACT-KIT
A deluxe kit with additional silver points, leaves, point adjuster and switch assembling tool.

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GET IT FROM BLACK—THEY HAVE IT IN STOCK!

\$1,000 CASH
FOR 4 EXHIBIT'S ROTARIES

- 1 Chicago Digger \$ 75.00
- 2 Exhibit's Merchantman Diggers, Ea. . 75.00
- 6 Muto, Card Venders, W/Cards, for Lot 175.00
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- 3 Exhibit's Love Meters, on Base 75.00

PLAYLAND AMUSEMENT COMPANY
340 Monroe Ave., N.W., Grand Rapids 2, Mich.
Phone 6-6924

GEORGE FAIR

OFFERS

NEW REGAL NUT VENDORS, PLASTIC GLOBE. EACH.....	\$10.00
1 CLEAN LONGACRES, F. P.	\$150.00
4 CLEAN WHIRLWAYS, F. P. Each	100.00
1946 ROCK-OLAS	WRITE
500 NEW PACKARD WALL BOXES	WRITE
WURLITZER KEYBOARD MODEL 500 V	\$200.00
WEBSTER CHICAGO RECORD CHANGERS	WRITE
EMERSON RADIOS FOR PREMIUMS	WRITE
NEW STEP-UPS	\$150.00
NEW CARNIVAL	199.50

Immediate Delivery of Bally Rocket

GAMES
Your Choice, \$22.50 Each

INVASION	DIXIE	HOME RUN	BALLY PLAY BALL
SEVEN UP	CAPT. KIDD	DUDE RANCH	VENUS

Sky Blazer - - - - - \$35.00

MONTGOMERY DIST. CO.
951 Troy St. Phone Hemlock 9812 Dayton, Ohio

KICKER and CATCHER

1¢ Play \$49.50
100% Skill! Takes in more money per dollar invested than any game made!
5¢ Play Add \$3.75

TERMS: 1/3 Deposit, Balance C. O. D.

Birmingham Vending Co.
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LOWY'S BEST BUYS!

5 MILLS THRONES	\$125.00	3 SEEBURG 8200 Conv.	\$175.00
MARVEL POP-UP	49.50	3 WURLITZER 850	365.00
5 ROCK-OLA STANDARDS, Refin. .	225.00	5 WURLITZER 600R	169.50
5 ROCK-OLA DE LUXES, Refinished	225.00		

1/3 Deposit With Order—Balance Sight Draft
GET ON OUR MAILING LIST TODAY!

DAVE LOWY & COMPANY
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FOR SALE COIN MACHINE JOBBING BUSINESS

Exclusive Representation Phonograph and Pin Ball Lines. Big Territory. Large City in Central U. S. Large Stock of Parts and Used Equipment. GOOD ROUTES IN AND OUT OF CITY. Will sell all or part.

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BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

RECONDITIONED CONSOLES

COMPLETELY REBUILT AND REFINISHED LIKE NEW

MILLS THREE BELLS	\$345.00	KEENEY 4-WAY, 5-5-5-25¢	\$245.00
MILLS 4-BELLS, LATE 5-5-5-25¢	325.00	KEENEY 4-WAY, 5-5-5-5¢	225.00
MILLS 4-BELLS, ORIG. 5-5-5-25¢	245.00	KEENEY TWIN, 5-25¢, F.P., P.O.	189.50
MILLS 4-BELLS, ORIG. 5-5-5-5¢	199.50	KEENEY TWIN, 5-25¢, P.O.	149.50
BALLY CLUB BELL, F.P., P.O.	89.50	KEENEY SUPER BELL, 25¢, F.P., P.O.	99.50
BALLY HI HAND, F.P., P.O.	89.50	KEENEY SUPER BELL, 5¢, F.P., P.O.	89.50
MILLS JUMBO, LATE, F.P., P.O.	89.50	EVANS LUCKY LUCRE, 3-5¢, 2-25¢	89.50
MILLS JUMBO, LATE, P.O.	59.50	EVANS LUCKY LUCRE, 5-5-5-5¢	59.50
MILLS JUMBO, LATE, F.P.	49.50	JENNINGS BOB TAIL	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 950	\$450.00	ROCK-OLA COMMANDO	\$295.00
WURLITZER MODEL 850	450.00	ROCK-OLA SUPER ROCK-O-LITE	275.00
WURLITZER MODEL 750	425.00	SEEBURG 8800 ROCK-O-LITE	295.00
WURLITZER MODEL 700	350.00	SEEBURG CLASSIC ROCK-O-LITE	245.00

WURLITZER, MODEL 1015..... Write
SEEBURG, MODEL 1, '46..... Write

AIREON, 1946 MODEL..... Write
A. M. I., 1946 MODEL..... Write

ONE BALL MULTIPLE TABLES

GOTTLIEB DAILY RACES	WRITE	BALLY VICTORY SPECIAL, F.P.	\$325.00
BALLY VICTORY DERBY, F.P., P.O.	\$350.00	BALLY LONGACRE	145.00
BALLY PIMLICO	79.50	BALLY THOROBRED	145.00

RECONDITIONED SLOTS

NEW MILLS GOLDEN FALLS	WRITE	NEW MILLS BLACK CHERRY BELLS	WRITE
MILLS BLUE FRONTS (Refin.), 5¢	109.50	NEW PACE DE LUXE, 5¢	\$245.00
MILLS BLUE FRONTS (Refin.), 10¢	119.50	NEW PACE DE LUXE, 10¢	255.00
MILLS BLUE FRONTS (Refin.), 25¢	129.50	NEW PACE DE LUXE, 25¢	265.00
NEW MILLS VEST POCKET	74.50	NEW PACE DE LUXE, 50¢	375.00
		NEW PACE DE LUXE, \$1.00	550.00

SPECIAL GENCO'S TOTAL ROLLS **\$249.50**

AMUSEMENT MACHINES

ROLL-O-BALL	WRITE	SPORTSMAN ROLL	\$425.00
PINCH HITTER	\$295.00	GENCO ADVANCE ROLL	499.50
ENTERPRISE'S TRI-SCORE	275.00	ELECTROMATON ROL-A-SCORE	WRITE
KONTEST BOMBER	274.50	ENTERPRISE'S ONE WORLD	WRITE

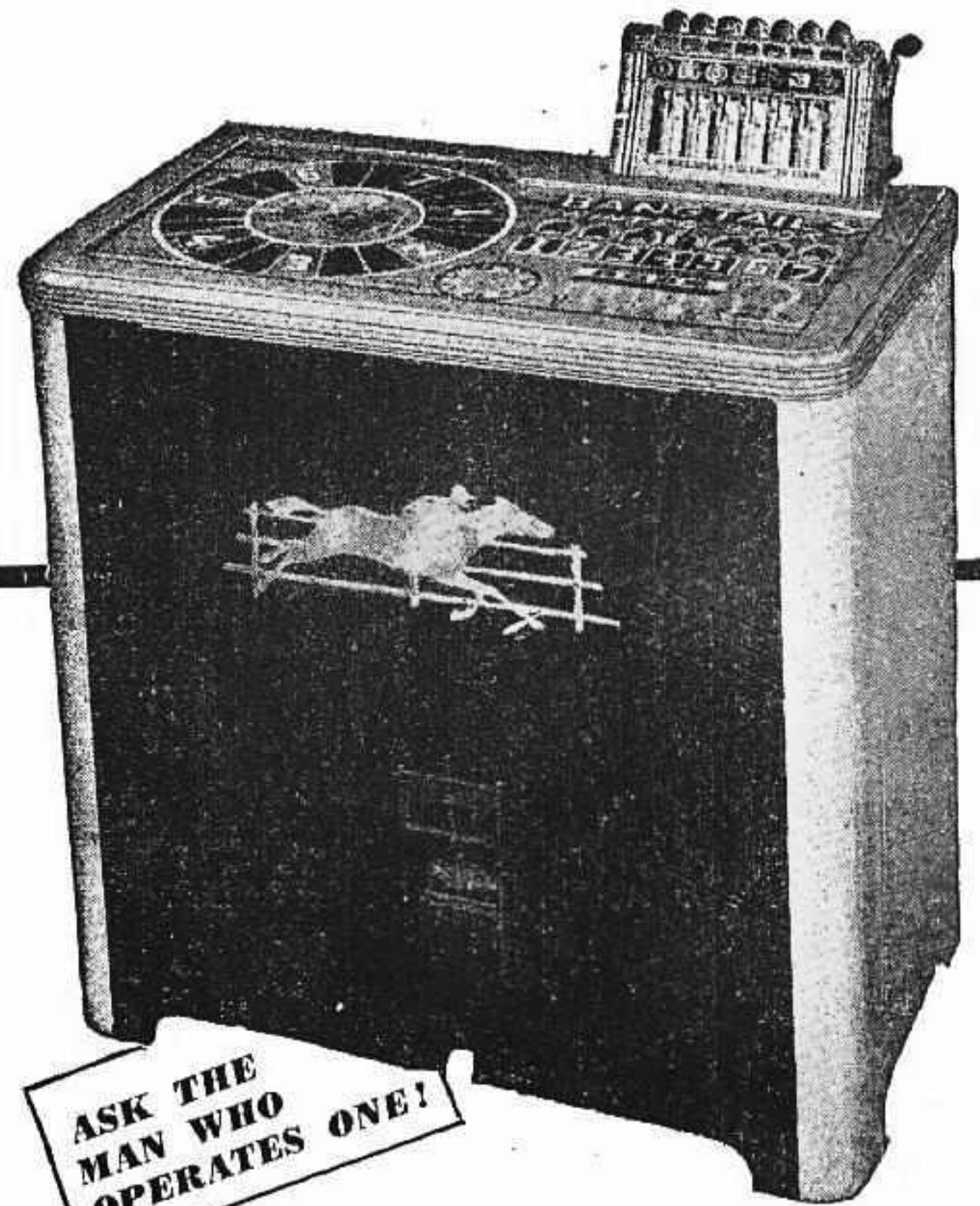
TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.

2251 WEST PICO BLVD.,
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

Badger Novelty Co.

2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.



ASK THE MAN WHO OPERATES ONE!

NEW—SENSATIONAL EVANS'

BANG TAILS—WINTER BOOK

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5¢ or 25¢ play.

EVANS LEADS THE FIELD AGAIN WITH

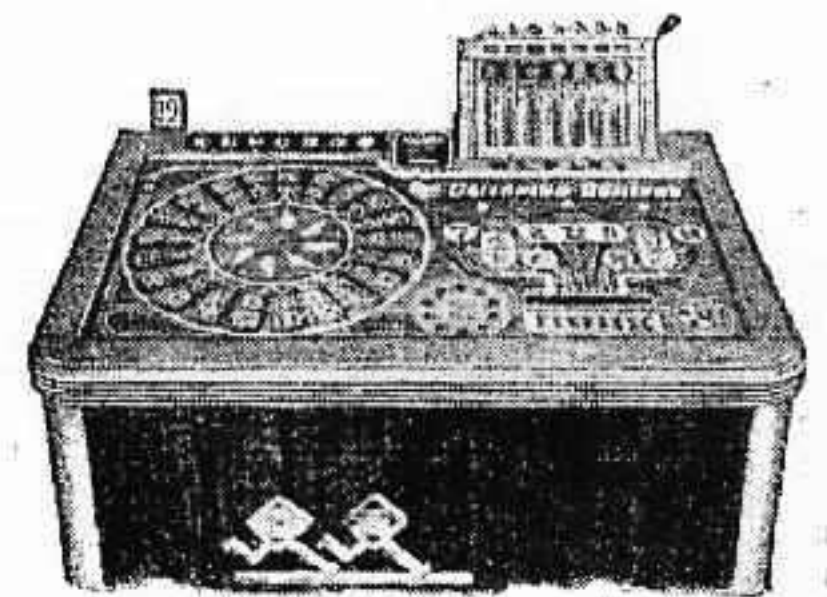
REPLAY CONVERTIBLE MODELS

NOW AVAILABLE

IN

NEW

BANG TAILS AND GALLOPING DOMINOS easily and quickly convertible to Automatic Award!



Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5¢ or 25¢ play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve... operate machines to suit your special requirements!

ONE ROL-HI

New Galloping Dominos model with same high awards as Bang Tails—Winter Book. Now in production! Rush your order for early delivery!

ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!

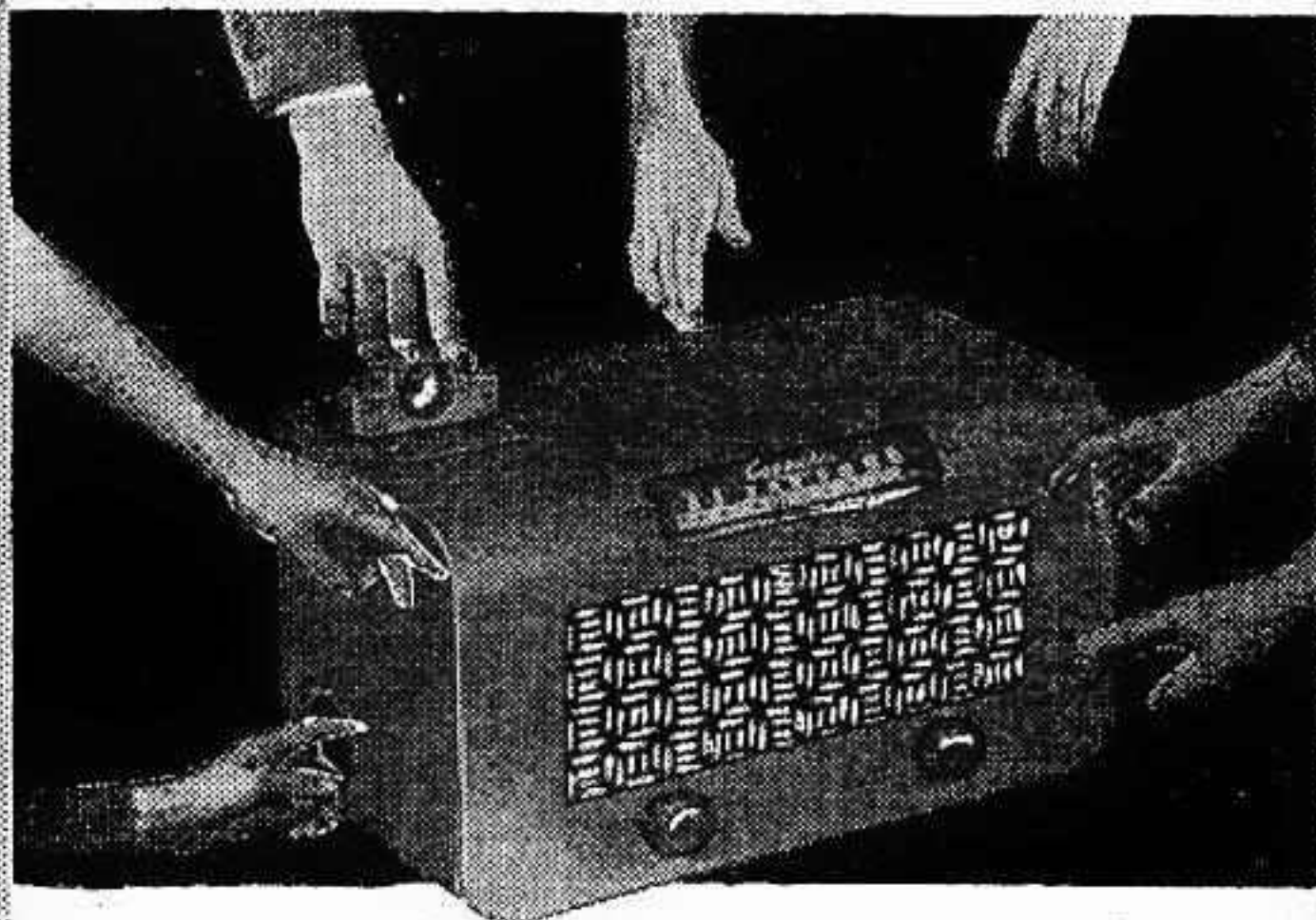
H. C. EVANS & CO.

1520-1530 W. Adams St.

Chicago 7, Illinois



ARE YOU ONE OF THE 231 EXPERIENCED OPERATORS WHO TURNED TO CORADIO LAST MONTH?



THE NEW CORADIO

(WITH THE BUILT-IN NATIONAL SLUG REJECTOR UNIT)

CORADIO
COIN OPERATED RADIO

108 W. 31st STREET • NEW YORK 1, N. Y. • CHICKERING 4-8865

Empire Coin Values

SPECIALS! 12 5c BALLY DRAW BELL\$349.50
 ALL LIKE NEW! 10 PACE DELUXE, 5c, \$69.50; 10c, \$74.50; 25c.. 79.50

VENDING MACHINES FOR ALL **WRITE**
 SPECIAL USES

RECONDITIONED 5 BALL PIN GAMES

SUPERLINER	\$179.50	YANKS	\$99.50	GUN CLUB	\$67.50
SUSPENSE	169.50	HOLLYWOOD	94.50	DUPLEX	67.50
BIG LEAGUE	144.50	SKY BLAZER	89.50	BELLE HOP	64.50
LAURA	134.50	SKY RIDER	89.50	LEGIONNAIRE	59.50
STAGE D CANTEN	134.50	FOUR ACES	84.50	ALL AMERICAN	59.50
SKY CHIEF	119.50	5-10-20	84.50	CHAMPS	59.50
FLAT TOP	119.50	MIDWAY-UNITED	79.50	BOLAWAY	59.50
COVER GIRL	119.50	BOSCO	79.50	SHOW BOAT	59.50
FRISCO, F.S.	109.50	GENCO DEFENSE	74.50	VENUS	59.50
LIBERTY, GOTT	109.50	HI HAT	69.50	ABC BOWLER	57.50
CATALINA	99.50	WEST WIND	69.50	'41 MAJORS	57.50
YANKEE DOODLE	99.50	TOPIG	69.50	INVASION	54.50
AIR CIRCUS	99.50	SPOT POOL	69.50	SEVEN UP	54.50
BIG PARADE	99.50	MONICKER	69.50	PARATROOPS	54.50
KNOCK OUT	99.50	STAR ATTRACTION	69.50	TEN SPOT	54.50
KEEP EM FLYING	99.50	GENCO VICTORY	69.50	MARINES	47.50

CHICAGO METAL REVOLVAROUND SAFES—Universal—Single, \$79.50; Dble, \$116.75
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 KLEER-FLO PARTS CLEANER, COMPLETE 143.50
 TURN-TABLE SHAFT FOR WURL. COUNTER MODEL 5.95
 SPEED IRON SOLDERING GUN, HEATS AND COOLS IN 5 SEC. 12.95

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 Bally ROCKET ... 279.50
 KILROY ... 279.50
 Gottlieb MAISE, 294.00
 Marvel CARNIVAL 249.50

Jennings SUPER DELUXE
 LITE-UP CHIEFS
 5c 10c 25c 50c
 \$324 \$334 \$344 \$454

Jennings 5c-25c
 CHALLENGER .. \$595.00

SILVER KING—1c OR 5c
 NUT VENDOR ... \$13.95

ADVANCE ROLL .. \$499.50
 GOALEE .. 314.50
 METAL TYPER .. 445.00
 Basketball CHAMP 499.50

CHALLENGER .. \$49.50
 Folding Stand ... 11.95

VEST POCKETS .. \$74.50

Gott. GRIP SCALE \$39.50

Bally ENTRY ... \$595.00
 SPECIAL ENTRY . 595.00

Marvel's
POP-UP
 New Legal
 Counter Game
\$49.50

NEW BAKER'S PACES

5¢ \$597.50
 5¢, DD ... 668.50
 25¢ 677.50
 25¢, DD ... 747.50
 KICKER & CATCHER \$49.75

DAVAL'S

BEST HAND .. \$59.50
 MEXICAN
 BASEBALL .. 59.50
 OOMPH ... 59.50
 SKILL THRILL 57.50
 FREE PLAY. 75.00

NEW SCALES

ARIST-O-SCALE \$115.00
 MIR-O-SCALE \$125.00
 WATLING Fortune WRITE

NEW CONSOLES

Bally DELUXE 5¢
 DRAW BELL .. \$512.50
 Bally TRIPLE
 BELL 895.00
 Evans BANG-
 TAILS, J.P. ... 671.50
 Evans WINTER
 BOOK 826.00
 Ev. BANGTAILS,
 Comb. FP & PO 824.50

Jennings BRONZE OR
 STANDARD CHIEFS
 5c 10c 25c 50c
 \$269 \$279 \$289 \$399

Groetchen Deluxe
 CLUB COLUMBIA \$209.50
 J. P. COLUMBIA 145.00

VICTOR MODEL "V"
 NUT VENDORS .. \$11.75

BOOMERANG .. \$295.00

Gottlieb
 DAILY RACES .. \$650.00

GRIP-VUE \$49.95

Champion 1c
 BASKETBALL \$49.50
 WITH STAND ... 64.50

SLOTS

5¢ BLACK CHERRY, ORIG., 2-5 .. \$179.50
 5¢ JENN. SILVER CHIEF .. 119.50
 5¢ MILLS BLUE FRONT, ORIG. ... 109.50
 10¢ MILLS BLUE FRONT .. 119.50
 25¢ MILLS BLUE FRONT .. 129.50
 5¢ BROWN FRONTS .. 119.50
 10¢ BROWN FRONTS .. 129.50
 25¢ BROWN FRONTS .. 139.50
 VEST POCKETS, 1948 Model .. 69.50
 5¢ QT., LATE, Giltter Gold Front .. 87.50
 25¢ QT., LATE, Giltter Gold Front .. 109.50
 5¢ JENN. CLUB CONSOLE CHIEF .. 149.50
 10¢ 4-STAR CHIEF .. 119.50
 COLUMBIAS, J.P., 1948 MODEL .. 99.50
 5¢ BLACK CHERRY, REC. ... 149.50
 10¢ BLACK CHERRY, NEW REC. ... 169.50
 5¢ WATL. ROLATOP, \$79.50; 10¢ .. 89.50
 5-10-25¢ JENN. LITE-UP CHIEFS .. Write
 SLOT STANDS, Complete .. 17.50

ONE BALLS

VICTORY SPECIAL
 CLUB TROPHY, F.P. \$489.50
 VICTORIOUS, F.P., TURF CHAMP .. 139.50
 '41 DERBY .. 69.50
 RECORD TIME, F.P. 149.50
 LONGACRE, F.P. 99.50
 TURF KING, P.O. 249.50
 JOCKEY CLUB, P.O. 189.50
 40 MILLS 1-2-3, F.P. 175.00
 MILLS OWL, 1 OR 5 BALL, F.P. .. 89.50
 LONGSHOT, P.O. 69.50
 KENTUCKY, P.O. 129.50
 BLUE GRASS, F.P. 149.50
 VICTORY DERBY, P.O. 109.50
 VICTORY DERBY, P.O. 325.00

ARCADE

MUTO. VOICE-A-GRAPH .. \$875.00
 TOTAL ROLL, LIKE NEW .. 375.00
 EV. TEN STRIKE .. 95.00
 EV. SUPER BOMBER .. 189.50
 BALLY DEFENDER .. 119.50
 BATTING PRACTICE .. 85.00
 ELECTRIC DEFENSE GUN .. 24.50
 GENCO WHIZZ—Like New .. 89.50
 EXH. CARD VENDOR .. 9.50
 EXH. STREAMLINE CARD VENDOR .. 24.50
 SHOOT TO TOKYO .. 109.50
 CHICAGO COIN GOALEE—Like New 239.50
 GOTT. 3-WAY GRIPS .. 19.50
 CHICAGO COIN HOCKEY .. 119.50
 MUPSCOPE SKY FIGHTER .. 159.50
 RAPID FIRE .. 99.50
 BLOW BALL .. 109.50
 PITCHER & CATCHER .. 89.50
 BALLY SKY BATTLE .. 139.50
 APT TARGET, MOD. F. BLUE .. 29.50
 APT CHALLENGER, 1948 MODEL .. 34.50
 SET 3 ADVICE METERS & STAND .. 119.50
 VICTORY STAMP VENDORS, NEW .. 24.50
 SHOOT THE JAPS .. 89.50

CONSOLES

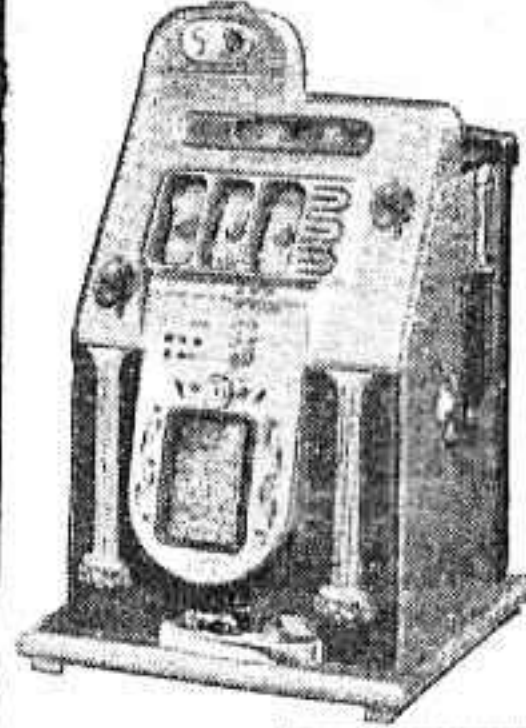
25¢ DRAW BELL, BRAND NEW! .. \$395.00
 BAKER'S PACERS, D.D., J.P., NEW 395.00
 5¢ COMB. SUPER BELLS .. 149.50
 BALLY SUN RAYS, F.P. 89.50
 5¢ BUCKLEY TRACK ODDS, J.P. ... 435.00
 HI HAND, COMB. 139.50
 WATLING BIG GAME, 5¢, P.O. 89.50
 5¢ PACE SARATOGA SR. 89.50
 BALLY BIG TOP, P.O. or F.P. 89.50
 WATLING BIG GAME, F.P. 79.50
 MILLS JUMBO, P.O. LATE HEAD .. 99.50
 JENN. SILVER MOON, F.P. 79.50
 5¢ BALLY CLUB BELL .. 159.50
 25¢ BALLY CLUB BELL .. 184.50
 EVANS LUCKY STAR .. 149.50
 GALLOPING DOMINOS, J.P. 149.50

ONE-HALF DEPOSIT WITH ORDERS, BALANCE O. O. D. OR SIGHT DRAFT.

Empire Coin
MACHINE EXCHANGE

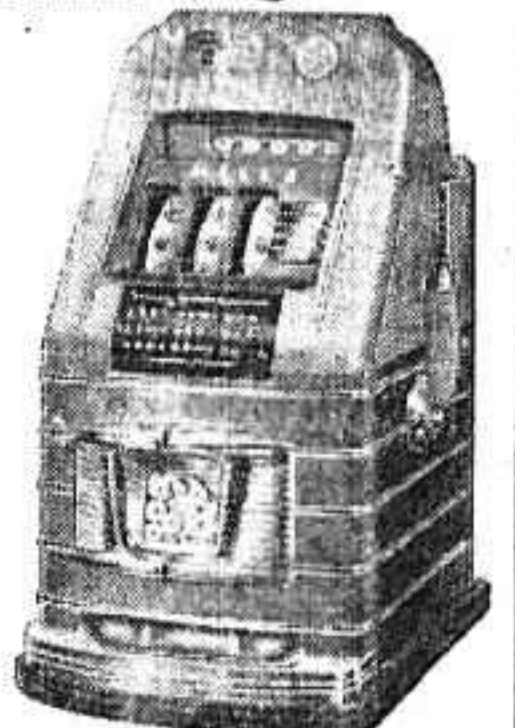
2812 WEST NORTH AVENUE - PHONE: HUMBOLDT 6288 - CHICAGO 47, ILLINOIS

MILLS LATEST MACHINES



GOLDEN FALLS

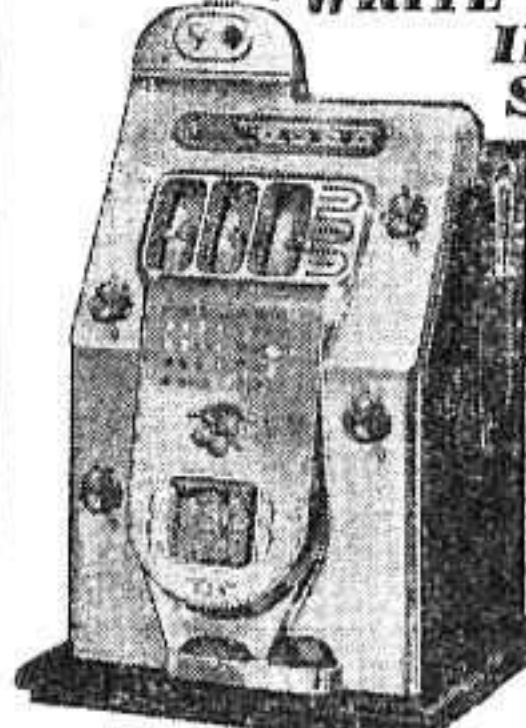
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.



JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES
IMMEDIATE SHIPMENT



BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play
\$74.50
 1/3 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

KICKER and CATCHER

KICKS IN THE CASH!

100 PER CENT SKILL—
 LEGAL ANYWHERE!

A TERRIFIC NEW COUNTER GAME THAT
 BREAKS ALL COLLECTION RECORDS!

ORDER
 A SAMPLE
 TODAY!

Guaranteed To Satisfy
 or Your Money Refunded!

ONE CENT
 PLAY
\$37.50

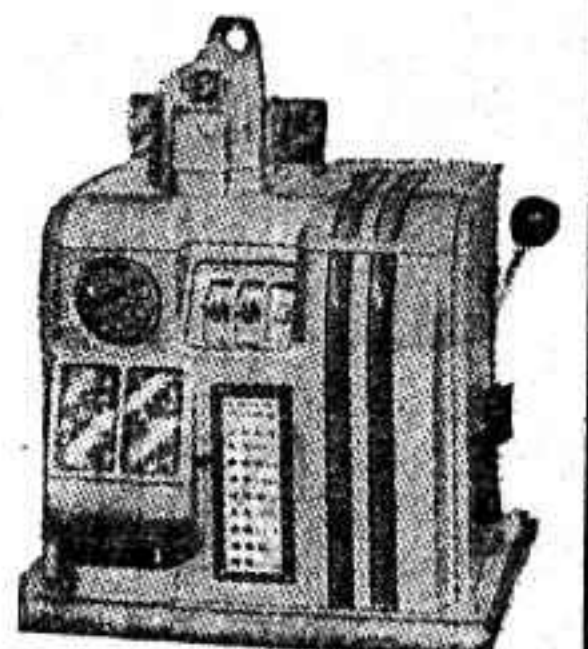
Add \$3.75 for
 Nickel Play



THE NEW COLUMBIA BELL

THE TRIED AND PROVEN SMALL PAYOUT MACHINE FOR THOSE SPECIAL SPOTS WHERE COMPACTNESS AND LIGHT WEIGHT ARE ESSENTIAL. THE ONLY MACHINE CONVERTIBLE TO PENNY, NICKEL, DIME AND QUARTER PLAY. YOU GET FOUR MACHINES IN ONE!

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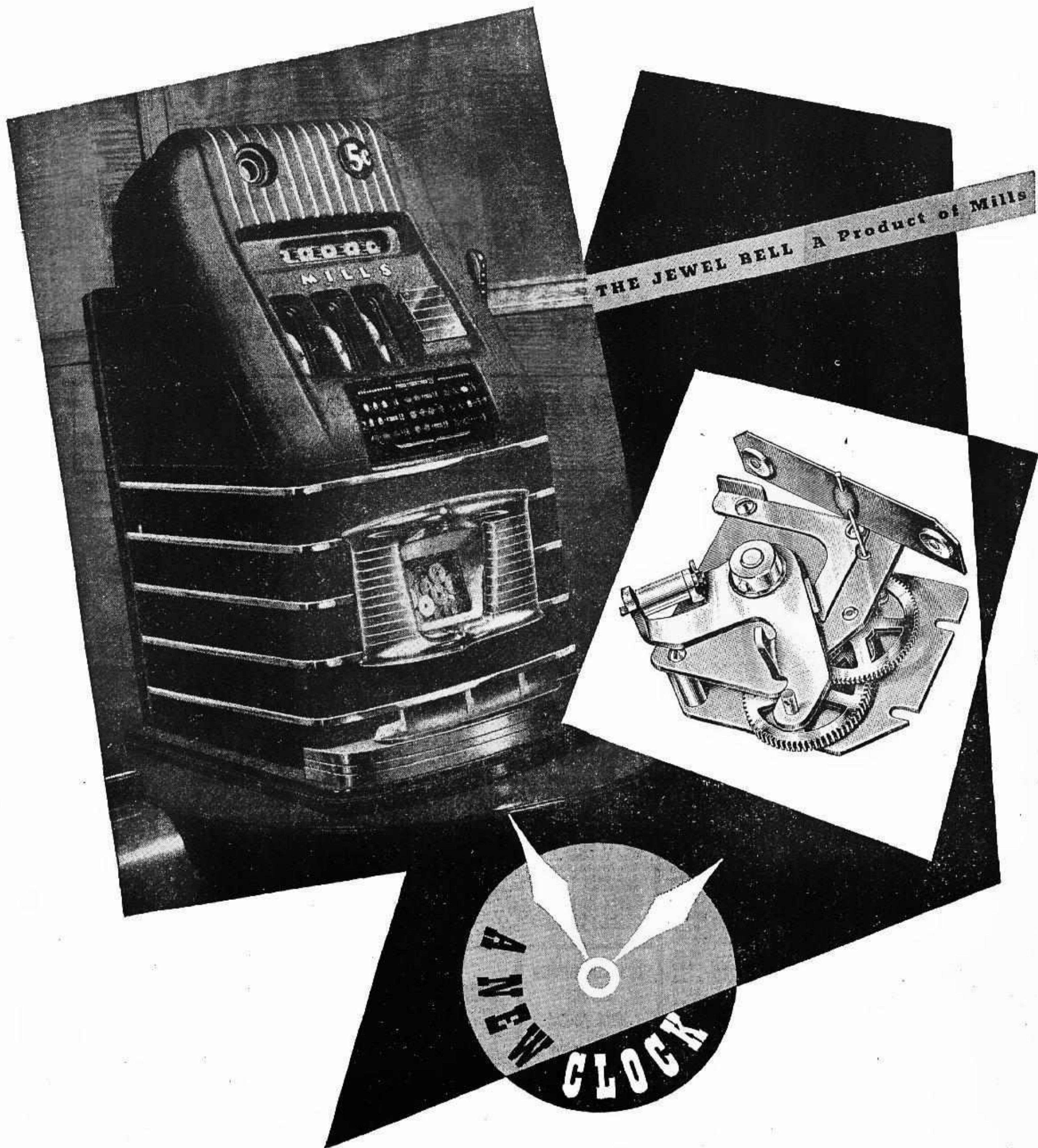


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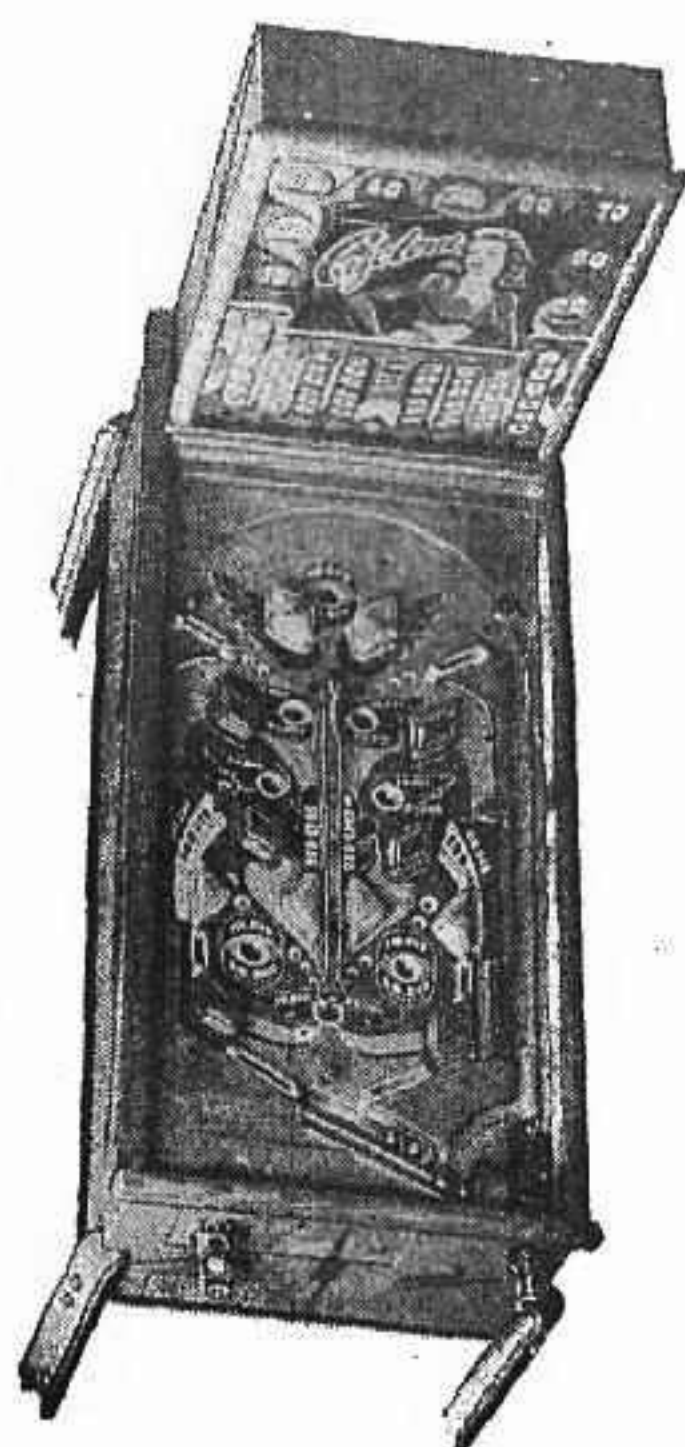
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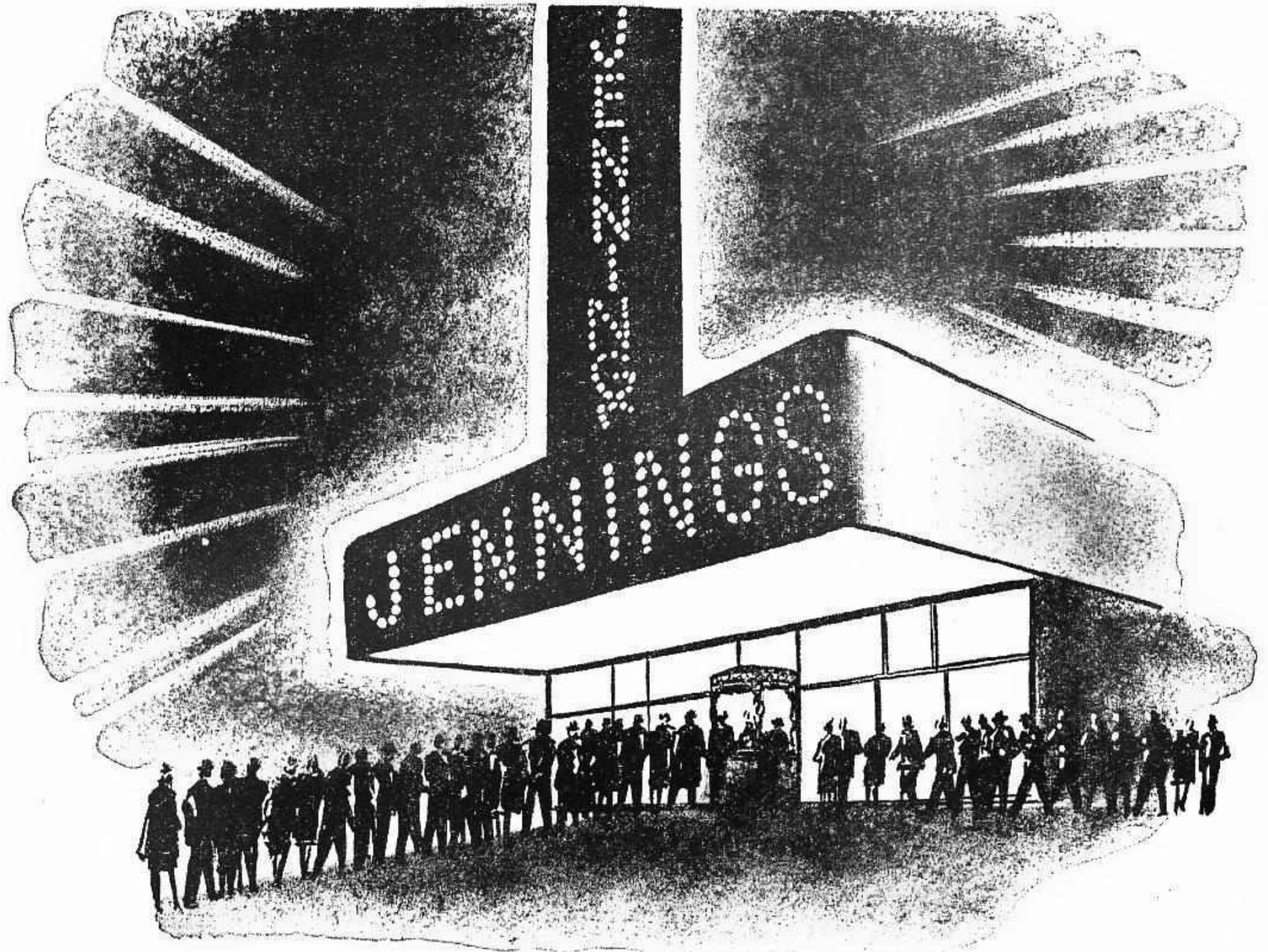
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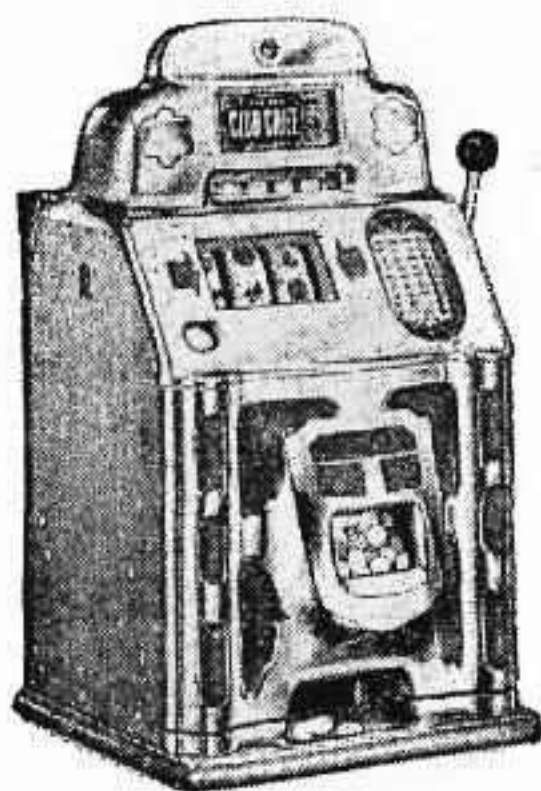
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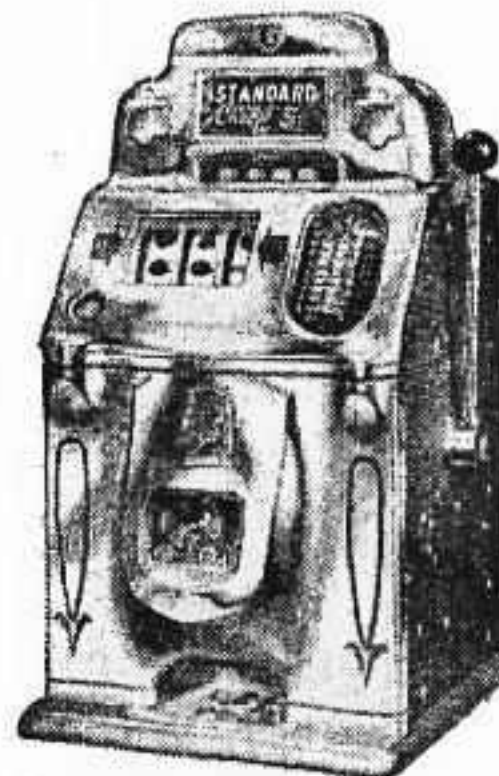
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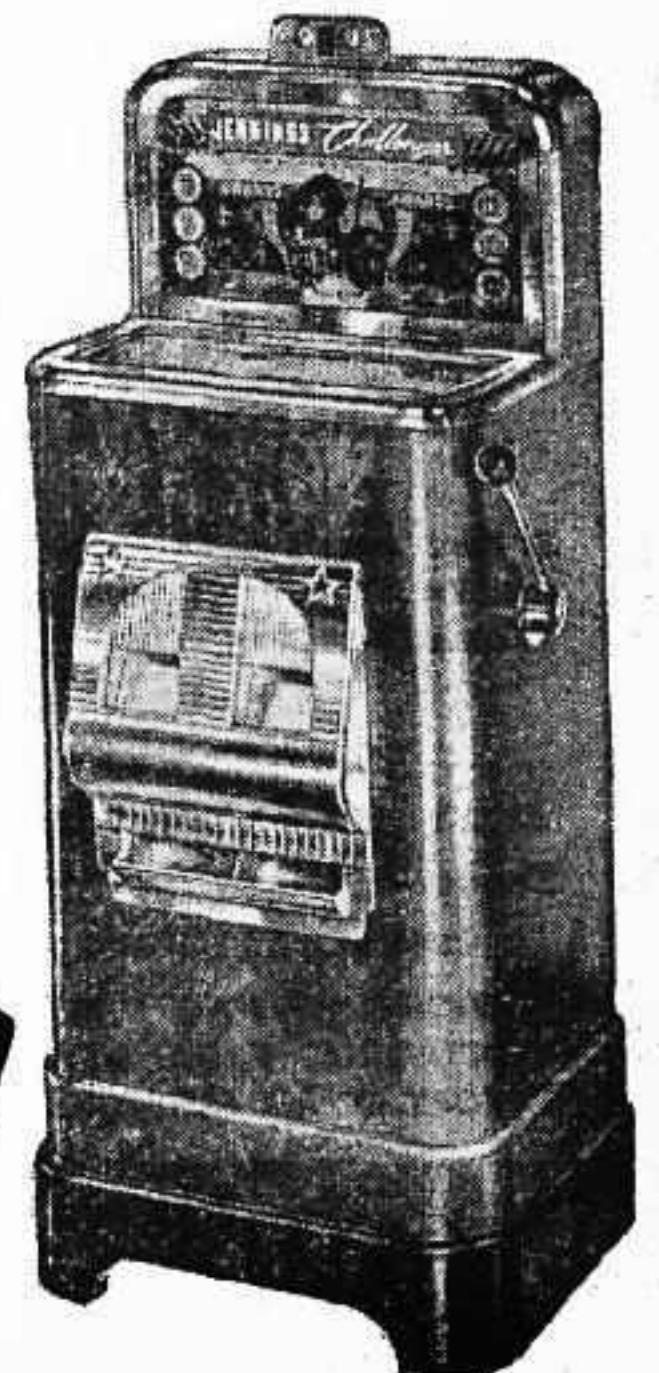
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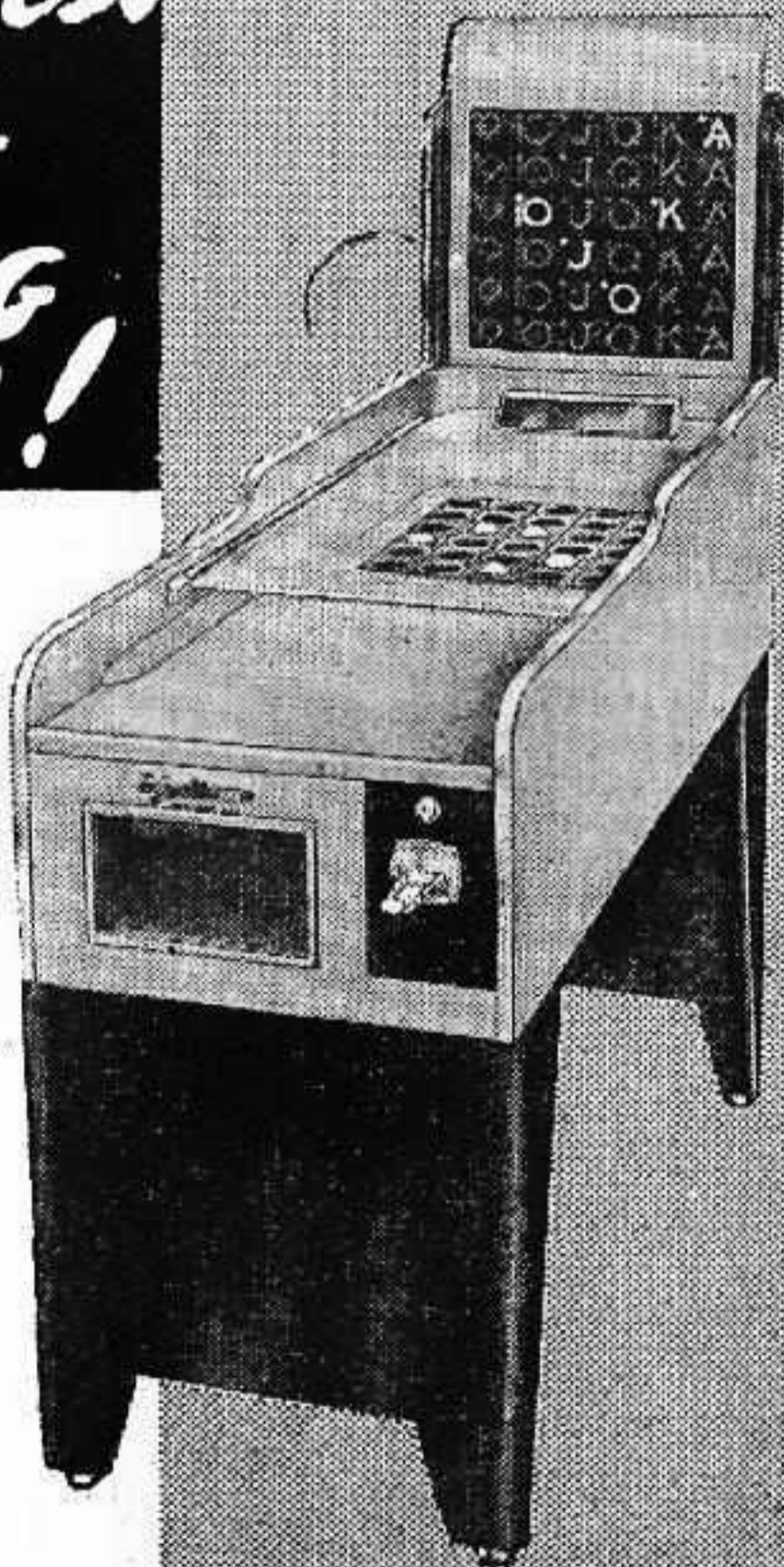
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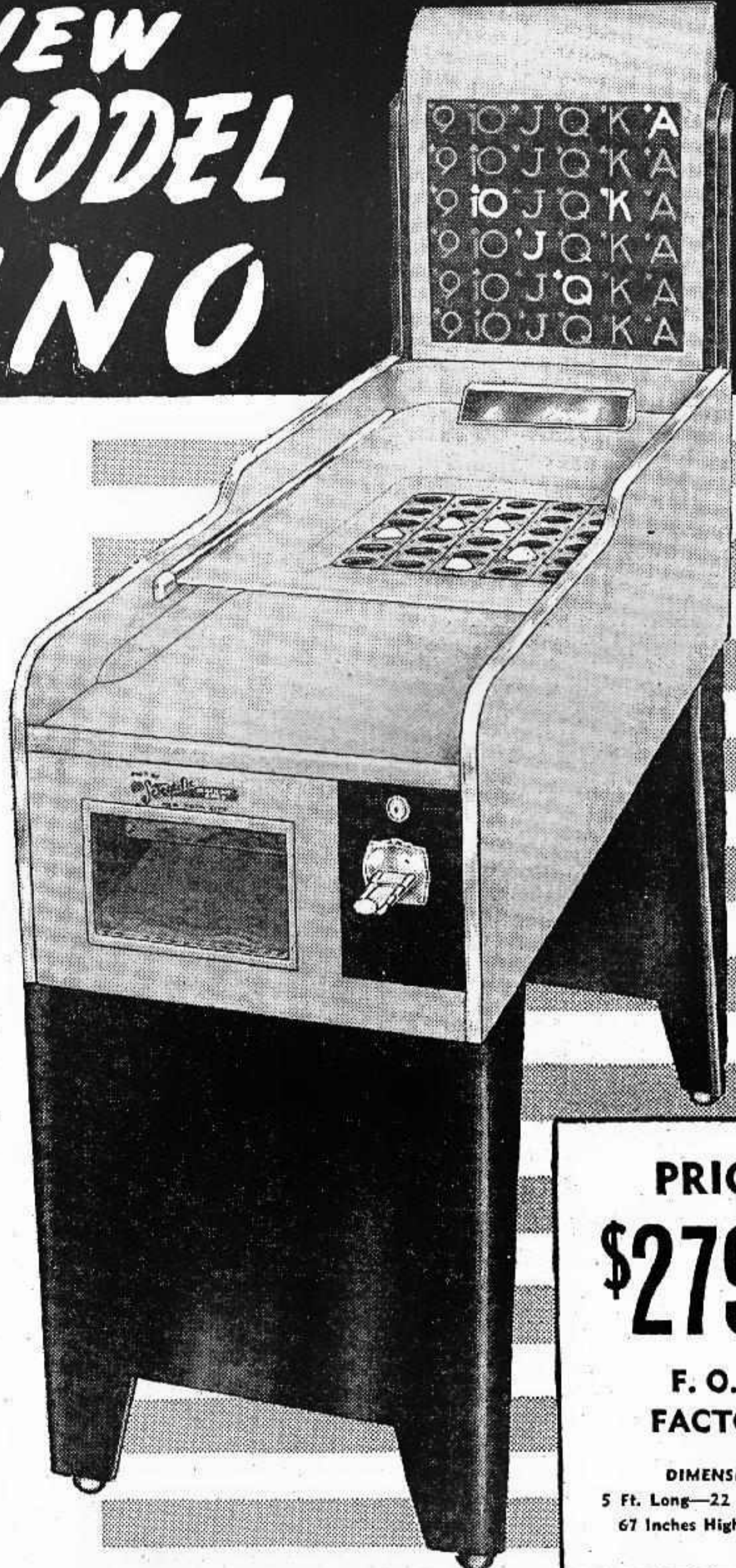
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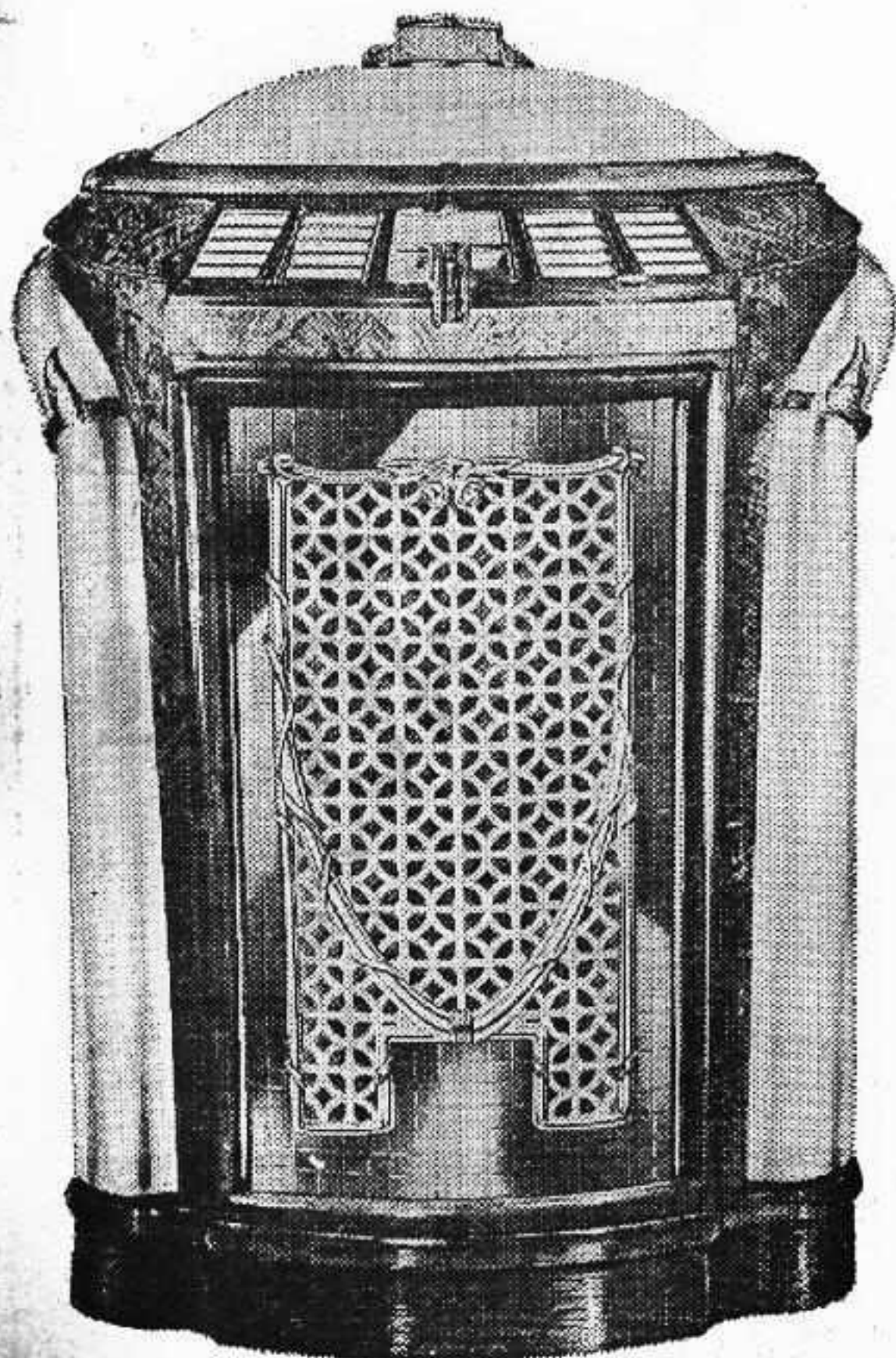
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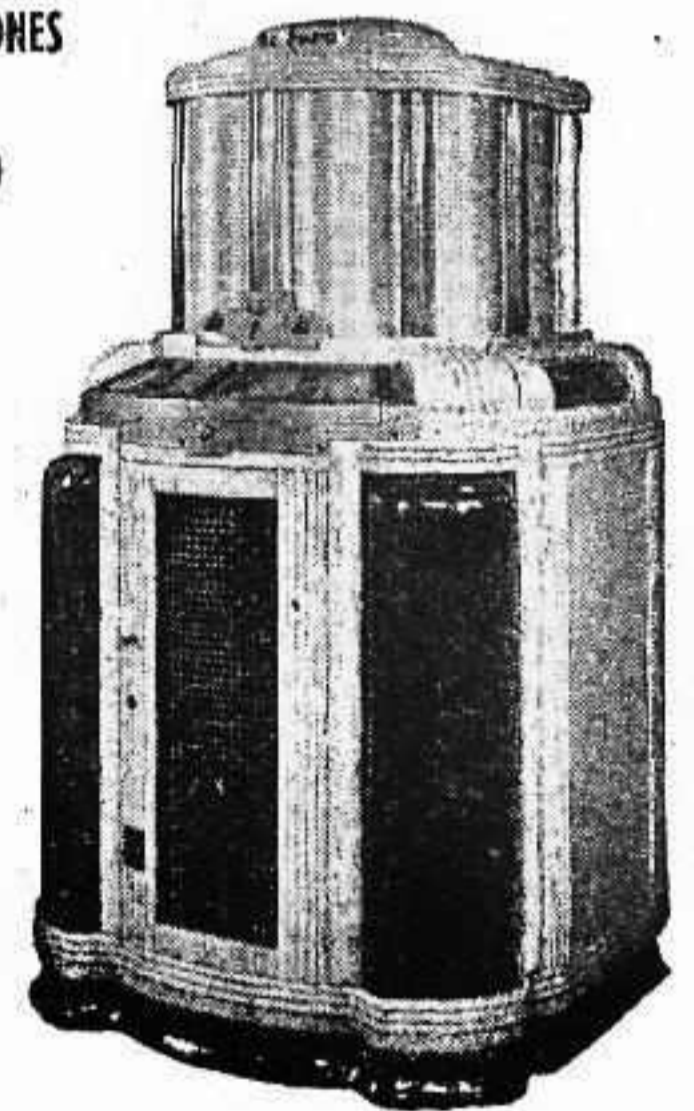
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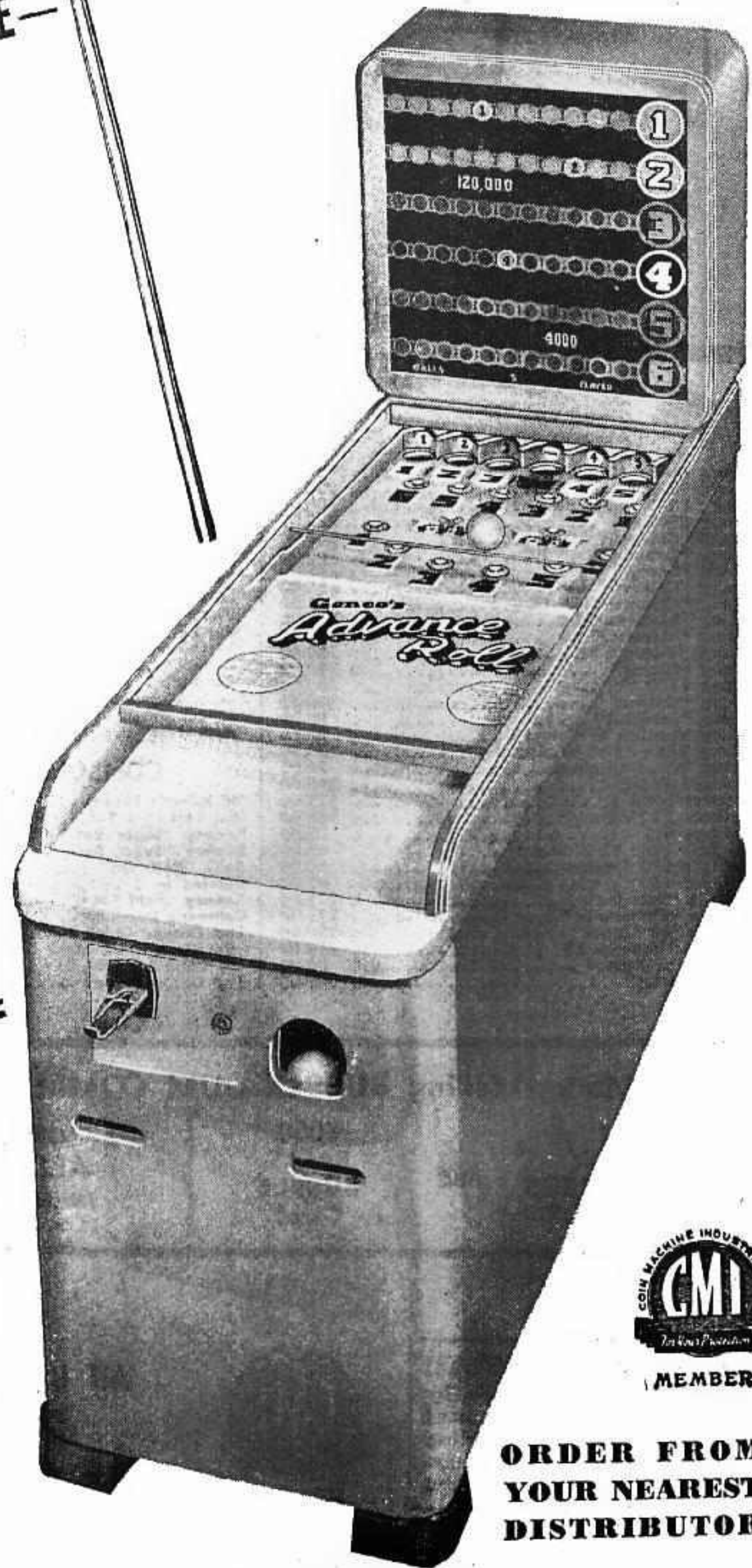
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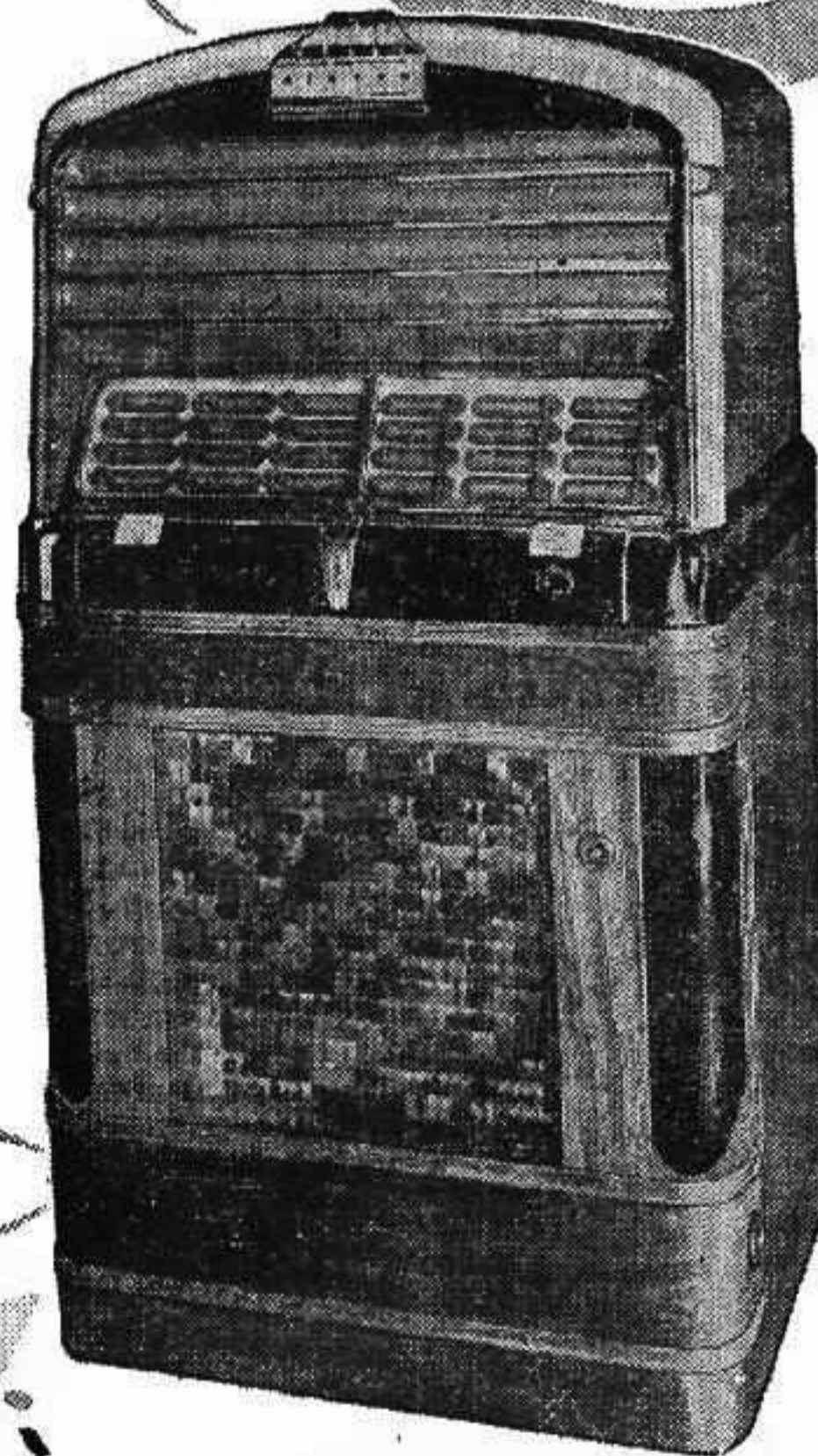
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Operators naturally look to Seeburg for the inspired pioneering so essential to keep Music Merchandising moving ahead. The two basic ideas that have meant so much to successful operation—Scientific Sound Distribution and Remote Control—are now proving the soundness of Seeburg's advanced thinking in thousands of locations from coast to coast.

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Wallomatics bring music within easy reach of the public. Seeburg manufactures Wireless Wallomatics that plug into any convenient electric outlet—no wires to the phonograph—and Three-Wire Wallomatics that connect directly to the Symphonola with a single 3-wire cable. Seeburg Wallomatics are available with either 5-cent or 5-10-25 cent coin chutes.



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There are speakers for every purpose in the complete Seeburg line. They include: Smartly styled Mirror Speakers designed for locations requiring additional low frequency response; lightweight, compact Tear Drop

Speakers for scientific distribution of middle register volume; and Recessed Wall and Ceiling Speakers.



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Ideal for large auditoriums or locations having many individual rooms. Effective at distances up to 1,000 feet from the Symphonola. Operation of auxiliary amplifier, which has its own volume control, is entirely separate from the master amplifier.



Dual Remote Volume Control

An ingenious electronic device that gives complete control to any Seeburg Scientific Sound Distribution System. Volume of Symphonola Speaker and all auxiliary speakers may be individually controlled from a remote point. Records may be cancelled. Volume may be predetermined and locked, preventing change by unauthorized persons.



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An amplifier with its own tone and volume control. This permits using the Symphonola Speaker as a public address system. Music from the Symphonola and announcements may be mixed.

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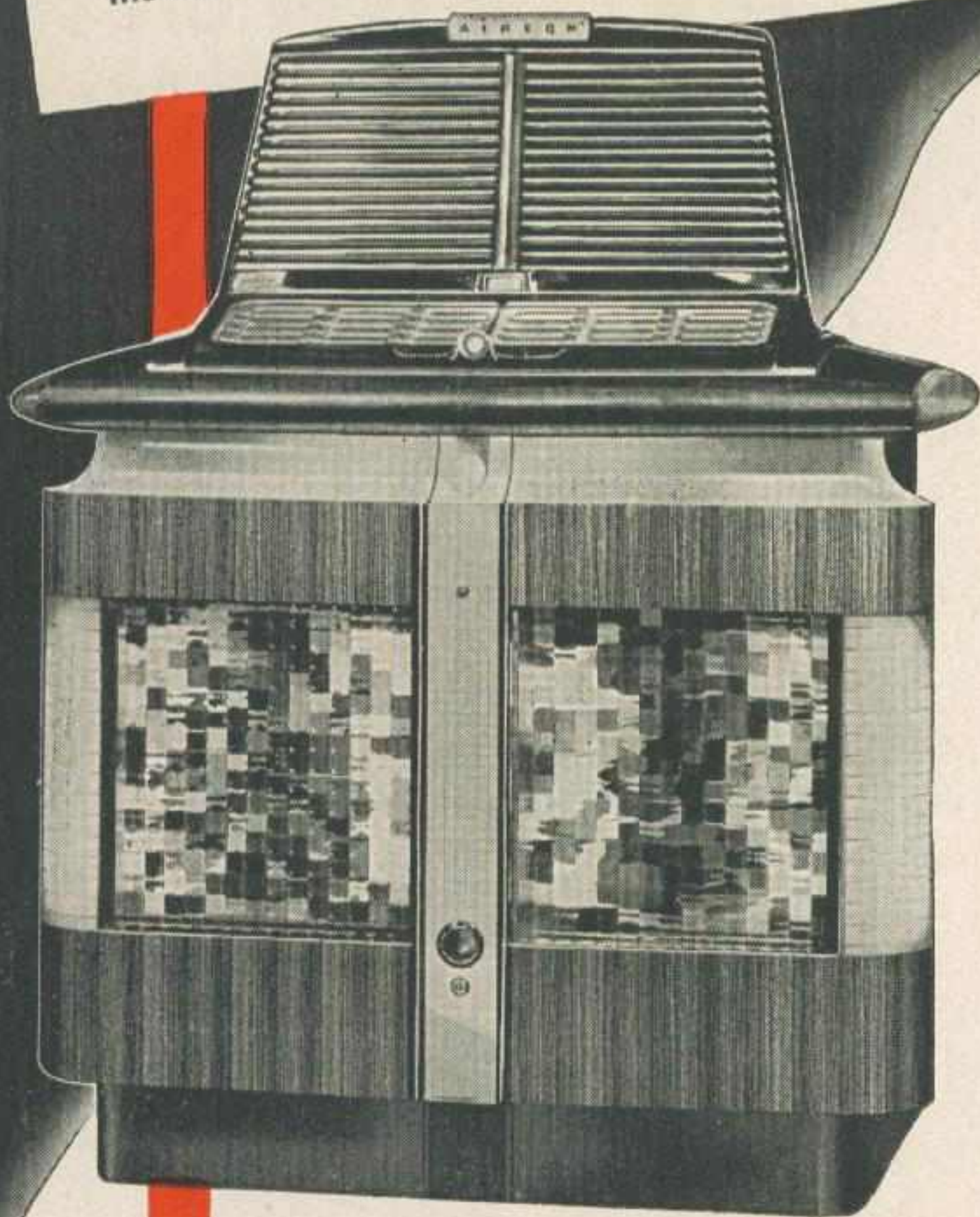
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